
2023 Year In Live Experiences

StubHub

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Introduction

This is the year. It's not just about the usual champions this year – the Super Bowl, World Series, NBA, NHL, World Cup – but the moments that define the essence of live events. Sure, every year has its championship wins and first concerts, the stories of triumphs and setbacks on grand stages, accompanied by career-defining moments – moments that undoubtedly create lasting impressions on devoted (and casual) fans.

And it's not just the big moments that define a year; it's the juicy bloopers, the kisses on the jumbotron, stagedoor autographs, a rookie stealing home, the last encore, the heartbreaking losses and nail-biting buzzer-beaters that make each year extra meaningful. It's that one kid on the jumbotron. Fans, from diverse walks of life and all corners of the world, each experiencing these moments differently, in their own ways, are bound to carry these experiences for a lifetime. These are the experiences that launch their future stories, reserved only for core memories of this magnitude:

“This was the year... I was there.”

But this is THE year. 2023 was iconic. It was Taylor's year, marked by record-breaking moments that made her the leader of a movement for fierce female performers – on stage, on court, on the field, in Travis Kelce's skybox. She was also among the unexpected sports highlights of the year, alongside the likes of Messi with his global stardom lifting MLS, Coach Prime driving demand and headlines for the Buffs, LeBron breaking records, F1 roaring in the States, and the Kelce brothers facing off in the Super Bowl.

In an era often characterized by technological advancements that seemingly isolate and make connective IRL experiences seem more infrequent, live events, especially concerts, built new communities and proliferated pop fodder. In fact, social media enabled and enhanced these live event moments, bringing them into the mainstream. Our mid-year survey shows that younger generations, like Gen Z

and millennials, are truly immersing themselves into the live event experience more than ever, sharing experiences live from the events over video calls and even coordinating themed outfits. They're leaving nothing at the door.

These communities came from and went all over the world – we saw an 80% uptick in the number of tickets purchased from U.S. buyers for international events on StubHub. They exchanged friendship bracelets and showed up in seas of silver, roaring insider chants. Vegas upped the ante and became the poster child for the year's momentum in live entertainment: the residency of a chart-topping pop songstress, two #1 teams, an F1 race and the opening of the most immersive live event venue of all time, The Sphere. An incredible 90% of sales for events in Vegas this year were from out-of-state buyers.

What made 2023 stand out was the widespread impact that all these live event moments had on the cultural landscape – Taylor, female stars, unexpected stars and

moments – driving communal connections that defied conventional thinking about modern technology. In the aftermath of a spirit-crushing pandemic, they became our town square.

Oh, and those champions we mentioned at the beginning? In a narrative twist, several were first-timers this year - NHL, NBA, Women's World Cup and MLB. 2023 really did hit differently.

This was the year. The moments, the trends – they're all in our report, a testament to this epic year of bravura live experiences.

Music enthusiasts weren't just attending shows this year; they were joining forces, creating a league of their own. The energy was palpable, and the camaraderie was off the charts. It wasn't just about the artist on stage; it was about the community coming together, turning concerts into the ultimate pop-cultural phenomenon. So, move over, sports fandom; the concert crowd is taking center stage.

Music enthusiasts weren't just attending shows this year; they were joining forces, creating a league of their own.

A StubHub [mid-year survey](#) with YouGov underscored this shift, revealing younger cultures are immersing themselves into the live event experience more than ever:

Gen Z and millennials are 2.5x more likely to purchase themed outfits for a live event than their Gen X counterparts and 9x more likely than boomers.

They're sharing this experience over video calls to friends and family, live from the event: Gen Z and millennials 2x more likely than any other generation to do so.

And they consider these experiences to be major life events – over half of Gen Z (60%) said they would skip major life events (like the birth of a family member, a planned vacation, a friend's wedding or a sibling's graduation) to be front row to see their favorite artist perform live.

2.5X

Gen Z and millennials are 2.5x more likely to purchase themed outfits for a live event than their Gen X counterparts and 9x more likely than boomers.

2X

Gen Z and millennials are 2x more likely than any other generation to share this experience over video calls to friends and family, live from the event.

60%

of Gen Z said they would skip major life events to be front row to see their favorite artist perform live.

Fierce Females

Taylor Swift's "Eras Tour" is the biggest in StubHub history: She is the most searched artist of the year on StubHub with 127% more views than Coldplay, the second most-searched act.

This is the year that we'll remember for Taylor.

The buzz started back in November 2022, when tickets for the "Eras Tour" hit the market. Swifties everywhere were ready – the return of the pop queen after a five-year live performance hiatus and with a treasure trove of never-before-heard hits. The anticipation was real.

And just when you thought it couldn't get wilder, "Swiftonomics" became a thing across the entire tour – economic gold mines benefiting every city she stopped in; and, in Seattle, she was credited with causing literal seismic activity.

In 2023, Taylor Swift wasn't just performing; she was rewriting the playbook, leaving a trail of glitter, economic stimuli and friendship bracelets wherever she went. To that end, the tour turned craft hobbies into money makers for some, and one mom even found out that Taylor could fund her family reunion.

Here's to a year where "historic" doesn't even begin to cover it. Taylor Swift maintained the #1 top-selling artist position throughout the entire year on StubHub. With 24 tour dates over the summer, she earned the #1 artist of the summer position on StubHub for the third time (previously held in 2015 and 2018) and she sold 5x Beyoncé's global summer dates and nearly 12x the sales for the summer dates of her own 2018 Reputation Tour.

The incredible impact is seen beyond sales, but also in searches and traveling fans. She is the most searched artist of the year on StubHub, with 127% more views than Coldplay, the second most-searched act. Fans from over 110 countries bought tickets to her global 2023 dates on StubHub; we had buyers from 100 different countries for the U.S. dates, alone. Los Angeles drove the most international sales (total volume) and Seattle drove the greatest portion of international sales (ratio of U.S. sales to international sales). Over 50% of sales on StubHub for her international dates are coming from U.S. buyers. And another

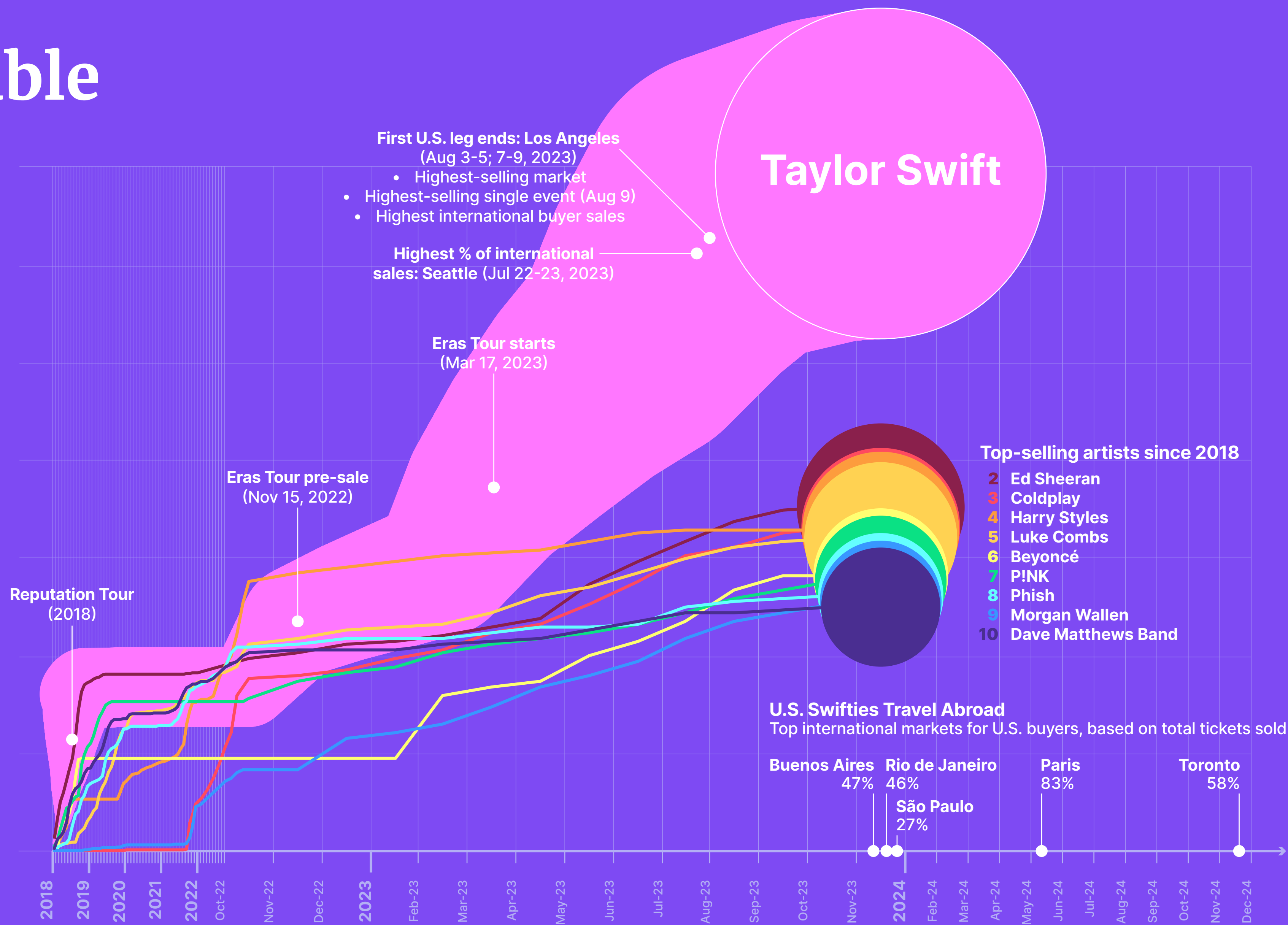
remarkable trend for the tour on StubHub: 83% of sellers for the U.S. dates were first-time sellers on StubHub.

It's not just a tour; it's a cultural phenomenon, and we're all just living in Taylor's version of the world.

The Unstoppable Taylor Swift

The Eras Tour is the biggest tour in StubHub history, and it continues to get bigger.

A visualization of Taylor's sales in 2023 compared to her own in 2018 demonstrates just how impressive this year was for her. Further compared to the 10 highest-selling acts since 2018, you can see how she outshines her fellow stars. U.S. (and global) buyers are continuing to drive an impact across her international dates, well into 2024.



Female Touring Acts Shine

Taylor Swift wasn't just the star – in a year in which females are the story – she was the main character in an all-star cast of female power dominating the scene.

Along with her fellow hitmakers, she and other female music superstars collectively drew record numbers of ticket sales, with four notable powerhouses hitting the [most in-demand artists list](#). Taylor Swift, Beyoncé, Adele and P!nk accounted for nearly three-quarters of sales among the top ten artists overall.

We've seen this coming all year – the summer of 2023 was a female-fronted success story that made it a record-breaking summer concert season on StubHub. Led by Taylor Swift and Beyoncé, female artists accounted for 57% of StubHub's total summer concert sales, globally.

Meanwhile, in Vegas –where live entertainment thrived this year – Adele's residency crushed that of U2. She was the #1 highest-selling act in Vegas, outselling #2 U2 by almost 50%, even with a much

smaller venue (roughly 1/4th the size).

It's in these iconic female stars where fans found each other. These trailblazers built experiences that encouraged community and bonding – the silver, the bracelets, the chants we've mentioned before – they meant something to these fans. These stars created experiences that their fans – from around the world – will never forget, unique memories that each cherish differently.

And the trend doesn't end with the megastars. We're keeping an eye on rising talents from diverse genres including Lainey Wilson and boygenius; they're the next wave of female acts poised to conquer the charts, according to our [2023 breakthrough artists list](#).

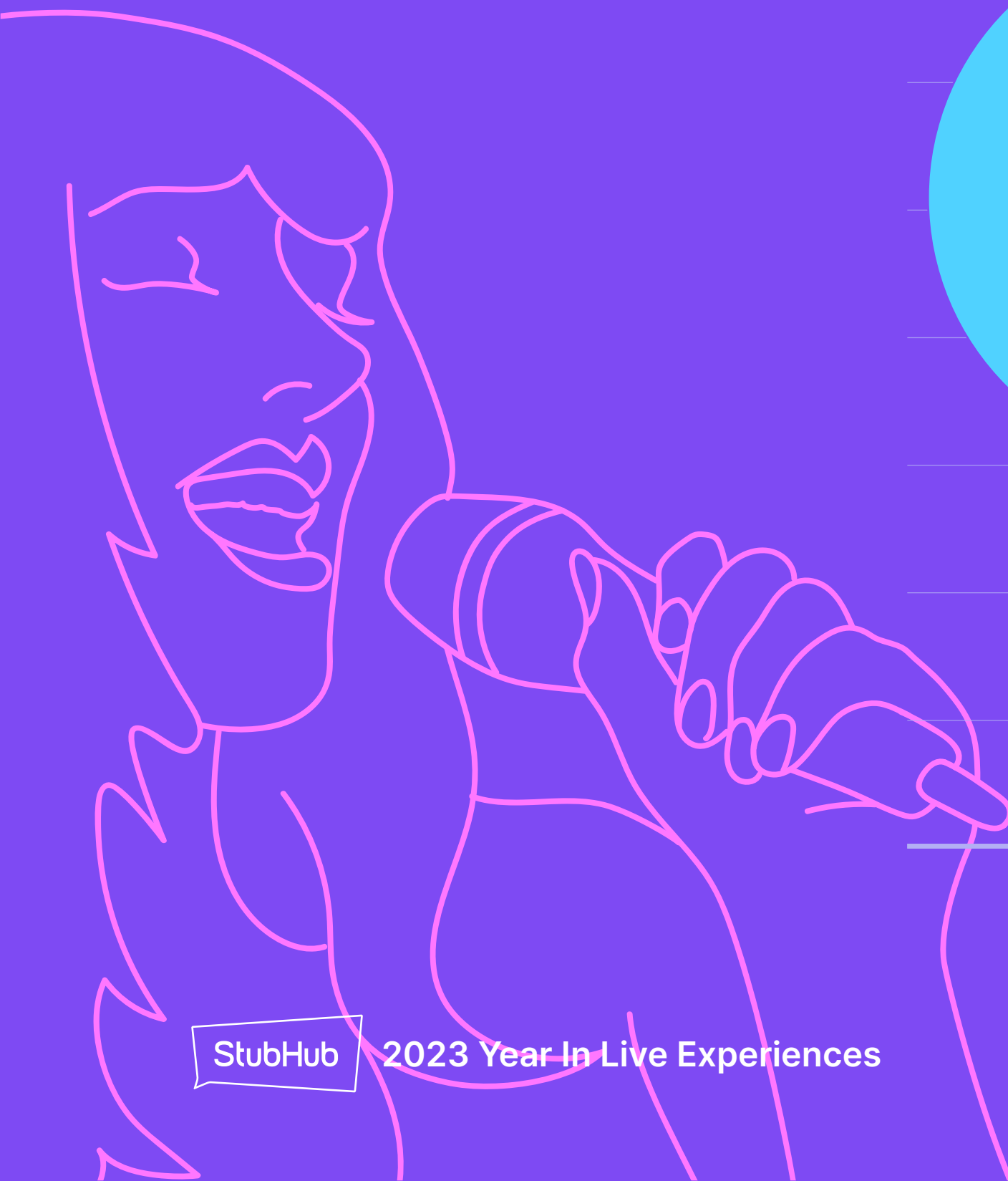
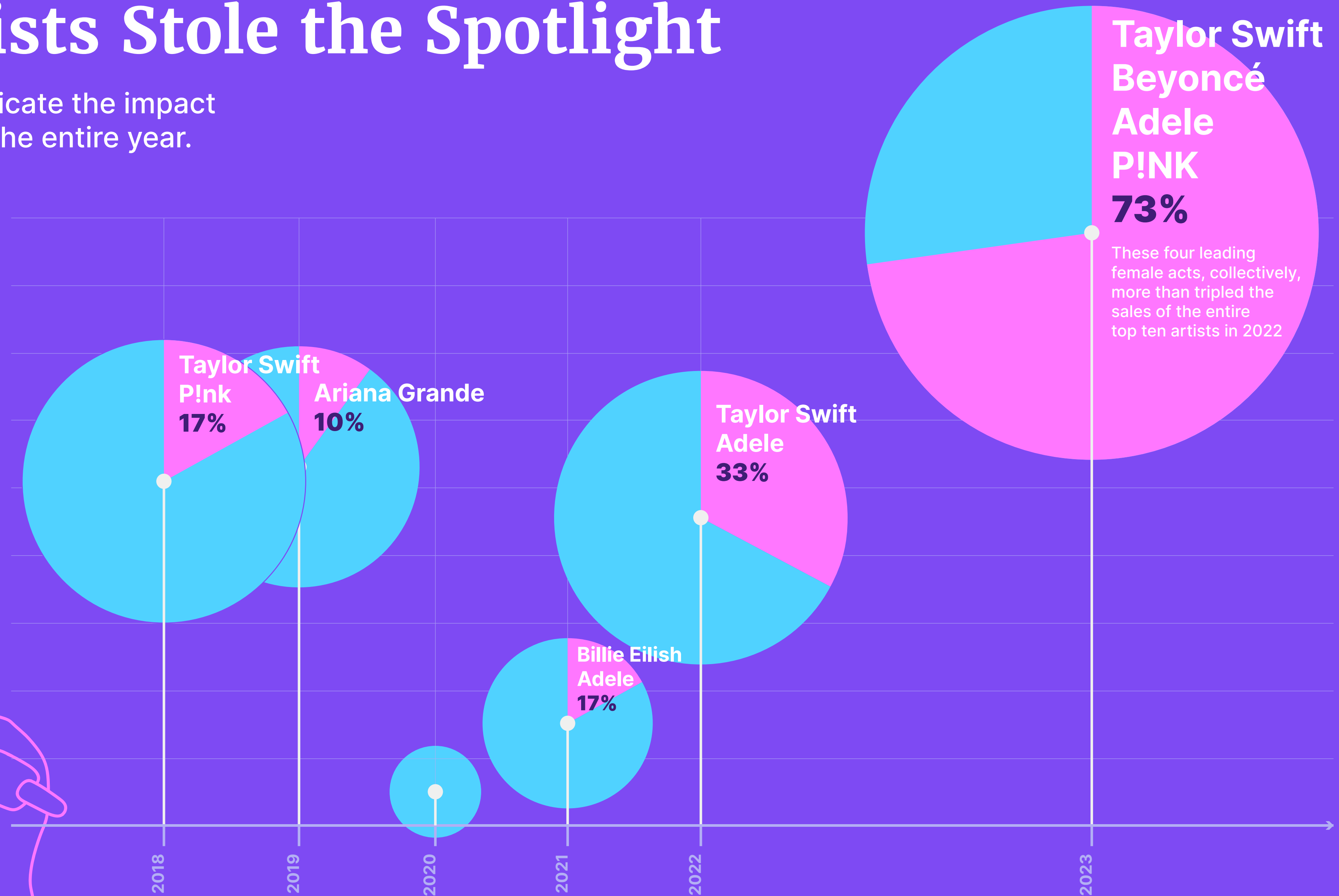
3X

In 2023, the four top-selling women outsold the entire list of top ten highest-selling artists of 2022 by over 3x.

Female Artists Stole the Spotlight

2023 sales on StubHub indicate the impact female performers had on the entire year.

Concert sales have grown steadily since 2021, as have sales in the top ten acts, and both received a major boost by the performance of female acts this year. Meanwhile, over the last three years, the portion of sales by female acts in the top ten highest-selling artists has also grown.



Women's Sports Soar

The incredible strength and story of the female powerhouse also prevailed on the court and field this year, in a series of game-changing moments.

This couldn't be more evident than during the University of Nebraska's volleyball game against Omaha this season. With thunderous "side-out" chants resonating through the crowd of more than 92,000, it was more than just a match, it was a defining moment that dominated social media and became the best-selling volleyball game ever on StubHub. More importantly, however, the game became the highest-attended women's sporting event in history, unseating the 2022 UEFA Women's Champions League matchup of Barcelona v. Wolfsburg.

And who could forget the U.S. Open? This year's women's finals saw a 30% spike in sales on StubHub compared to 2022, with a remarkable 42% increase in tickets sold. Shout out to the captivating Coco Gauff: the magnetic and humble sports icon drove a 20% surge in overnight sales on StubHub

for the Women's U.S. Open Finals, when she clinched her spot in the match.

These are just anecdotal examples of the broader trends. Sales for the 2023 WNBA season nearly doubled that of the 2022 season, with a record-breaking Finals on StubHub; while the NWSL surpassed 2x the sales of 2022. Further, the Women's Final Four experienced higher demand than the Men's for the first time.

Looking ahead, to 2024 and beyond, we expect to see continued momentum for female athletes, with league expansions promising to offer even more opportunities for the community that fans crave.

Women's Sports on the Rise

Sales for women's basketball and soccer have doubled in 2023. Highest-selling teams driving growth.

The top three highest-selling teams in each of the NWSL and WNBA saw dramatic jumps in sales this year over 2022, contributing to the 2x and nearly 2x boost in league sales, respectively, on StubHub.



Unexpected Sports Moments

As the year unfolded, women stepped into the limelight on courts and fields, but other unexpected sports moments also had everyone buzzing.

Yes, we had new champions emerge – the Denver Nuggets, Vegas Golden Knights, Spain and Texas Rangers made waves in the NBA, NHL, Women’s World Cup and MLB, respectively, as first-time champions. Devoted fans will forever remember this wild ride, but ironically, these weren’t the moments stealing the headlines and social media chatter.

Enter international soccer superstar, Lionel Messi, who made MLS the hottest sports topic. He didn’t just join Inter Miami in June, he single-handedly (as far as we can tell) boosted MLS sales on StubHub. A mind-blowing 2.5x surge in league sales on StubHub compared to 2022 was all thanks to the “Messi effect.” His move to Inter Miami was an immediate game-changer, catapulting the team from the 7th to the 4th highest-selling team on StubHub, in just 72 hours. The team ended the season

at #1 on StubHub, attracting fans from over 90 countries and causing a jaw-dropping 220% spike in international sales, compared to 2022. Where Messi went, the fandom followed, turning every IMCF away game into a must-see sports moment in which ticket sales and prices jumped.

Switching gears to college football, we witnessed Coach Prime, aka Deion Sanders, turning heads. As the season started, the Colorado Buffaloes saw a whopping 15x boost in sales over 2022, making them a top-10 seller on StubHub, at the season start, and ousting Ohio State from the top 10.

And of course, where there's a headline, there's Taylor Swift. In the midst of rumors linking her romantically to Travis Kelce, StubHub saw a swift impact on ticket sales after Taylor's appearance at the Chiefs-Bears game in September. In the two weeks following her debut, Kansas City (home) games had as much as a 235% spike in daily average sales and tickets sold on StubHub. This was Taylor’s version of NFL hype.

It wasn't all romance and pop culture. The Kelce brothers went head-to-head in the Super Bowl, creating a major moment for Donna and fans, alike. It was the highest-selling single-day sporting event of 2023 on StubHub. And let's not forget when LeBron broke the NBA scoring record in February. The Lakers' home games against the Thunder and Bucks became the top-selling NBA games in the week he broke the record. Oh, and there’s also the sheer success F1 had, with each U.S. race steering headlines – a top-driver for international buyers and some of the year’s top sporting experiences, this is another international sport thriving in the U.S.

These moments further defined the sports scene in 2023, but we should continue to expect the unexpected next year. With league expansions and college football conference realignments on the horizon, anything can happen.

Influences in Live Sports

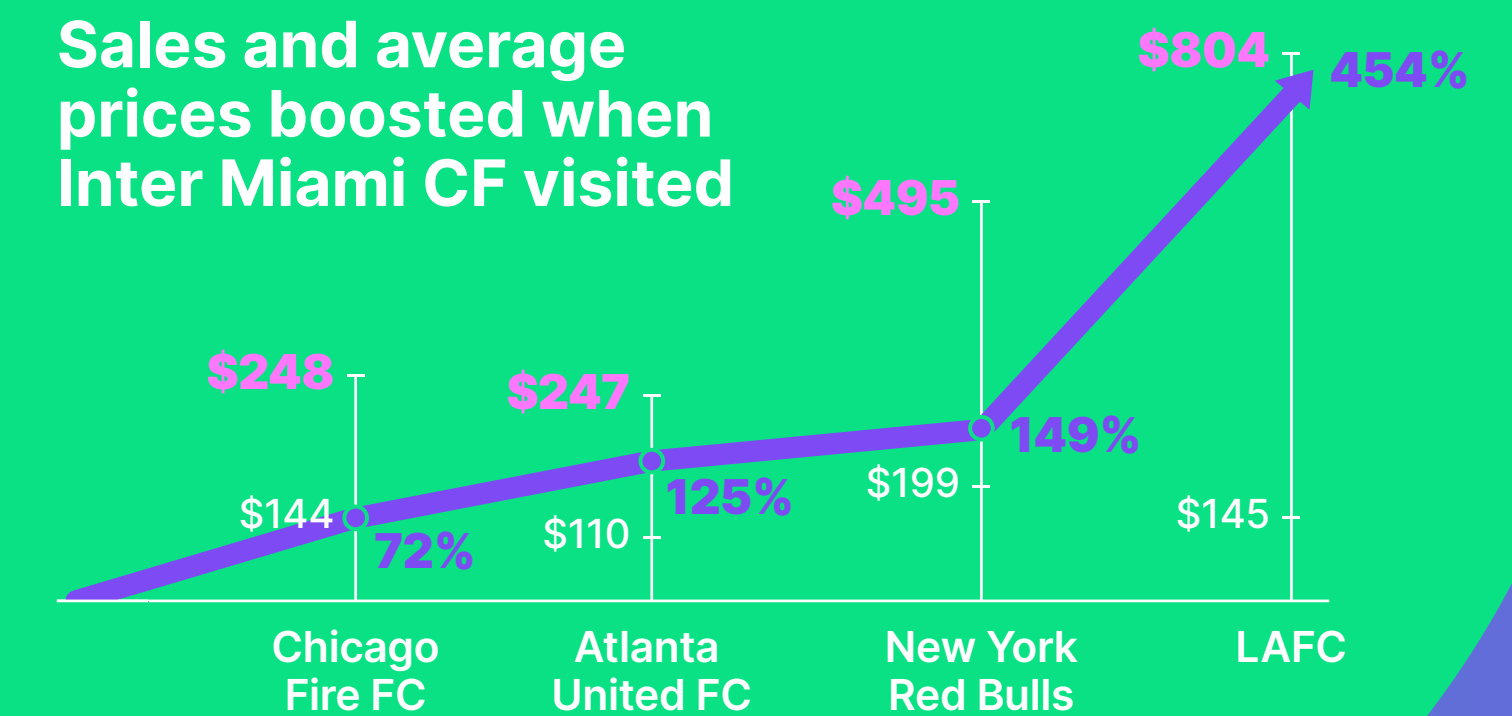
Some of the most memorable moments were the most unexpected.

Three of the most headline-grabbing storylines this year were driven by the impact of Deion Sanders, Lionel Messi and Taylor Swift, each having outsized impact on ticket sales and prices.

Messi Nets success for MLS

160%
increase in sales
for 2023 MLS season

Sales and average prices boosted when Inter Miami CF visited



- Average ticket price
- Average price when Messi played
- Average price growth

Deion Coach Prime hypes Buffs

15x

increase in sales
over 2022*

#10 in-demand team
in college football*

*at season start

Taylor Swifties fall for Chiefs

3x

increase in sales
for Chiefs' games*

↑ Most single-day tickets
sales since season start*

*in 24 hours after Taylor's
first appearance

Global Event Travel

195

Buyers from 195 countries for events across 90 countries drove a growth in event travel this year.

80%

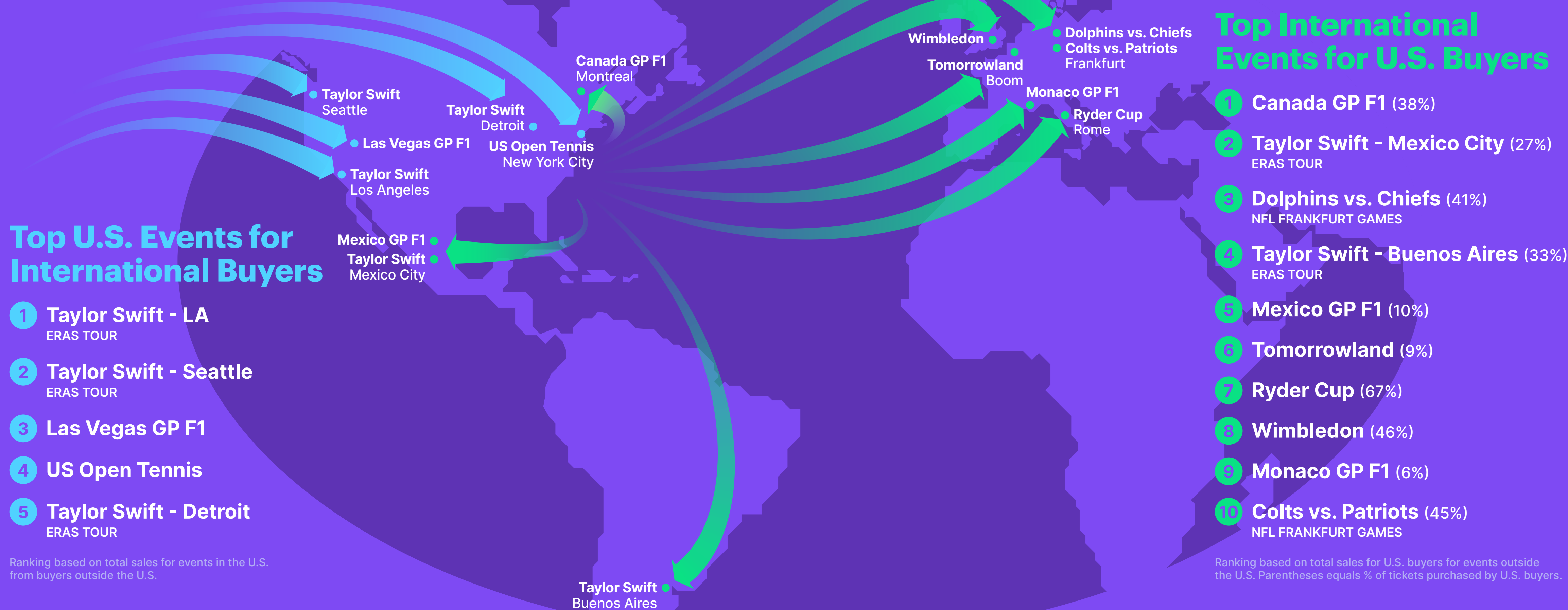
Travel to international events by U.S. buyers was up 80% in 2023.

Live Events Drive Travel

The number of tickets sold to U.S. buyers for international events is up 80% over 2022.

Total sales from U.S. buyers for international events was immense, at times representing a majority or often a large portion of sales for events outside of the U.S.

Meanwhile, international buyers coming to the U.S. did so for a wide range of events, with the top five highlighted here.



Ranking based on total sales for events in the U.S. from buyers outside the U.S.

Ranking based on total sales for U.S. buyers for events outside the U.S. Parentheses equals % of tickets purchased by U.S. buyers.

Closing

Just as we started this report, we'll end it – reinforcing that this was the year... of Taylor, of female stars, and of unexpected sports moments. All in all, they brought fans together, from all over the world, in spite of technology and with the help of social media. It'd seem trite to try to underscore that any further here after all the numbers say so much.

As the year comes to a close, the trends continue to percolate and we expect them to continue into 2024.

We have a list of breakthrough artists whose stars will rise, while Taylor's will expectedly continue to soar. Her international dates are already driving U.S. buyers to travel and she'll ultimately return back to the States to wrap up the tour at the end of the year. She, Coldplay and Olivia Rodrigo are already topping the list of StubHub's [most-in-demand experiences to see in 2024](#).

In sports – both women's and men's – we'll see leagues expand and conferences shake

up, which could contribute to even more unexpected moments that will drive headlines and define the year. The expansion of college football playoffs to 12 teams will be an interesting storyline to follow.

Vegas will continue to be a high-rolling live entertainment scene, hosting the Super Bowl at the top of the year and (newly-announced) Phish at The Sphere in the spring. And who knows what kind of growth in live event sales may happen for other cities in the U.S. or abroad in the new year. Anything could happen...

And, as we always do, 2024 will have those usual champions, the bloopers and jum-botron moments, the first and last curtain calls, guest appearances, and mic drops. And the fans? They'll have their memories.

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— **Top Global Events by Location – International+Abroad**

— **Top Global Sporting Events, Artists & Comedians**

— **Top Sports Trends by League**

- Women's sports
- MLS – Includes Messi trends
- MLB
- American Football
 - NCAAF
 - NFL – Includes Taylor Swift's impact
- NHL
- NBA

— **Regional Trends**

Includes: Los Angeles, New York City, Las Vegas, Philadelphia, Chicago, San Francisco, Atlanta, Nashville, Kansas City, Miami, and Boston.

— **Looking Ahead: 2024 Trends**

— **Methodology**

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* Navigate directly to the desired section by clicking on its corresponding listed name.

Top Traveling Countries

- 1 United States
- 2 Canada
- 3 United Kingdom
- 4 Germany
- 5 France
- 6 Mexico
- 7 Switzerland
- 8 Spain
- 9 The Netherlands
- 10 Australia

*Countries are ranked by greatest number of tickets purchased by buyers in that country for 2023 events outside of the country the buyers reside in, for sales on StubHub North America and/or viagogo international marketplaces, as of November 28, 2023. Sales for events in the U.K. occur on viagogo only - StubHub North America does not list tickets for U.K. events.

International Cities that Drive the Most U.S. Buyers

- 1 Toronto
- 2 Madrid
- 3 Montreal
- 4 Barcelona
- 5 London
- 6 Vancouver
- 7 Amsterdam
- 8 Rome
- 9 Frankfurt
- 10 Tokyo

*Ranking based on cumulative global tickets sold for 2023 events in each market for sales on StubHub North America and/or viagogo international marketplaces, as of November 28, 2023. Sales for events in London (and the U.K., as a whole) occur on viagogo only - StubHub North America does not list tickets for U.K. events.

Top U.S. Destinations for Out-of-Towners

- | | |
|-----------------|-----|
| 1 Las Vegas | 90% |
| 2 Kansas City | 87% |
| 3 Nashville | 85% |
| 4 Denver | 79% |
| 5 Detroit | 74% |
| 6 Philadelphia | 73% |
| 7 Seattle | 70% |
| 8 Atlanta | 68% |
| 9 New York City | 56% |
| 10 Los Angeles | 52% |

*Top U.S. destinations ranked by percentage of total event sales driven by out of state buyers for 2023 events in that market on StubHub North America or viagogo international marketplaces, as of November 28, 2023. Percentages represent percentage of total sales driven from out of state buyers for all cumulative 2023 event sales in the market.

Inside the Numbers

- Vegas demonstrates demand for immersive experiences - a live event hit factory:
- Events at The Sphere - which only just opened in September - attracted buyers from all 50 states and 91 countries.
 - The most ticket buyers came from California, accounting for 30% of total sales, with New York and Illinois coming in at #2 and #3, respectively.
 - Canada buyers drive the most international sales in Vegas, and outsold #2, Mexico, by almost 2.5x, and #3, Brazil, by almost 3.5x.
- Adele's residency made for one of the most popular experiences of the year, and commanded the highest average price of tickets sold of all of the top acts.
- The Formula 1 Vegas GP is the #3 most popular U.S. event for international buyers, based on cumulative sales.
- Raiders started the NFL season as the #1 most-in-demand team, which involved a 70% jump in sales from 2021 season start.
 - They are ending the year as the 3rd highest-selling NFL team.
 - The team boasts the 10th highest sales from international buyers of all pro sports teams.
- VGK #1.
 - The Vegas Golden Knights were the #1 team heading into the season start and remain in that position as the year wraps up.
 - The team's sales at the season start were nearly triple their 2022 season start sales.
- Las Vegas Aces ride streak to Finals win.
 - The team's total season sales were double that of 2022.
 - The Aces appeared in the highest-selling WNBA Finals in history, with a 3x jump compared to 2022.

Top International Events for U.S. Buyers

1	Canada GP F1	38%
2	Taylor Swift's Eras Tour (Mexico City)	27%
3	Dolphins vs Chiefs (Frankfurt)	41%
4	Taylor Swift's Eras Tour (Buenos Aires)	33%
5	Mexico GP F1	10%
6	Tomorrowland	9%
7	Ryder Cup	67%
8	Wimbledon	46%
9	Monaco GP F1	6%
10	Colts vs Patriots (Frankfurt)	45%

*Ranking based on the cumulative sales from U.S. buyers for 2023 events that take place outside of the U.S. on StubHub North America and/or viagogo international marketplaces, as of November 28, 2023. Sales for events in London (and the U.K., as a whole) occur on viagogo only - StubHub North America does not list tickets for U.K. events. Percentages represent percentage of tickets sold to U.S. buyers for all cumulative 2023 sales for the event.

Inside the Numbers

- The Canada Formula 1 Grand Prix more than doubled the sales of the Chiefs-Dolphins NFL Frankfurt Game (#3).
- The Chiefs-Dolphins NFL Frankfurt Game sold more tickets to U.S. buyers than any other single-day international event.
- Primed for a repeat year, over half of tickets purchased on StubHub and viagogo for all Taylor's international shows in 2024, cumulatively, are from U.S. buyers.

Top U.S. Events For International Buyers

1	Taylor Swift's Eras Tour (Los Angeles)
2	Taylor Swift's Eras Tour (Seattle)
3	Las Vegas GP F1
4	U.S. Open Tennis
5	Taylor Swift's Eras Tour (Detroit)
6	Miami GP F1
7	Taylor Swift's Eras Tour (New York City)
8	Taylor Swift's Eras Tour (Las Vegas)
9	World Baseball Classic (Miami)
10	Super Bowl LVII (Eagles-Chiefs)

*Ranking based on cumulative, global ticket sales from buyers outside of the U.S. for 2023 U.S. events only on StubHub North America and viagogo international marketplaces, as of November 28, 2023. The list represents single-day or short event runs, it is not representative of sports' teams due to the length of their schedules nor artists with residencies.

Top In-Demand Global Sporting Experiences

- 1 World Series (Rangers-Diamondbacks)
- 2 Super Bowl LVII (Eagles-Chiefs)**
- 3 Las Vegas GP F1
- 4 NBA Finals (Nuggets-Heat)
- 5 CFP National Championship (Georgia-TCU)**
- 6 Miami GP F1
- 7 Canada GP F1
- 8 U.S. GP F1 (Austin)
- 9 U.S. Open Tennis Finals and Semifinals
- 10 Stanley Cup Finals (Panthers-Golden Knights)

*Ranking based on cumulative, global ticket sales on StubHub NorAm and viagogo international marketplaces for 2023 events, as of November 28, 2023.
**Denotes single-day event.

Inside the Numbers

- The Big Game Doubles Up: Super Bowl LVII outsold last year's championship by 50% and more than doubled the sales of the College Football Championship.
- F1 Interest Continues to Rise: Four F1 races made the list this year, compared to two last year, collectively outselling the College Football Championship by 3.5x.
- Bowl Game Draws Big Crowd: The CFP Playoff game between Georgia and Ohio State (Peach Bowl) sold more tickets on StubHub than any other single-day sporting event.
- U.S. Tennis Commands International Interest: The U.S. Open Men's Final drove the 4th highest sales from international buyers of all U.S. events.

Top In-Demand Global Touring Artists

- | | |
|---------------------|-----------|
| 1 Taylor Swift | 66 events |
| 2 Beyoncé | 57 events |
| 3 Morgan Wallen | 57 events |
| 4 Adele | 56 events |
| 5 Coldplay | 58 events |
| 6 Bruce Springsteen | 65 events |
| 7 U2 | 25 events |
| 8 Drake | 60 events |
| 9 P!NK | 64 events |
| 10 Ed Sheeran | 59 events |

*Ranking based on cumulative, global ticket sales on StubHub NorAm and viagogo international marketplaces for 2023 events, as of November 28, 2023.

Inside the Numbers

- Women Rule the Year: Taylor Swift, Beyoncé, Adele and P!NK, collectively, account for 73% of overall sales for the top 10 global touring artists.
 - These women also tripled the sales of the entire top ten highest-selling artists of 2022 on StubHub.
- Taylor Swift's Eras Tour is the Biggest in StubHub History: She is the most searched artist of the year on StubHub with 127% more views than Coldplay, the second most-searched act.
- Back-to-Back Appearances: Artists who also made StubHub's 2022 Top 10 are:
 - Morgan Wallen (up from #6, with 58 events in 2022).
 - Adele (up from #5, with 15 events in 2022).
 - Coldplay (down from #2, with 67 events in 2022).
- Lone Country Artist (in top 10): Morgan Wallen, outsold the next highest-selling country artist, Luke Combs (#11) by 36%.
- Vegas Spotlight: Adele's residency commanded the highest average price of tickets sold, performing in a smaller venue than the rest of the top 10 artists, while Ed Sheeran's prices were the lowest of the top 10 artists.

Top Breakthrough Artists

- 1 SUGA
- 2 Noah Kahan
- 3 Peso Pluma
- 4 HARDY
- 5 Carin León
- 6 Måneskin
- 7 Lainey Wilson
- 8 Boygenius
- 9 Fred Again
- 10 Feid

*We reviewed sales data for artists who released their first album in the last five years and ranked the growth in sales for those whose sales prior to 2023 would not rank among the top 100 artists. Sales growth is based on cumulative sales for 2023 events on StubHub and viagogo international marketplaces in relation to cumulative sales prior to 2023. Artists are ranked in terms of biggest sales increase.

Top Global Comedians

- 1 Matt Rife
- 2 Dave Chappelle
- 3 Jerry Seinfeld
- 4 Peter Kay
- 5 Jo Koy
- 6 Theo Von
- 7 Bert Kreischer
- 8 Trevor Noah
- 9 Adam Sandler
- 10 Kevin Hart

*Ranking based on cumulative, global ticket sales on StubHub NorAm and viagogo international marketplaces for 2023 events, as of November 28, 2023.

NWSL

Top Games

- 1 Portland Thorns @ Angel City FC (10/15)
- 2 San Diego Wave FC @ Angel City FC (4/24)
- 3 Houston Dash @ Angel City FC (6/26)
- 4 San Diego Wave FC @ Angel City FC (6/29)
- 5 OL Reign @ Angel City FC (8/28)

Top Teams

- 1 Angel City FC
- 2 San Diego Wave FC
- 3 Portland Thorns FC
- 4 OL Reign
- 5 Washington Spirit

Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Inside NWSL Trends

- Sales for the NWSL 2023 season doubled from 2022.
- Angel City FC, as the highest-selling team, outsold #2 San Diego Wave by more than 2x.
 - Angel City FC saw a 2x jump in sales and San Diego Wave saw a 62% increase in sales, compared to 2022.
- Portland Thorns, NJ/NY Gotham FC and Washington Spirit experienced the highest jump in sales from last season.

WNBA

Top Games

- 1 Las Vegas Aces @ New York Liberty (8/6)
- 2 Phoenix Mercury @ Los Angeles Sparks (5/20)
- 3 Phoenix Mercury @ New York Liberty (6/18)
- 4 Las Vegas Aces @ New York Liberty (8/28)
- 5 New York Liberty @ Las Vegas Aces (6/30)

Top Teams

- 1 New York Liberty
- 2 Las Vegas Aces
- 3 Los Angeles Sparks
- 4 Seattle Storm
- 5 Chicago Sky

Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Inside WNBA Trends

- Overall sales for the 2023 WNBA season more than doubled, compared to the 2022 season.
 - The WNBA Finals were the highest-selling in history, with a 3x jump compared to 2022.
 - Sales for the New York Liberty jumped more than 5x year over year while the repeat champion, Las Vegas Aces, were up almost 2x.

Inside Other Women's Sports Trends

NCAA

- Women's Final Four experienced higher demand than the Men's Final Four for the first time.
 - Total sales for this year's Women's Final Four surpassed last year by more than 6x.
 - The overall average ticket price for the Women's Final Four and Championship Game was 15% higher than the Men's Final Four.
- Nebraska Cornhuskers are the best-selling women's volleyball team on StubHub.
 - Their matchup against the Omaha Mavericks at Memorial Stadium on August 30 was the best-selling volleyball game ever on StubHub.
 - The Wisconsin-Nebraska game on 10/21 was the second best-selling college volleyball game of the year.
 - The average price for tickets sold for Cornhuskers volleyball games this year was 60% higher than the average price for tickets sold for Cornhuskers football.

Tennis

- Overall sales for this year's women's U.S. Open finals were up 30% compared to 2022.
 - The number of tickets sold was up 42% from last year.
 - Once Coco Gauff solidified her spot in the Finals, total sales increased 20% overnight.

MLS

Top Games

- 1 Inter Miami CF @ LAFC (9/4)
- 2 Inter Miami CF @ Chicago Fire FC (10/5)
- 3 Inter Miami CF @ New York Red Bulls (8/26)
- 4 Inter Miami CF @ Atlanta United FC (9/16)
- 5 FC Dallas vs. Inter Miami CF (8/7)

Top Teams

- 1 Inter Miami CF
- 2 LAFC
- 3 New York Red Bulls
- 4 Atlanta United FC
- 5 Chicago Fire FC

*Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Inside the Impact of Lionel Messi

- MLS sales are up over 2.5x, compared to 2022 and sales from buyers outside the U.S. are up 220%.
- Inter Miami CF rose to the top as the best-selling club this season, outselling LAFC at #2 by 85% - prior to Messi joining they came in at #13.
- After Messi's signing in June, the average price for tickets sold to Inter Miami CF games increased by nearly 3x, within 72 hours of the announcement.
 - Inter Miami CF's best-selling game of the season was when Messi made his IMCF debut - the League's Cup match against Cruz Azul on July 22.

- The best-selling game of the MLS season was when LAFC hosted IMCF on September 4 - the average ticket price for the matchup was over 3x the next best-selling LAFC game vs. Club León on June 5.
- Inter Miami CF appeared in all top 10 MLS games of the entire season, with the top 6 games all being IMCF away games, as the club drove the average price of tickets sold when on the road.
- Messi drove the average price of tickets sold when on the road.

Event Date	Hosting Team	Season Avg Ticket Price (sold)	Avg price (sold) with IMCF visiting
9/4	LAFC	\$145	\$804
8/26	NY Red Bulls	\$199	\$495
9/16	Atlanta United FC	\$110	\$247
10/5	Chicago Fire FC	\$144	\$248

MLB

Top Games

- 1 Blue Jays @ Cardinals (3/30)
- 2 Giants @ Yankees (3/30)
- 3 Reds @ Phillies (4/7)
- 4 Yankees @ Dodgers (6/3)
- 5 Diamondbacks @ Dodgers (3/31)

Top Teams

- 1 Atlanta Braves
- 2 Philadelphia Phillies
- 3 New York Yankees
- 4 Los Angeles Dodgers
- 5 Chicago Cubs

*Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Key Milestones at the MLB Season Start

MLB drew buyers to the U.S. from over 45 different countries at the season start, and worldwide demand for baseball was at its highest since 2019.

- The Yankees started off in the #1 position as the most in-demand team, outpacing the #2 team, the Atlanta Braves, by almost 25%.
 - The Yankees drew the most global representation of buyers than any other team with buyers from over 26 different countries.
 - They are ending the year as the #3 highest-selling team.
- The Braves started the season at #2 with increased sales 50% over last year but are ending the year as the most in-demand team across all leagues.
- More on trends from the MLB season start available at our season preview [here](#).

NCAA Football

Top Games

- 1 Ohio State @ Michigan (11/25)
- 2 Texas @ Alabama (9/9)
- 3 LSU @ Alabama (11/4)
- 4 Tennessee @ Alabama (10/21)
- 5 Ole Miss @ Georgia (11/12)

Top Teams

- 1 Alabama Crimson Tide
- 2 Michigan Wolverines
- 3 Notre Dame Fighting Irish
- 4 Georgia Bulldogs
- 5 Penn State Nittany Lions

*Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Key Milestones at the NCAA Football Season Start

College football sales were up almost 50% at season start, compared to last season.

- The Alabama Crimson Tide kicked off the season at #1 for the third time.
 - Sales were up 50% compared to the start of the 2022 season.
 - They close out the year as the top-selling college football team, and outsold #2, Michigan Wolverines by 33%.
- Michigan, #2, started off the year outselling rival Ohio State by over 2.5x.
 - Ohio State's highly-anticipated away schedule commanded demand on the road - they drove the biggest increase on average ticket prices as the visiting team.

- Coach Prime reinvented Buffs' football.
 - At the beginning of the season, the Buffs were trending at a 15x increase in sales compared to the 2022 season start - the single biggest growth in sales of all NCAAf teams.
 - At that time, they made the list of top 10 in-demand teams in college football for the first time.
- More on trends from the college football season start available at our season preview [here](#).

NFL

Top Games

- 1 Dolphins vs. Chiefs - Frankfurt Games (11/5)
- 2 Cowboys @ 49ers (10/9)
- 3 Steelers @ Raiders (9/25)
- 4 Cowboys @ Eagles (11/5)
- 5 Jets @ Giants (10/29)

*Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Key Milestones at the NFL Season Start

NFL sales heading into the 2023 season were double from 2022.

- The league drew a strong global audience heading into the season and buyers for all NFL games were coming from 74 different countries - 50% more countries than last season, at the same time.
- The Las Vegas Raiders jumped up three spots to land at #1 for the second time at the season start.
 - Raiders' ticket sales nearly tripled compared to last season at the top of the season and were up 70% since 2021.
 - The Raiders closed the year as the #3 highest-selling team, and outsold the Dallas Cowboys, ending the year at #4, by 17%.
- All three New York teams - New York Jets, Buffalo Bills and New York Giants - made the in-demand teams list at the same time for the first time ever at the start of the season and they all close out the year in the top 10 as well.

Top Teams

- 1 Philadelphia Eagles
- 2 San Francisco 49ers
- 3 Las Vegas Raiders
- 4 Dallas Cowboys
- 5 Miami Dolphins

- Kelce Brothers Bowl.
 - Super Bowl LVII between the Chiefs and Eagles - the highest selling single-day sporting event of the year - featured the Kelce brothers, Jason and Travis, going head-to-head in the Big Game together for the first time.
 - This season's matchup between the Chiefs and the Eagles on November 21 had the highest average price of tickets sold of the Chiefs' entire season (both home and away).
- More on trends from the NFL season start available at our season preview [here](#).

Taylor Swift's Impact on Ticket Prices for Chiefs' Home Games

Event Date	Chiefs Home Games	Average price of tickets (season start to appearance)	Trends after appearance		
			Average price of tickets sold	No. of tickets sold (average daily growth)	Sales (average daily growth)
9/8	vs. Detroit Lions	\$224	—	—	—
9/24	vs. Chicago Bears	\$307	—	—	—
10/13	vs. Denver Broncos	\$335	\$244	210%	154%
10/22	vs. Los Angeles Chargers	\$390	\$363	252%	235%
11/21	vs. Philadelphia Eagles	\$469	\$496	176%	186%
12/10	vs. Buffalo Bills	\$365	\$408	117%	131%
12/25	vs. Las Vegas Raiders	\$187	\$211	140%	157%
12/31	vs. Cincinnati Bengals	\$337	\$343	148%	151%

Taylor's Influence on the NFL

- When comparing the season prior to her first appearance at the Chiefs-Bears game on Sept. 24:
 - Daily average # of tickets sold jumped at least 117% (Dec. 10 v. Bills) and were as high as a 2.5x boost for the Oct. 22 game against the Chargers.
 - Daily average sales (volume) saw a 2.3x jump for that same game (Oct. 22 v. Chargers) and each of the other games saw a roughly 150% increase.
- After Taylor Swift's first appearance at the Sept. 24 Kansas City Chiefs game:
 - StubHub saw a nearly 3x increase in sales in a 24-hour window for Chiefs' home games compared to each of the few days prior.
 - The Chiefs sold more tickets in a single day, since the start of the 2023 season on Sept. 7.

NHL

Top Games

- 1 Bruins @ Rangers (11/25)
- 2 Red Wings @ Bruins (11/24)
- 3 Canadiens @ Bruins (11/19)
- 4 Maple Leafs @ Blackhawks (11/24)
- 5 Golden Knights @ Blackhawks (11/22)

Top Teams

- 1 Vegas Golden Knights
- 2 Boston Bruins
- 3 New York Rangers
- 4 Florida Panthers
- 5 New Jersey Devils

*Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Key Milestones at the NHL Season Start

NHL sales were trending nearly double last season's start at first puck drop this season.

- Sales for the 2023 NHL season - at season start - were driven by buyers from 44 countries, up from 28 countries the same time last year.
- The Golden Knights started the season as the #1 team for the fourth time with sales up nearly 3x compared to the 2022 season.
 - They finish the year at #1, just slightly ahead of #2, Boston Bruins.
- The Kraken came into the season as the top trending team, indicating the biggest growth in sales since the previous season, with sales up more than 8x from 2022.
- More on trends from the NHL season start available at our season preview [here](#).

NBA

Top Games

- 1 In-Season Tournament: Heat @ Knicks (11/25)
- 2 Celtics @ Knicks (10/25)
- 3 Bucks @ Celtics (11/23)
- 4 Spurs @ Knicks (11/9)
- 5 Suns @ Lakers (10/27)

*Top teams and top games rankings - for regular season games only - are based on cumulative, global ticket sales on StubHub North America and viagogo international marketplaces for regular season games in 2023.

Key Milestones at the NBA Season Start

NBA sales on StubHub at season start were up nearly 60%, compared to last year.

- The league saw a rise in international interest, with buyers coming from 92 different countries for North America games, at first tip off of the season.
- The Lakers started the season as the #1 team for the fourth time since 2017 with sales up more than double, compared to the start of last season.
 - The Lakers wrap up the year holding onto their #1 spot, and outsold #2, Miami Heat, by 37%.
- LeBron Breaks NBA Scoring Record.
 - When LeBron was close to breaking the all-time scoring record, the Lakers' next two home games - against the Thunder (Feb. 7) and Bucks (Feb. 9) - were the two top-selling NBA games of the week (Feb. 6-12).
 - The average ticket price for the Thunder-Lakers game was trending 50% higher than the Lakers' season average, while the average ticket price for the Bucks-Lakers game was trending 70% higher than the Lakers' season average.

Top Teams

- 1 Los Angeles Lakers
- 2 Miami Heat
- 3 New York Knicks
- 4 Boston Celtics
- 5 Denver Nuggets

- After the announcement of Damian Lillard joining the Bucks on September 27, the team's total sales and the number of tickets sold jumped by double.
 - Prior to the Lillard announcement, the Bucks were the #14 highest-selling team this year. Following the announcement, they were the #6 team going into the season.
- More on trends from the NBA season start available at our season preview [here](#).

Regional Trends

Top Live Experiences in Los Angeles

- 1 Taylor Swift (8/3-5, 7-9)
- 2 CFP National Championship: Georgia vs. TCU (1/9)
- 3 Beyoncé (9/1, 2, 4)
- 4 Warriors @ Lakers: Western Conference Semifinals (5/6, 8, 12)
- 5 Morgan Wallen (7/22)

Top Live Experiences in Chicago

- 1 Taylor Swift (6/2-4)
- 2 Morgan Wallen (6/22-23)
- 3 Bruce Springsteen (8/9, 11)
- 4 Beyoncé (7/22-23)
- 5 Packers @ Bears (9/10)

Top Live Experiences in Kansas City

- 1 Taylor Swift (7/7-8)
- 2 Eagles @ Chiefs (11/21)
- 3 Bengals @ Chiefs: AFC Championship (1/29)
- 4 Bears @ Chiefs (9/24)
- 5 Chargers @ Chiefs (10/22)

Top Live Experiences in New York City

- 1 Taylor Swift (5/26-28)
- 2 Billy Joel (Year round events)
- 3 Beyoncé (7/29, 30)
- 4 Heat @ Knicks: Eastern Conference Semifinals (4/30, 5/2, 10)
- 5 Bruce Springsteen & The E Street Band (4/1)

Top Live Experiences in San Francisco

- 1 Taylor Swift (7/28-29)
- 2 Cowboys @ 49ers: NFC Divisional Round (1/22)
- 3 Cowboys @ 49ers (10/9)
- 4 Dead & Company (7/14-16)
- 5 Lakers @ Warriors: Western Conference Semifinals (5/2, 4, 8, 10)

Top Live Experiences in Miami

- 1 Nuggets @ Heat: NBA Finals (6/8, 10)
- 2 Drake and 21 Savage (9/28, 29)
- 3 Giants @ Dolphins (10/8)
- 4 United States vs. Japan: World Baseball Classic Championship (3/21)
- 5 Beyoncé (8/18)

Top Live Experiences in Las Vegas

- 1 Taylor Swift (3/24, 25)
- 2 Las Vegas GP F1 (11/16-18)
- 3 U2 (Sep-Dec)
- 4 When We Were Young Festival (10/21, 22)
- 5 Steelers @ Raiders (9/25)

Top Live Experiences in Atlanta

- 1 Taylor Swift (4/28-30)
- 2 Chick-fil-A Peach Bowl: Georgia vs. Ohio State (1/1)
- 3 Morgan Wallen (11/10-11)
- 4 Beyoncé (8/11, 12, 14)
- 5 SEC Football Championship (12/2)

Top Live Experiences in Boston

- 1 Taylor Swift (5/19-21)
- 2 Morgan Wallen (8/16-18)
- 3 Heat @ Celtics: Eastern Conference Finals (5/17, 19)
- 4 Luke Combs (7/21, 22)
- 5 P!NK (7/31, 8/1)

Top Live Experiences in Philadelphia

- 1 Taylor Swift (5/12-14)
- 2 Diamondbacks @ Phillies: NLCS (10/16, 17, 23, 24)
- 3 49ers @ Eagles: NFC Championship (1/29)
- 4 Braves @ Phillies: NLDS (10/11, 12)
- 5 Cowboys @ Eagles (11/5)

Top Live Experiences in Nashville

- 1 Taylor Swift (5/5-7)
- 2 George Strait (7/29)
- 3 CMA Fest (6/8-11)
- 4 Luke Combs (4/15)
- 5 Billy Joel and Stevie Nicks (5/19)

Inside the Numbers

- Kansas City.
 - Taylor Swift's two Eras Tour performances at Arrowhead Stadium outsold the Kansas Chiefs' entire season, excluding their upcoming Jan 7, 2024 matchup where they host the Chargers, by 14%.
 - Beyoncé's show at Arrowhead Stadium, her final performance of her Renaissance World Tour, is the only single-day experience to make the list.
- Nashville.
 - Taylor's three nights at Nissan Stadium outsold the next four experiences, including all 2023 home games for the Nashville Predators and Tennessee Titans, by over 70%.

*Rankings based on cumulative, global ticket sales on StubHub NorAm and viagogo international marketplaces for events in 2023, as of November 28, 2023.

Looking Ahead: Top Global Experiences in 2024

- 1 Taylor Swift
- 2 Coldplay
- 3 Olivia Rodrigo
- 4 Bruce Springsteen
- 5 Zach Bryan
- 6 Morgan Wallen
- 7 Madonna
- 8 Matt Rife
- 9 Billy Joel
- 10 Aerosmith

Ranking based on cumulative, global ticket sales on StubHub NorAm and viagogo international marketplaces for events in 2024, as of November 28, 2023.

Insights & Predictions

- Taylor Swift takes the “Eras Tour” abroad, primed for a repeat year on top, U.S. buyers account for over half of tickets purchased on StubHub for her international shows in 2024.
- Bad Bunny kicks off his Most Wanted tour in February 2024, as he continues to lead the way for the explosive rise in Latin music in the U.S., as shown by Latin artists like Peso Pluma and Feid, who made our breakthrough artists list this year.
- New women’s sports franchises being announced (WNBA expansion teams) will bring new markets into the fold, generating new fans and more opportunity for growth in women’s sports.
- College football conference realignment will create unusual buying habits and trends, including potentially more travel for fanbases.

Methodology

Insights and data from this report is compiled using sales figures from StubHub North America and viagogo international marketplaces, analyzing events that took place in 2023 as of November 28, 2023. The rankings are based on various methodologies: cumulative ticket sales; the number of tickets sold; the highest rate of increase in cumulative ticket sales - whichever metric best indicates the intended trend provided, as denoted in the footnote for each list.

The “Live Event Culture” online survey referenced in the introduction was conducted by YouGov, in partnership with StubHub, in July 2023 with 2,468 adults across the US, ranging in age from 18–93. Gen Z in this survey are between the ages of 18–26, Millennials 27–42, Gen X 43–58, and Boomers 59–77.

About StubHub

StubHub is the world’s leading marketplace to buy and sell tickets to any live event, anywhere. Through StubHub in North America and viagogo, our international platform, we service customers in 195 countries in 33 languages and 49 available currencies with more than 300 million tickets available to events around the world annually – from sports to music, comedy to dance, festivals to theater. StubHub offers the safest, most convenient way to buy or sell tickets to the world’s widest selection of live events for the most memorable live experiences, with every order backed by our FanProtect guarantee and globally customer service support.

Press Contact

For interview requests or questions, contact pr@stubhub.com

Thank You

