

Key trends in the live experience space



By [Alexandre Torrao](#)

18 Jan 2017

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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