

# Key trends in the live experience space

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Alexandre Torrao, MD of MUCHOMOO Experiential Marketing & Events Agency, Johannesburg identifies key trends for 2017 in the live experience space.

The events market has rapidly gained momentum. New companies have started, new concepts have emerged and it has ultimately reached a saturation point, where people are spoiled for choice when it comes to events on any given weekend in the country.



This has resulted in a highly competitive industry where promoters, event organisers and brands are fighting for numbers and cannibalising their own markets by diluting the offerings and saturating the market in some cases, making the industry a difficult and expensive one to get into.

This competitive market has also brought to life brands and companies that are highly skilled in different segments. For example, Advendurance focuses on mountain biking and obstacle races such as Warrior, and G&G productions focuses on catering to matric students with their brand RAGE. Other companies have utilised available technology advancements, such as Secret Sunrise, a concept that merges, music and exercise in a new, healthy, unique experience. On the same note, Galileo Outdoor Movies offers a unique outdoor cinema experience.



Galileo Open Air Cinema

2017 will see experiential companies and many other event companies and production houses and agencies creating concepts around the following:

## Event style trends

Focused Brand Driven niche Intimate  
Themed / dressed events  
Sensory Technologically Driven outdoors

## Sport sector trends

Yoga destination events  
Outdoor group fitness  
Obstacle course racing  
PopUp sport events  
Fun runs  
Stage trail and adventure events  
Stage mountain bike events UrbanTriathlons and duathlons



Neon Run

## Lifestyle sector trends

E-gaming Inflatable events Exclusive Events craft Markets

Craft liquor festivals

Food festivals

Kids & Parents Festival

Secret experiences

PopUP dining experiences



## Entertainment sector trends

Destination events

Multiple genre daytime music festivals

PopUp festivals

Craft and lifestyle festivals Alternative music festivals

Jazz / Funk

Main market music festivals



Slide Jozi

## Social mass gathering experience trends

Viral content generation - Mannequin Challenge  
AR ( Augmented Reality) - Pokemon Go apps

## Venue trends

Wine Farms  
Dumps warehouses  
Urban environments  
Rooftops  
City parks

## Event tech trends

Cashless systems  
Ticketing platforms  
Wifi integration platforms  
Social media integrated platforms  
Virtual reality booths and activations

## ABOUT ALEXANDRE TORRAO

Alexandre Torrao is MD of MUCHOMOO Experiential Marketing & Events Agency and co-founder and co-creator of NeonRun™, Emmarentia Live™, Afriski WinterFest™, Colour Me Crazy™ and Slidejozi™.  
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