

The future is positive for the events industry

Research suggests that 2021 will see a strong 'bounce back' for the events industry once lockdown measures are finally lifted, with Europe experiencing a renewed enthusiasm for organised events such as festivals, gigs, live entertainment and visitor attractions.

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Research predicts a new 'roaring 20s' party mood post pandemic

New European-wide research commissioned by Epson, the leading global projector manufacturer, reveals there will be a strong 'bounce back' for the events industry once lockdown measures are finally lifted. The research, which was designed with the assistance of a leading psychologist and expert in the impact of pandemics on social behaviour, suggests that Europeans will find themselves swept up in a post-pandemic party wave of joyful enthusiasm for organised events such as festivals, gigs, live entertainment and visitor attractions.

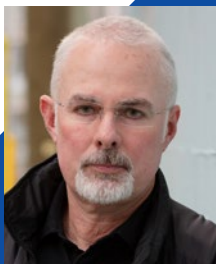
Epson is the world's leading manufacturer of projectors with over a third share of the global projector market. Its high lumens laser projectors are used to create immersive and interactive experiential environments for events and visitor attractions. Epson commissioned new research to gauge how the European events industry was going to respond to consumer demand post-pandemic.

The most promising result suggests that demand for attending events will be even stronger post-pandemic than it was before restrictions began. A high proportion (83%) are planning to go to the same or more number of events once lockdown restrictions are lifted and, among those planning to attend more events, over half (56%) said they would go to more events because 'life is short' and they want to 'make up for lost time'.

The survey of 2,500 event-going consumers across Europe (covering UK, France, Italy, Spain and Germany) revealed that over nine in ten (92%) said they were looking forward to attending new events once restrictions are lifted.

The 'life is short' sentiment resonates strongest amongst Baby Boomers, the Silent Generation (63%), females (61%) and is highest in Italy (61%). Over half also said social events are 'good for my soul and make me happy', which is especially true in Spain.

The survey was designed with the help of Professor Steven Taylor, a psychologist who has studied the impact of pandemics on human social behaviour.



Professor
Steven Taylor

"The survey indicates that the overwhelming majority of people are eager to resume their pre-pandemic social lives, which includes attending live experiential events," Professor Steven Taylor commented.

"This underscores the fact that people are resilient and that most will bounce-back to their pre-pandemic levels of socialising, regardless of how they are feeling right now.

Demand will be considerably stronger for experiencing social events once restrictions are lifted



"People will want to get out and socialise and this move will happen rapidly. In fact, I'm expecting that there will be a short-lived period of hyper sociability, a kind of mini roaring '20s as people just bounce back. Live events will play a large role in this."

Analysis of the findings by Professor Steven Taylor also suggests that people may have understated their eagerness to attend live events, and the bounce back will be even greater than anticipated.

"Research shows that people are not very good at predicting what will make them happy," explains Professor Taylor. "Part of this is due to anchoring bias, which occurs when people are making predictions about the future and doing so based upon their current mood and feelings."

"Currently people are in a state of pandemic fatigue, they feel stressed and some are suffering low levels of depression which introduces a level of negative bias when thinking about their future plans. Accordingly, it is likely that people are overestimating their anxiety about attending events. While some people will be anxious the first or second time they go to an event, their anxieties are likely to dissipate quickly. The majority of people will bounce back. This is what happened in the past and it will happen again."

"The events industry needs to prepare itself for an unprecedented surge in demand once lockdown ends. It is probable that the bounce back will be even stronger than people might imagine."

"The research tells us that amongst those consumers who have attended one or more events during the last two years, almost all have missed attending events, are looking forward to going to new events and are planning to go to the same number or more events once lockdown ends."

"The events industry has suffered badly during lockdown but this research shows there is light at the end of the tunnel. We can expect a serious party mood post-pandemic and organisers of events and attractions will now be readying themselves to make the most of the surge in demand."



Neil Colquhoun
Vice President
Professional Displays
Epson Europe B.V.

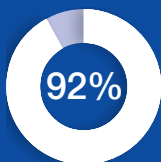


Monet exhibition, Ideal, Spain

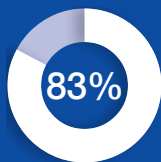
The Monet exhibition immerses visitors in 360° large format, high definition laser projections that highlight Monet's painting technique. The exhibition transports the visitor through the artist's life, his childhood in Le Havre, his youth in Paris, his stays in London, family life in Argenteuil, and his final years in Giverny.

Emotions run high for sharing and experiencing live events

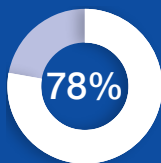
The research reveals that many people say they have spent lockdown missing events and remembering ones they previously attended. Over half (54%) have spent lockdown sharing memories of past events with friends and family, and 51% have admitted to watching concerts and events online or on TV as a substitute for attending events.



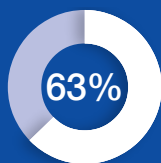
92% are looking forward to attending new events.



83% are planning to go to the same or more number of events once lockdown restrictions are lifted.



large majority (78%) say that 'seeing and/or planning events with friends or family' makes them feel happy.



Over six in ten (63%) said they felt bored, sad and frustrated by not being able to go to events during pandemic Lockdowns.



Growing appreciation for enjoying shared experiences

The research reveals that the pandemic has encouraged people to appreciate the little things more and place a higher value on what has been denied them. This is likely to result in a period of greater appreciation or 'post traumatic growth' once restrictions are lifted.

Overall, six in ten (61%) said they will 'appreciate the people they love more and/or have renewed appreciation of bonding with friends and family over shared experiences' once the pandemic is over. Well over half (56%) say they will 'take every opportunity to live life to the full and/or go out and have fun' after the lockdown ends.

Across the age groups, post-traumatic growth characteristics are more evident in the older generations such as Baby Boomers and the Silent Generation. Females are also more likely than males to exhibit life-affirming optimistic post-traumatic growth characteristics.

Epson in projection

Epson is the world's leading manufacturer of projectors with over a third share of the global projector market. It specialises in manufacturing compact, versatile, high brightness 3LCD laser projection technology for homes, offices, schools, retailers and for large-scale installations in entertainment venues, museums, galleries, outdoor events and visitor attractions.

Epson high lumens laser projectors are used to create immersive and interactive experiential environments at major venues and visitor attractions across the world. Recent examples of Epson's AV technology in use include the Electric Forest Music Festival in America, the TeamLab Borderless installation in Shanghai and the international Festival of Lights in Europe.

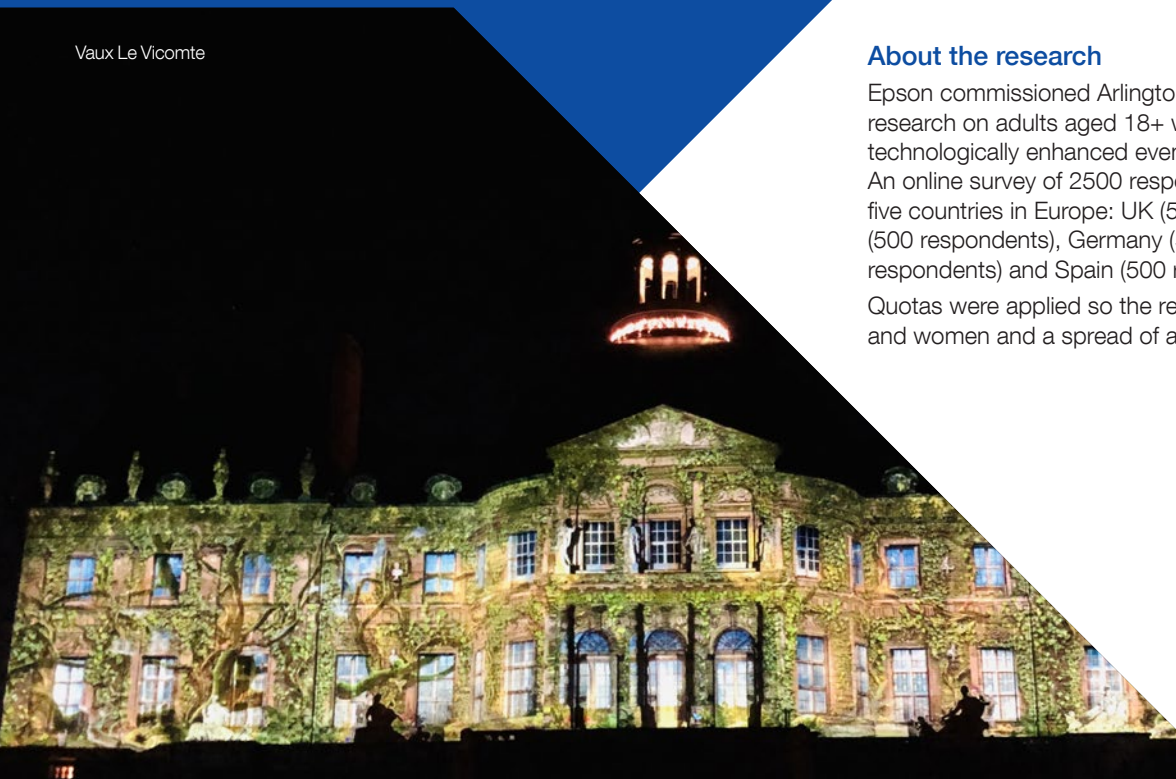
Epson AV technology can be found impacting the productivity of classrooms and other learning environments across the world, enhancing the retail experience, and helping a range of industry sectors with remote assistance capabilities.



Accademia Carrara art museum, Milan

The Accademia Carrara art museum near Milan discovered a hidden masterpiece by the Italian Renaissance painter Andrea Mantegna. Epson's high lumens laser projectors were used to create an immersive visitor experience that re-enacted the moment of discovery and enabled thousands of visitors to appreciate the beauty of Renaissance Art.

Vaux Le Vicomte



About the research

Epson commissioned Arlington Research to undertake research on adults aged 18+ who have been to one or more technologically enhanced events over the past 12 months. An online survey of 2500 respondents was conducted across five countries in Europe: UK (500 respondents), France (500 respondents), Germany (500 respondents), Italy (500 respondents) and Spain (500 respondents).

Quotas were applied so the research had an even split of men and women and a spread of age and region per country.



¹ Epson is the global leading projector manufacturer for both volume and value market share according to data by Futuresource. Epson's high lumens laser projectors are used extensively across the events industry to create experiential enhanced environments including projection mapping at festivals, live performances, arts and entertainment venues, museums, galleries and visitor attractions.

² Professor Steven Taylor is a worldwide authority on the impact of pandemics on human social behaviour. In October 2019 he published a book entitled the Psychology of Pandemics <https://www.drsteventaylor.com/books> and has given a TedX talk on the psychological impact of Covid.