

## «The live decision»: Atmosphere tops the line-up

**The mood, atmosphere and shared experience have a greater impact on the enjoyment of live events than individual items on the programme. Meanwhile, audiences are thinking more carefully about whether and under what circumstances they attend a concert, festival, musical or exhibition. This is shown by the study «The Live Decision» by Ticketcorner and the Swiss Music Promoters Association (SMPA), conducted by GfK NIQ.**

Wallisellen, 30 April 2026 – Live events continue to have a firm place in the everyday life of the Swiss population. The overall experience is becoming increasingly important. For many visitors, the atmosphere and the sociable aspects are the most important factors. The line-up, programme and content remain important, but they are most effective when paired with emotional and social factors.

At the same time, clear barriers emerge. Somewhat surprisingly, crowds are the most frequently cited reason for not attending an event. Even before price considerations, many respondents cited overcrowded venues as a reason not to buy a ticket. The decision against attending an event is therefore often a balancing act between effort, comfort and well-being.

The study also shows that expectations differ significantly depending on the type of event. Festivals are primarily defined by their atmosphere and programme. When it comes to musicals, the focus is on musical quality, staging and seating comfort. Concerts are primarily judged based on visibility, sound, and value for money. Exhibitions score well on topics such as accessibility and communication.

An additional important finding is related to willingness to pay. This is present in principle, but clearly subject to certain conditions. Additional expenditure is accepted if it delivers a clear added value, such as enhanced comfort, unique experiences, big-name artists or flexible ticketing options. In French-speaking Switzerland, people are more willing to pay more for big-name stars and special experiences. Generation Z is the most willing to pay extra for experiences such as «meet and greets» or lounges.

Unlike what is commonly believed, Generation Z's aspirations are not that different from those of older generations. They go out a little more often and are more open to additional offers. However, all age groups generally share similar expectations regarding live experiences.

The study also demonstrates how fragmented information channels have become. Social media, personal recommendations, online media, event organisers' websites, traditional media and ticketing platforms all work in harmony. Decisions are made based on a combination of various factors. What is striking is that, alongside social media, Generation Z uses ticketing platforms directly for information more frequently than average.

## About the study

The study «The Live Decision» is based on a representative online survey of 1,012 people aged between 16 and 74 from German-speaking and French-speaking Switzerland. The survey was carried out from 12–17 February 2026.

The full white paper, «The Live Decision», is available from Ticketcorner.  
Please contact [medien@ticketcorner.ch](mailto:medien@ticketcorner.ch).

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## About Ticketcorner

Ticketcorner offers individual ticketing solutions for events in the areas of entertainment, culture, and sports – including a comprehensive range of services for mountain railways. Tickets can be purchased via the website, the app, the customer service centre, and ticket outlets throughout Switzerland. Ticketcorner operates its own media platforms such as the online magazine «event.», digital channels and social media with curated content. Ticketcorner AG is a wholly owned subsidiary of Ticketcorner Holding AG, which is in turn owned in equal parts by CTS EVENTIM AG & Co. KGaA and Ringier AG. CTS EVENTIM AG & Co. KGaA, which is listed on the MDAX, is active in the ticketing sector in 25 countries. Ringier is a multinational Swiss media company with brands across print, TV, radio, and digital channels.

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