The Economic Impact of EDM Festivals

  I.  Introduction

          A. Background information about the EDM Festival

1. Economic scale of the EDM festival

2. Market size of the EDM festivals

3. Information about Electric Daisy Carnival (EDC), Ultra and Tomorrowland

B.  Thesis Statement: EDM festivals are deeply intertwined with and playing a critical role in the economy system

II.    Economic relationship between EDC and Las Vegas

          A. EDC attracts thousands of fans and tourist visit Las Vegas during the event period

          1. Discover the tourist number during EDC and compare it to that of normal time

          2. Casino resort occupancy rate and consumption during EDC

             B. Due to the large-scale event, vast number of employment opportunity is created

          1. Number of employment created by EDC and find out how it benefit the local economy

III. Economic relationship between Ultra and Miami

              A. Ultra attracts thousands of fans and tourist visit Miami during the event period and pour millions of dollars to the economy

                      1. Extremely high occupancy rate of hotel

                      2. Money spent at the nightclubs after Ultra since it end at midnight

              B.    Negative effects of EDM festival that is held at downtown of the city

  1. Noise complaints by local resident

  2. Forced to change location to Virginia Key in 2019 (Find out how the changing location affects the economy)

IV. Economic relationship between Tomorrowland and Boom, Belgium

          A. Tomorrowland attracts thousands of fans and tourist visit Belgium during the event period

                       1. More than 50 thousands fans of the festival fly to Europe and visit Belgium, which is a small country people not normally visit

                       2. Consumption of visitors, such as ticket, hotel, dining and so on

           B. Country recognition

                       1. The Tomorrowland marks the country on the map

 V. Conclusion

A. Make comparison and contrast between EDC, Ultra and Tomorrowland, and address the the economic impact of such EDM festivals

B. Predict the future market