

Taylor Swift's tour stop at MetLife Stadium is one of her four appearances on the Hot Tickets stadium chart.



HOTTICKETS MORE THAN 30,000 CAPACITY

Ranked by gross. All data based on figures provided to Pollstar. Date range: 10/16/17-10/15/18. Data updated as of Nov. 20.

| RANK | GROSS | EVENT | VENUE | TICKETS SOLD | PROMOTER | DATE | SHOWS |
|------|--------------|---------------------|---|--------------|---|------------------|-------|
| 1 | \$32,839,088 | U2 | Estadio C'cero Pompeu de Toledo, São Paulo | 278,718 | Live Nation Global Touring, Set Move Concerts, DC | Oct. 19-25, 2017 | 4 |
| 2 | \$28,726,438 | Ed Sheeran | Wembley Stadium, London | 299,013 | In-House, DHP Concerts, Kilimanjaro Live | June 14-17 | 4 |
| 3 | \$27,743,508 | Outside Lands | Golden Gate Park, San Francisco Music & Arts Festival | 201,477 | Another Planet Entertainment, Superfly Presents | Aug. 10-12 | 3 |
| 4 | \$23,384,475 | Lollapalooza Brazil | Autodromo de Interlagos, São Paulo | 300,000 | T4F - Time For Fun | March 23-25 | 3 |
| 5 | \$22,031,385 | Taylor Swift | MetLife Stadium, East Rutherford, N.J. | 165,654 | Messina Touring Group / AEG Presents | July 20-22 | 3 |
| 6 | \$21,779,845 | Taylor Swift | Gillette Stadium, Foxboro, Mass. | 174,764 | Messina Touring Group / AEG Presents | July 26-28 | 3 |
| 7 | \$21,249,947 | Ed Sheeran | Principality Stadium, Cardiff, Wales | 238,085 | In-House, DHP Concerts, Kilimanjaro | June 21-24 | 4 |
| 8 | \$20,838,652 | Ed Sheeran | Etihad Stadium, Melbourne | 256,622 | Frontier Touring | March 9-12 | 4 |
| 9 | \$20,496,695 | The Rolling Stones | London Stadium, London | 137,475 | Concerts West / AEG Presents | May 22-25 | 2 |
| 10 | \$19,948,066 | Ed Sheeran | ANZ Stadium, Sydney | 231,185 | Frontier Touring | March 15-17 | 3 |
| 11 | \$19,806,800 | Ed Sheeran | Etihad Stadium, Manchester, England | 215,600 | In-House, DHP Concerts, Kilimanjaro Live | May 24-27 | 4 |
| 12 | \$18,529,322 | The Rolling Stones | Paris La Défense Arena, Nanterre, France | 109,126 | Concerts West / AEG Presents, Inter Concerts | Oct. 19-25, 2017 | 3 |
| 13 | \$18,089,414 | Taylor Swift | Mercedes-Benz Stadium, Atlanta | 116,745 | Messina Touring Group / AEG Presents | Aug. 10-11 | 2 |
| 14 | \$16,251,980 | Taylor Swift | Rose Bowl, Pasadena, Calif. | 118,084 | Messina Touring Group / AEG Presents | May 18-19 | 2 |
| 15 | \$15,006,157 | Taylor Swift | AT&T Stadium, Arlington, Texas | 105,002 | Messina Touring Group / AEG Presents | Oct. 5-6 | 2 |

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have definitive proof that audiences voted in droves with their wallets in 2018.

DOUBLING DOWN IN ATL

Atlanta's Fox Theatre has long thrived in the crowded urban Southern market, where President and CEO Allan Vella is often competing with a handful of venues to land dates at the 4,665-capacity theater, which landed at No. 1 on *VenueNow's* Top Stops ranking for 2018 in the 2,001- to 5,000-capacity category. With a mix of savvy programming, a clever in-house expansion and mini-residencies from beloved acts, though, the Fox had a year even Vella couldn't have predicted.

The main reason: the continuing frenzy surrounding Lin-Manuel Miranda's smash Broadway hip-hop history musical "Hamilton," with 24 performances that helped the Fox sell more than 723,000 total tickets in 2018, with grosses of \$57 million over 205 shows.

"We had one of the earlier stops on the ["Hamilton"] tour and they were all sold out, which didn't surprise me," he said. What he wasn't expecting was the incredible boost it gave to the Fox's subscription base for its Broadway Across America series. Before "Hamilton," the Fox had 13,000 subscribers to the always-popular series, but that number doubled to 26,000 in a single week thanks to Miranda's hit, which he called amazing.

Vella hasn't seen anything like that in his three decades in the business, noting that like a sports team's crucial season-ticket base, that kind of boost makes every other show more profitable, as those 26,000 subscribers also attended the

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Drake made the Hot Tickets list for large arenas for his stop at New York City's Madison Square Garden.

2018
venues
IN REVIEW

HOTTICKETS 15,001-30,000 CAPACITY

Ranked by gross. All data based on figures provided to Pollstar. Date range: 10/16/17-10/15/18. Data updated as of Nov. 20.

| RANK | GROSS | EVENT | VENUE | TICKETS SOLD | PROMOTER | DATE | SHOWS |
|------|--------------|----------------|---------------------------------------|--------------|---|------------------|-------|
| 1 | \$18,566,707 | Pink | Qudos Bank Arena, Sydney | 143,579 | Live Nation | Aug. 4-Sept. 19 | 9 |
| 2 | \$15,698,073 | Bruno Mars | Saitama (Japan) Super Arena | 90,672 | Live Nation | April 11-15 | 4 |
| 3 | \$10,970,151 | Jacky Cheung | Mercedes-Benz Arena, Shanghai | 54,900 | Shanghai Xinxin Xiangrong Culture Development Co. | Dec. 22-24, 2017 | 3 |
| 4 | \$9,437,998 | U2 | AccorHotels Arena, Paris | 72,412 | Live Nation Global Touring | Sept. 8-13 | 4 |
| 5 | \$9,381,304 | Jay Chou | Mercedes-Benz Arena, Shanghai | 43,769 | Shanghai Pu Jie Culture Broadcasting | June 15-18 | 4 |
| 6 | \$9,260,448 | Bruno Mars | Qudos Bank Arena, Sydney | 88,592 | Live Nation | March 17-24 | 5 |
| 7 | \$8,768,216 | Drake | Madison Square Garden Arena, New York | 70,703 | Live Nation | Aug. 24-28 | 4 |
| 8 | \$8,705,673 | U2 | Madison Square Garden Arena, New York | 55,575 | Live Nation Global Touring | June 25-July 1 | 3 |
| 9 | \$8,420,015 | Bruno Mars | Forum, Inglewood, Calif. | 61,893 | Live Nation | Nov. 7-11, 2017 | 4 |
| 10 | \$7,424,081 | Garth Brooks | Bridgestone Arena, Nashville | 124,062 | Varnell Enterprises | Dec. 9-23, 2017 | 7 |
| 11 | \$6,741,558 | Eric Clapton | Madison Square Garden Arena, New York | 30,496 | Live Nation | Oct. 6-7 | 2 |
| 12 | \$6,345,431 | Paul McCartney | Qudos Bank Arena, Sydney | 29,087 | Frontier Touring | Dec. 11-12, 2017 | 2 |
| 13 | \$6,174,396 | Bruno Mars | Mercedes-Benz Arena, Shanghai | 36,891 | Live Nation, Beijing Damai Culture Co. | April 20-23 | 3 |
| 14 | \$5,982,028 | Eagles | Forum, Inglewood, Calif. | 41,019 | Live Nation | Sept. 12-15 | 3 |
| 15 | \$5,864,233 | Phish | Madison Square Garden Arena, New York | 75,652 | Live Nation | Dec. 28-31, 2017 | 4 |

GETTY IMAGES

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eight other shows in the series, meaning more concession sales and full seats for every show.

Even more impressive was that after “Hamilton” ended its run, the dropoff in Broadway subscribers was less than 6,000, meaning the Fox retained 20,000 subscribers. “Hamilton” at the Fox had three of the top four spots in its Hot Tickets category, with productions at the Orpheum Theatre in Minneapolis, the Civic Center in Des Moines and the Smith Center in Las Vegas filling up eight out of the 15 slots on the list.

Those returning and new patrons also saw some major changes at the venue, which instituted mandatory bag searches, metal detector walk-throughs and a backpack ban in response to a series of deadly incidents at live music events over the past few years. “We took action after the attack at the Bataclan (in Paris in 2015), and we’ve always taken a stronger stance than some other theaters,” said Vella, who noted that the Fox also added more cameras, hired Transportation Security Administration and law enforcement professionals to work events and increased staff training for everything from evacuation to active shooter and fire drills.

Vella took some chances that paid off in 2018,

from a Roy Orbison hologram concert that sold more than 2,000 tickets, to multiple nights by a variety of acts including Nine Inch Nails, Anita Baker, Alabama and Joe Bonamassa and the addition of a new in-house club that provided a revenue boost on show nights.

The Marquee Club presented by Lexus — built inside the Fox in a space that formerly housed a jazz club — is a semiprivate lounge that offers patrons private bars and restrooms, a high-end buffet, a rooftop terrace and entrance 90 minutes before showtime

Fox Theatre in Atlanta doubled its subscriptions after adding “Hamilton” to the schedule.

for a \$65 upcharge on the price of a ticket. “It’s really happening and [patrons] love being able to come and go as they please,” he said. As for the effect on the Fox’s bottom line, Vella said 2018’s numbers speak for

themselves. “Over 205 performances in one year is a really strong number. ... Usually in a good year we do around 600,000 (tickets sold) and we did 123,000 more than normal,” he said, likely because of the very low unemployment in Atlanta (3.8 percent as of May 2018) and the city’s economically diverse population, which is increasingly moving into the city core from the suburbs and closer to the Fox in Atlanta’s Midtown.

A MAN AND HIS GUITAR

While reliably strong draw Taylor Swift was able to sell more than 340,000 tickets for six shows at MetLife Stadium in East Rutherford, N.J., and Gillette Stadium in Foxboro, Mass., for her show, her former opening act, Ed Sheeran, proved that a man and his guitar

can pull in equally impressive numbers for a concert with considerably less razzle-dazzle.

Sheeran grossed nearly \$29 million during

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HOTTICKETS 10,001-15,000 CAPACITY

Ranked by gross. All data based on figures provided to Pollstar. Date range: 10/16/17-10/15/18. Data updated as of Nov. 20.

| RANK | GROSS | EVENT | VENUE | TICKETS SOLD | PROMOTER | DATE | SHOWS |
|------|--------------|---------------------------------|---|--------------|---|-----------------------------------|-------|
| 1 | \$20,213,756 | Pink | Rod Laver Arena, Melbourne | 157,811 | Live Nation | July 16-Aug. 29 | 11 |
| 2 | \$11,327,674 | Pink | Brisbane Entertainment Centre, Boondall, Australia | 90,292 | Live Nation | Aug. 14-23 | 7 |
| 3 | \$10,965,960 | Celine Dion | Taipei (Taiwan) Arena | 35,765 | Concerts West / AEG Presents, Kham | July 11-14 | 3 |
| 4 | \$7,631,664 | Pink | RAC Arena, Perth, Australia | 59,553 | Live Nation | July 3-7 | 4 |
| 5 | \$7,171,507 | Helene Fischer | Hallenstadion, Zurich | 51,880 | Act Entertainment | Oct. 24-29, 2017 | 5 |
| 6 | \$7,071,376 | Pink | Spark Arena, Auckland, New Zealand | 71,273 | Live Nation | Sept. 4-11 | 6 |
| 7 | \$7,066,718 | U2 | Mediolanum Forum, Assago, Italy | 50,661 | Live Nation Global Touring | Oct. 11-16 | 4 |
| 8 | \$6,517,376 | Bruno Mars | Rod Laver Arena, Melbourne | 57,842 | Live Nation | March 7-11 | 4 |
| 9 | \$5,731,192 | Celine Dion | Spark Arena, Auckland, New Zealand | 30,778 | Concerts West / AEG Presents, | Aug. 11-14 Frontier Touring | 3 |
| 10 | \$5,713,146 | “Acad. Of Country Music Awards” | MGM Grand Garden Arena, Las Vegas | 8,513 | The Academy Of Country Music | April 15 | 1 |
| 11 | \$5,518,814 | “Art On Ice” | Hallenstadion, Zurich | 49,827 | Art On Ice Production | March 1-4 | 6 |
| 12 | \$5,356,353 | Bruno Mars | Spark Arena, Auckland, New Zealand | 48,785 | Live Nation | Feb. 27-March 3 | 4 |
| 13 | \$5,260,698 | Drake | Rod Laver Arena, Melbourne | 46,117 | Frontier Touring, Live Nation, Illusive Entertainment | Nov. 18-20, 2017 | 3 |
| 14 | \$5,156,359 | Pink | Adelaide Entertainment Centre, Hindmarsh, Australia | 38,105 | Live Nation | July 10-14 | 4 |
| 15 | \$5,017,060 | Celine Dion | Cotai Arena At The Venetian, Macau | 19,809 | In-House Promotion, Concerts | June 29-30 West / AEG Presents | 2 |

Jennifer Lopez performs during her residency at Zappos Theater at Planet Hollywood in Las Vegas.



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four shows at Wembley Stadium in London to land at No. 2 on the Hot Tickets tally for venues greater than 30,000; he had four other spots in the top 15 to Swift's four total. Mars also had a massive run of it with his 24 Karat Gold world tour and came in at No. 2 in the 15,001-30,000 category, thanks to a quartet of shows at Sitama Super Arena in Japan that grossed north of \$15 million; Mars filled three other spots on that list.

But when it comes to a man and his guitar, there is simply no competition for The Boss. Springsteen's beyond-sold-out run at the Walter Kerr in New York City ran the board in the 2,000-or-less category, filling all 15 slots.

METLIFE LIVING LARGE

With the increasing number of pop, rock and country acts bringing their shows to stadiums, one of biggest beneficiaries was East Rutherford, N.J.'s MetLife Stadium, the only U.S. stadium to place in the top three among Top Stops venues with capacity of 30,000 or more. Nine reported shows brought in 477,608 attendees and \$57.8 million in grosses, thanks to big name doing big numbers, according to stadium President and CEO Ron VanDeVeen.

Those dates includes three shows from Taylor Swift, two by Ed Sheeran and two by Jay-Z and Beyonce, as well as shows by Kenny Chesney, Luke Bryan and the Hot 97

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HOTTICKETS 5,001-10,000 CAPACITY

Ranked by gross. All data based on figures provided to Pollstar. Date range: 10/16/17-10/15/18. Data updated as of Nov. 20.

| RANK | GROSS | EVENT | VENUE | TICKETS SOLD | PROMOTER | DATE | SHOWS |
|------|--------------|----------------------------------|--|--------------|---|----------------------|-------|
| 1 | \$14,970,417 | Radio City Christmas Spectacular | Radio City Music Hall, New York | 168,912 | MSG Live | Dec. 4-10, 2017 | 32 |
| 2 | \$13,513,959 | Radio City Christmas Spectacular | Radio City Music Hall, New York | 158,644 | MSG Live | Dec. 11-17, 2017 | 30 |
| 3 | \$11,182,710 | Radio City Christmas Spectacular | Radio City Music Hall, New York | 126,205 | MSG Live | Nov. 27-Dec. 3, 2017 | 26 |
| 4 | \$10,236,435 | Radio City Christmas Spectacular | Radio City Music Hall, New York | 127,482 | MSG Live | Nov. 20-26, 2017 | 25 |
| 5 | \$4,508,293 | Radio City Christmas Spectacular | Radio City Music Hall, New York | 66,133 | MSG Live | Nov. 13-19, 2017 | 14 |
| 6 | \$4,218,252 | Luis Miguel | Auditorio Nacional, Mexico City | 48,100 | OCESA / CIE | Feb. 21-28 | 5 |
| 7 | \$3,877,195 | Britney Spears | Zappos Theater At Planet Hollywood, Las Vegas | 18,004 | Caesars Entertainment | Dec. 27-31, 2017 | 4 |
| 8 | \$3,773,203 | Jennifer Lopez | Zappos Theater At Planet Hollywood, Las Vegas | 17,860 | Caesars Ent., Live Nation, Red Mercury Ent., Fuse | Sept. 2-8 | 4 |
| 9 | \$3,591,184 | Radio City Christmas Spectacular | Radio City Music Hall, New York | 53,786 | MSG Live | Nov. 10-12, 2017 | 10 |
| 10 | \$3,508,671 | Luis Miguel | Auditorio Nacional, Mexico City | 38,047 | OCESA / CIE | April 24-28 | 4 |
| 11 | \$3,413,843 | Bruno Mars | Park Theater At Monte Carlo Resort & Casino, Las Vegas | 15,154 | Live Nation | July 25-28 | 3 |
| 12 | \$3,391,238 | Sebastian Maniscalco | Radio City Music Hall, New York | 27,941 | Outback Concerts | April 19-21 | 5 |
| 13 | \$3,334,415 | Luis Miguel | Auditorio Telmex, Zapopan, Mexico | 35,339 | OCESA / CIE | March 17-22 | 4 |
| 14 | \$3,268,489 | Bruno Mars | Park Theater At Monte Carlo Resort & Casino, Las Vegas | 15,450 | Live Nation | Feb. 14-17 | 3 |
| 15 | \$3,228,369 | Timbiriche | Auditorio Nacional, Mexico City | 48,100 | OCESA / CIE | Nov. 8-15, 2017 | 5 |

HOTTICKETS 2,001-5,000 CAPACITY

Ranked by gross. All data based on figures provided to Pollstar. Date range: 10/16/17-10/15/18. Data updated as of Nov. 20.

| RANK | GROSS | EVENT | TICKETS VENUE | SOLD | PROMOTER | DATE | SHOWS |
|------|-------------|-----------------|---|--------|--|----------------|-------|
| 1 | \$5,627,085 | "Hamilton" | Fox Theatre, Atlanta | 35,176 | Broadway Across America | June 5-10 | 8 |
| 2 | \$5,564,734 | "Hamilton" | Fox Theatre, Atlanta | 35,176 | Broadway Across America | May 29-June 3 | 8 |
| 3 | \$5,120,818 | Celine Dion | The Colosseum At Caesars Palace, Las Vegas | 30,879 | Caesars Entertainment, AEG Presents | May 22-June 2 | 8 |
| 4 | \$3,958,014 | "Hamilton" | Fox Theatre, Atlanta | 34,823 | Broadway Across America | May 22-27 | 8 |
| 5 | \$3,470,552 | "Hamilton" | Orpheum Theatre, Minneapolis | 20,112 | Broadway Across America, Hennepin Theatre Trust | Sept. 18-23 | 8 |
| 6 | \$3,462,385 | "Hamilton" | Orpheum Theatre, Minneapolis | 20,114 | Broadway Across America, Hennepin Theatre Trust | Sept. 11-16 | 8 |
| 7 | \$3,299,169 | "Hamilton" | Des Moines (Iowa) Civic Center | 21,548 | In-House | July 10-15 | 8 |
| 8 | \$3,234,968 | "The Lion King" | Fox Theatre, Atlanta | 38,397 | Broadway Across America | Jan. 23-28 | 9 |
| 9 | \$3,141,457 | "Hamilton" | Des Moines (Iowa) Civic Center | 21,543 | In-House | July 3-8 | 8 |
| 10 | \$2,770,783 | "Hamilton" | The Smith Center / Reynolds Hall, Las Vegas | 15,800 | In-House | June 19-24 | 8 |
| 11 | \$2,765,864 | "Hamilton" | The Smith Center / Reynolds Hall, Las Vegas | 15,800 | In-House | June 12-17 | 8 |
| 12 | \$2,669,212 | "Hamilton" | The Smith Center / Reynolds Hall, Las Vegas | 15,800 | In-House | June 5-10 | 8 |
| 13 | \$2,566,990 | "The Lion King" | Fox Theatre, Atlanta | 33,002 | Broadway Across America | Jan. 10-14 | 8 |
| 14 | \$2,498,073 | "The Lion King" | Fox Theatre, Atlanta | 29,616 | Broadway Across America | Jan. 16-21 | 7 |
| 15 | \$2,485,783 | "Hamilton" | Des Moines (Iowa) Civic Center | 21,418 | In-House | June 27-July 1 | 8 |

HOTTICKETS 2,000 OR LESS CAPACITY

Ranked by gross. All data based on figures provided to Pollstar. Date range: 10/16/17-10/15/18. Data updated as of Nov. 20.

| RANK | GROSS | EVENT | TICKETS VENUE | SOLD | PROMOTER | DATE | SHOWS |
|------|-------------|--|-------------------------------|-------|-------------------------|------------------|-------|
| 1 | \$2,470,327 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Jan. 16-20 | 5 |
| 2 | \$2,412,700 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | April 10-14 | 5 |
| 3 | \$2,411,185 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Dec. 19-23, 2017 | 5 |
| 4 | \$2,411,150 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Jan. 9-13 | 5 |
| 5 | \$2,411,075 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | June 19-23 | 5 |
| 6 | \$2,411,032 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | May 8-12 | 5 |
| 7 | \$2,410,757 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Dec. 26-30, 2017 | 5 |
| 8 | \$2,410,527 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Oct. 2-6 | 5 |
| 9 | \$2,410,400 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Jan. 23-27 | 5 |
| 10 | \$2,410,195 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | July 10-14 | 5 |
| 11 | \$2,408,900 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | Jan. 30-Feb. 3 | 5 |
| 12 | \$2,407,110 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | March 20-24 | 5 |
| 13 | \$2,406,852 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,729 | Thrill Hill Productions | May 22-26 | 5 |
| 14 | \$2,406,002 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,729 | Thrill Hill Productions | Aug. 14-18 | 5 |
| 15 | \$2,402,102 | "Springsteen On Broadway," Bruce Springsteen | Walter Kerr Theatre, New York | 4,740 | Thrill Hill Productions | June 5-9 | 5 |