



Economic Contribution of Music Events at Anfield

Wider impact of live music events



30.6m people

throughout the UK
attended concerts in 2022



230,000 jobs

throughout the UK
supported by live music events



2,360 jobs

in the Liverpool City Region
supported by its core music industry,
as of 2018

Impact of events held to date at Anfield



11 concerts

hosted at Anfield
across three years since 2019



7 acts

brought to Liverpool
who are unlikely to have otherwise
performed in the city

- Take That
- Bon Jovi
- P!nk (x3)
- The Rolling Stones
- Elton John
- Eagles
- Taylor Swift (x3)



465,400 people

from throughout the UK
attracted to 11 concerts...



equivalent to

42 sell-out events

at Liverpool's next-largest music venue



£31.3 million

spent by audience
beyond cost of tickets



At least

1,450 people

employed for each event



86% of staff

live in Liverpool
with at least 275 living
close to the stadium



55% of staff

under 30 years old
giving further employment
opportunities to young people