

THE TEXAS LIVE EVENTS INDUSTRY

Composed of more than 30,000 businesses and more than 1,000,000 workers, the industry accounts for more than \$87 billion in direct economic activity across the state of Texas. The industry is an important but largely unrecognized part of a much bigger spectrum of interdependent industries: Travel, Tourism, Hospitality, and Food & Beverage. The industry is composed of a vast variety of businesses that provide event venues, planning and design services, catering, audio-visual, entertainment, rentals, décor, tents and stages... and so much more. The industry serves and impacts every industry in the business community through corporate meetings, trade shows, and conferences. We are the (mostly small) businesses that help the big corporations sell.

The industry has been successful as well; researchers had us slated for as much as a 9% growth in 2020.

IMPACT OF COVID-19 SHUTDOWNS ON TEXAS

The Live Events Industry was the first industry to shut down and we will, by far, be the last to fully reopen. The plight goes even deeper than other hard-hit industries. No to-go orders. No curbside pickups. No mail-order. And we're not just out of work for a few weeks or months... the majority of Texas' Live Events Businesses have seen 90% or higher cancellation of bookings for March through Q1 2021, and it is likely that this trend won't significantly change (even with partial reopening) until months after there is a cure or well-distributed vaccine for COVID-19.

- 75% of the Live Events industry workforce is unemployed due to the pandemic.¹
- Total loss for live events production companies nationwide is expected to be \$12 billion.²
- 29% of live events production companies nationwide are anticipating facing bankruptcy or closures.³
- South by Southwest cancellation cost the Texas economy \$356 million.⁴
- Houston Livestock Show & Rodeo cancellation cost the Greater Houston area \$391 million in economic activity.⁵
- Austin City Limits Music festival cancellation costs the Texas economy \$265 million.⁶
- The State Fair of Texas cancellation will cost Texas \$308 million in economic activity and up to 2,751 full time jobs.⁷

¹ [Live Events Coalition: Message from the President](#)

² [Economic Impact Study Results Show Live Entertainment Professionals Buried in the COVID-19 Mix](#)

³ Ibid.

⁴ [Analysis of the Economic Benefit from SXSW 2019](#)

⁵ [Houston Livestock Show & Rodeo: 2019 Economic Impact](#)

⁶ [Austin City Limits Musical Festival's economic impact grows to nearly \\$265m](#)

⁷ [The Economic & Fiscal Impacts of the 2016 State Fair of Texas](#)