

The Assam blueprint

Turning live music economy
into a tourism multiplier

June 2026



The better the question.
The better the answer.
The better the world works.

book **my** show

EY Parthenon
Shape the future with confidence



Foreword

Audience engagement with live entertainment is undergoing a significant transformation across India. Experiences are becoming central to how people travel, socialize and connect with culture, with concerts and large-format events increasingly shaping the identity and economic momentum of emerging cities.

This evolution signals more than a change in consumer preferences. It reflects the rise of live entertainment as an economic platform capable of driving tourism, activating local businesses and enhancing regional visibility. When supported by coordinated planning and ecosystem collaboration, concerts generate impacts that extend well beyond the event itself.

For policymakers and industry leaders, this raises important questions:

- How can live entertainment be institutionalized rather than delivered episodically?
- What ecosystem capabilities are required to host global-scale events effectively?
- How should economic impact be measured to guide long-term investment decisions?

Assam's recent journey offers an instructive example. By combining policy intent, institutional facilitation and industry partnership, the state has begun to operationalize live entertainment as a strategic growth lever. The Post Malone concert in Guwahati demonstrates what becomes possible when government, platform partners and local ecosystems align toward a shared objective.

The significance of such events lies not only in cultural visibility but in the breadth of economic participation they enable, from hospitality operators and transport providers to gig workers, local vendors and regional tourism circuits. These outcomes illustrate how experiences catalyze broader ecosystem development.

This report brings together market context, economic analysis and on-ground insights to present a practical view of how concerts can contribute to regional development. Cities that invest early in ecosystem readiness and collaborative execution are expected to be best positioned to participate in the next phase of the country's live experience economy.



Raghav Anand

Partner and Leader, Media and Entertainment EY-Parthenon

Contents

Executive summary

05

The concert economy in Assam:

07

Scale and the gateway to the North-East Region

- a) Assam's vision for the concert economy
- b) Assam's live entertainment market: Scale and acceleration

Post Malone in Guwahati:

12

Economic impact and financial windfall

- a) Direct economic contributions
- b) Indirect economic contributions: Media spotlight
- c) Indirect economic contributions: Employment and local business boost

Assam:

18

Way forward and implications for other states

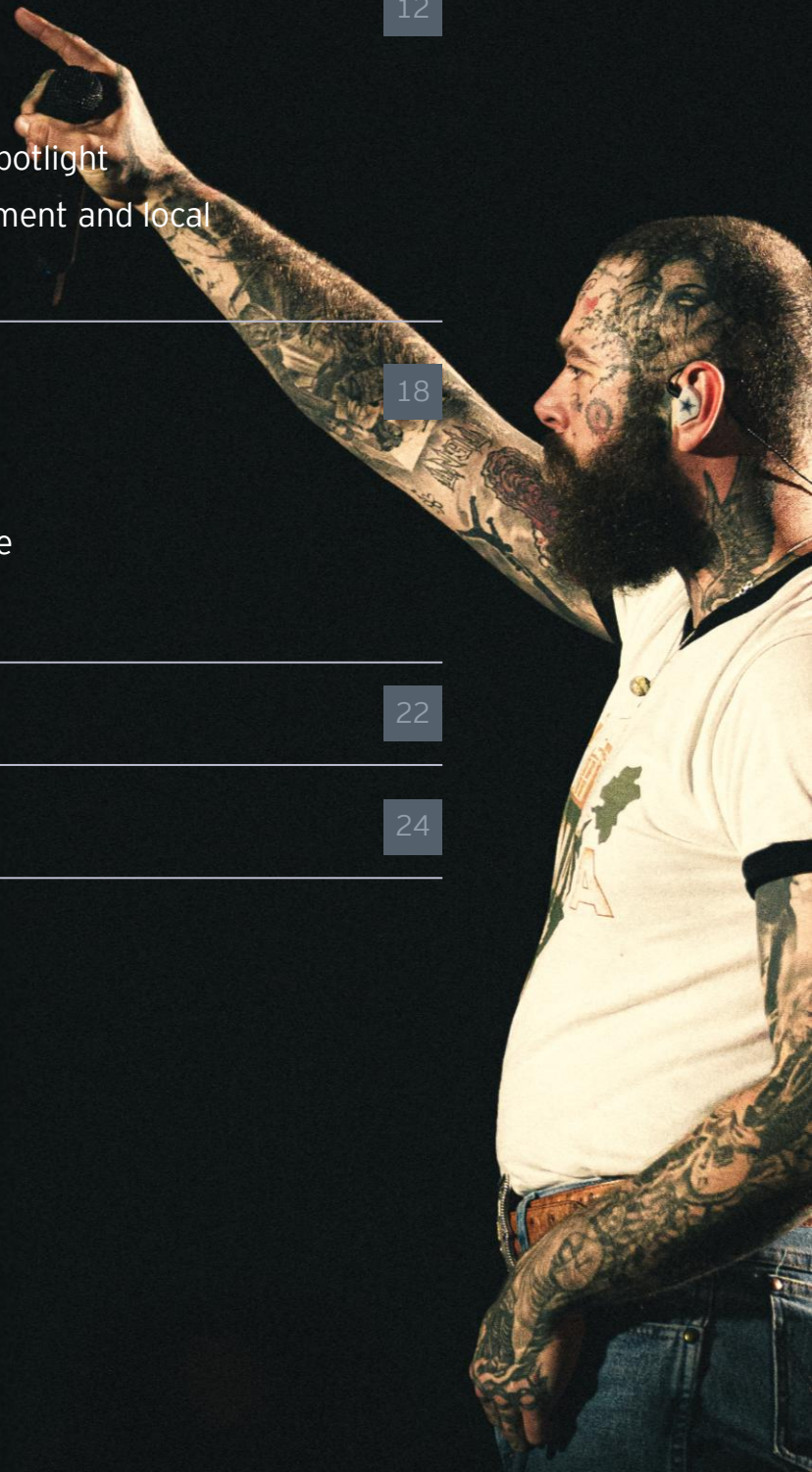
- a) Assam's next steps (12 to 24 months)
- b) Five-year outlook: What success looks like
- c) A portable playbook for other states

About this report

22

Acknowledgments

24





Executive summary

India's live entertainment industry is entering a new phase of growth, with concerts evolving from standalone cultural moments into repeatable economic drivers for cities and regions. As audience demand expands beyond the top three metropolitan centers, emerging destinations are increasingly participating in the country's live experience economy, unlocking new opportunities across tourism, youth engagement and local business activity.

This shift reflects changing consumption patterns. Younger audiences are traveling further and spending across hospitality, mobility, retail and dining, integrating live entertainment into broader leisure and travel decisions. Concerts now influence economic activity well beyond the venue, concentrating spending within short periods while strengthening long-term destination visibility.

Realizing this potential, however, requires enabling policy frameworks, institutional coordination and strong public-private collaboration. States that are aligning tourism strategy, infrastructure readiness and industry partnerships are beginning to convert live events into structured economic opportunities rather than one-off successes.

Assam represents an early example of this transition. Through proactive policy direction and collaboration with industry partners, the state has initiated a deliberate effort to position Guwahati as the gateway for large-scale cultural experiences in the North-East region.

The Post Malone concert in Guwahati provides a defining case study within this journey. Beyond audience turnout, the event generated measurable economic activity across hospitality, transport, food and beverage, retail and local services, while mobilizing a large ecosystem of workers, vendors and service providers. The scale of participation illustrates how concerts activate value chains extending far beyond ticket sales.

This report examines Assam's concert economy through three lenses:

- The strategic vision and ecosystem foundations enabling live entertainment growth
- The economic impact of the Post Malone concert across direct and indirect channels
- A forward-looking roadmap for building a repeatable, economically sustainable concert ecosystem

As India's experience economy expands geographically, the lessons emerging from Assam offer a practical blueprint for states seeking to harness live entertainment as a scalable growth lever. Concerts are increasingly becoming instruments of tourism development, urban activation and cultural positioning.

Commissioned by BookMyShow and developed in collaboration with Assam Tourism Development Corporation Ltd., this report presents a structured perspective on how live entertainment can potentially evolve into a durable engine of regional economic growth.



Key insights from the report

INR700 crore¹

potential economic impact within Assam is expected from an estimated 15+² concerts hosted in the state over the next five years

Post Malone concert highlights

Approximately
20,000
attendees³

53%
of travelers from outside
Guwahati, coming in from over
200 cities and towns across India¹
despite acute airline issues

Approximately
185 million
of combined social media reach,
which creates a high consideration
to attend a music event in Assam

Over
5 billion
combined media coverage
reach¹ that positions Assam on
the global entertainment map

INR43 crore⁴
estimated total
economic impact across
multiple industries

INR32 crore²
estimated direct
economic impact on
Assam

INR5 crore²
contributions in direct GST
revenue to the government

Brought to life by
2400+
people working in unison

¹EY analysis

²EY analysis

³BookMyShow- Print + Online Media Coverage

⁴EY analysis

CHAPTER

01

The concert economy in Assam: Scale and the gateway to the North-East Region



India's live entertainment market is rapidly growing, with concerts emerging as scalable, repeatable economic engines. Realizing this potential requires clear policy frameworks, infrastructure readiness and public-private collaboration – a direction that Assam adopted early and has now begun to operationalize.

A Assam's vision for the concert economy

India's live entertainment market is rapidly growing, with concerts emerging as scalable, repeatable economic engines. Realizing this potential requires clear policy frameworks, infrastructure readiness and public-private collaboration – a direction that Assam adopted early and has now begun to operationalize.

I. Concerts as an economic and cultural engine

Assam's foray into the concert economy is anchored in the belief that live entertainment can be a repeatable driver of tourism, youth engagement, local business growth and economic activity, and not merely a one-off spectacle. The objective is to position Assam as the North-East's gateway for large-scale cultural events. To that end, the state:

- Recognizes concerts as economic multipliers for hotels, transport, F&B, retail and other tourist destinations within the state
- Leverages events to modernize cultural identity while showcasing local heritage
- Aligns with the national push to position India as a global concert destination
 - Host three to five internationally recognized music events annually across designated hubs (including Guwahati, Dibrugarh and Jorhat)⁵
 - Minimum attendance thresholds of 20,000 spectators per event to potentially maximize tourism-scale impact¹
- Embeds local cultural integration through traditional opening acts and festival programming (Bihu, Bagurumba, Sattriya), enabling global exposure for regional artists⁶

II. Building the enabling framework

The shift from intent to action began with formal policy backing and institutional mechanisms to support the planning and to reduce execution friction for organizers. The emphasis was on facilitation, predictability, and inter-departmental coordination rather than only fiscal incentives. Key elements include:

- Introduction of a Concert Tourism Policy with financial and logistical support provisions
 - Viability Gap Funding up to INR5 crore per event on a case-to-case basis to support the operational and logistical expenses, alongside in-kind government support including venue access, security coordination, traffic management municipal services, sponsorship leads, etc.)⁷
- ATDC designated as the nodal agency to provide single-window facilitation for approvals and formalized partnership with BookMyShow as the strategic platform partner
- Regulatory refinements such as open-ground excise permissions with safeguards, single-window clearance mechanism for faster approvals, etc⁸.

“

We are positioning live entertainment as an engine of economic growth through tourism, youth engagement and global visibility. By combining policy support, infrastructure development and partnerships with industry leaders, we aim to transform Guwahati into a gateway for international cultural experiences in North-East India.



Dr. Himanta Biswa Sarma
Chief Minister of Assam

⁵policy_for_concert_tourism_in_assam.pdf

⁶Primary interview

⁷policy_for_concert_tourism_in_assam.pdf

⁸Primary interview

III. Learning-led ecosystem readiness

Assam adopted a learning-led approach, benchmarking established concert destinations and adapting global operating models to local conditions, enabling faster ecosystem readiness for large-format live events:

- Cross-department delegation visits to Mumbai to benchmark operating models from large-scale concert markets and accelerate capability transfer across planning and execution functions
- Institutional alignment across tourism, urban administration and civic agencies to support integrated event planning
- Demonstrated the viability of open-ground venues as scalable formats for hosting international artists, expanding the state's usable event infrastructure
- Development of standardized operating learnings that can be replicated for future events, supporting faster approvals and reduced execution uncertainty

IV. Tourism and the local economic multiplier

Concerts are viewed as anchor events that trigger extended travel, higher occupancy, and broader discovery of the state's tourism offerings. The impact goes beyond the venue into regional circuits and local businesses.

- Visitors typically extend stays by two to three days, benefiting hotels and transport operators
- Spillover tourism drives the discovery of nearby destinations such as Kaziranga or Manas National Park, cultural heritage like Kamakhya Temple, less explored locations like Majuli Island and Sivasagar, or the neighboring state of Meghalaya and cultural circuits
- Increased GST collections and MSME participation across hospitality and services
 - Generation of local employment across event operations, hospitality, transport, security and F&B services⁸
 - Hotels experience pricing uplift during event windows, directly contributing to higher GST realizations⁸
- Local musicians gain exposure by performing alongside international acts, unlocking widespread visibility and revenue streams due to music discovery

⁸Primary interview

⁹policy_for_concert_tourism_in_assam.pdf

¹⁰policy_for_concert_tourism_in_assam.pdf

V. A five-year success roadmap

Assam's forward plan focuses on repeatability, infrastructure creation and measurement of economic impact to institutionalize the concert economy as a long-term growth lever:

- Target of approximately three major international/national concerts annually⁹
- Development of dedicated concert venues, including a proposed purpose-built concert park over the next five years¹⁰
- Structured impact assessments tracking hotel occupancy, transport usage, and spending patterns across ancillary avenues.



Government of Assam × BookMyShow: Spotlight

Strategic public, private partnership to deliver multiple large-format concerts headlined by globally popular artists, positioning live entertainment as a tourism growth lever

Live events have demonstrated an economic multiplier effect, typically generating nearly three times the incremental local spend for every INR1 of ticket revenue, along with increased GST collections and employment opportunities. For example, the Coldplay concert in Ahmedabad created an estimated city impact of approximately INR392 crore¹¹

Integrated execution model with BookMyShow leading curation, logistics, ticketing, marketing, programming, production, etc., supported by Assam Tourism through venues, clearances, city infrastructure and security to enable smooth event delivery



“

For Assam, the concert economy is not just about entertainment; it is about tourism, culture, youth engagement and economic growth working together. Our objective is to build a facilitative ecosystem where large events become repeatable opportunities that bring visitors into the state, create local employment, and showcase Assam to national and global audiences.



Shri Kumar Padmapani Bora

IRS, Managing Director, Assam Tourism Development Corporation (ATDC)

“

When we signed the MOU with Assam Tourism, we were not just planning events; we were designing an ecosystem. Live entertainment, done at scale, is one of the most powerful economic multipliers a state can invest in. It fills hotel rooms, activates local businesses and creates skilled employment overnight. Our five-year roadmap with Assam is built on that premise —to transform the state into a recurring destination for world-class live experiences, anchoring the North-East as India's next great entertainment corridor.



Ashish Hemrajani

Founder & CEO, BookMyShow

¹¹India's rising concert economy report

B Assam's live entertainment market: Scale and acceleration

Assam's live entertainment ecosystem has witnessed a visible transition from sporadic programming to a more structured and calendar-driven market. This acceleration is being driven by rising audience demand, improved ticketing penetration, better connectivity, and growing promoter confidence in the state's execution capabilities. Guwahati, in particular, has emerged as the focal point of this growth trajectory.

Over the past year, the state has hosted 55¹² ticketed live events (growth of approximately 222% over the previous year), drawing audiences not only from within Assam but also from over 200 cities¹² across India and internationally. Platform data indicates a sharp 188%¹³ rise in footfalls for live events in Guwahati during 2025, signaling the emergence of a fast-maturing non-metro market with strong youth participation and genre diversity.

Several structural factors are reinforcing this momentum:

1

Connectivity expansion:

Improved air routes, highway upgrades, and intra-city mobility enhancing accessibility for both artists and audiences, supported by airport upgrades, regional access from Shillong and Siliguri, and ATDC-facilitated regional air connectivity⁸

2

Hospitality pipeline growth:

New hotels including multiple international five-star brands (like Marriott, Taj, Westin, Wyndham, etc.) and mid-to-premium accommodation options are entering Guwahati over the next five years thereby strengthening accommodation capacity to support year-round large-scale events⁸

3

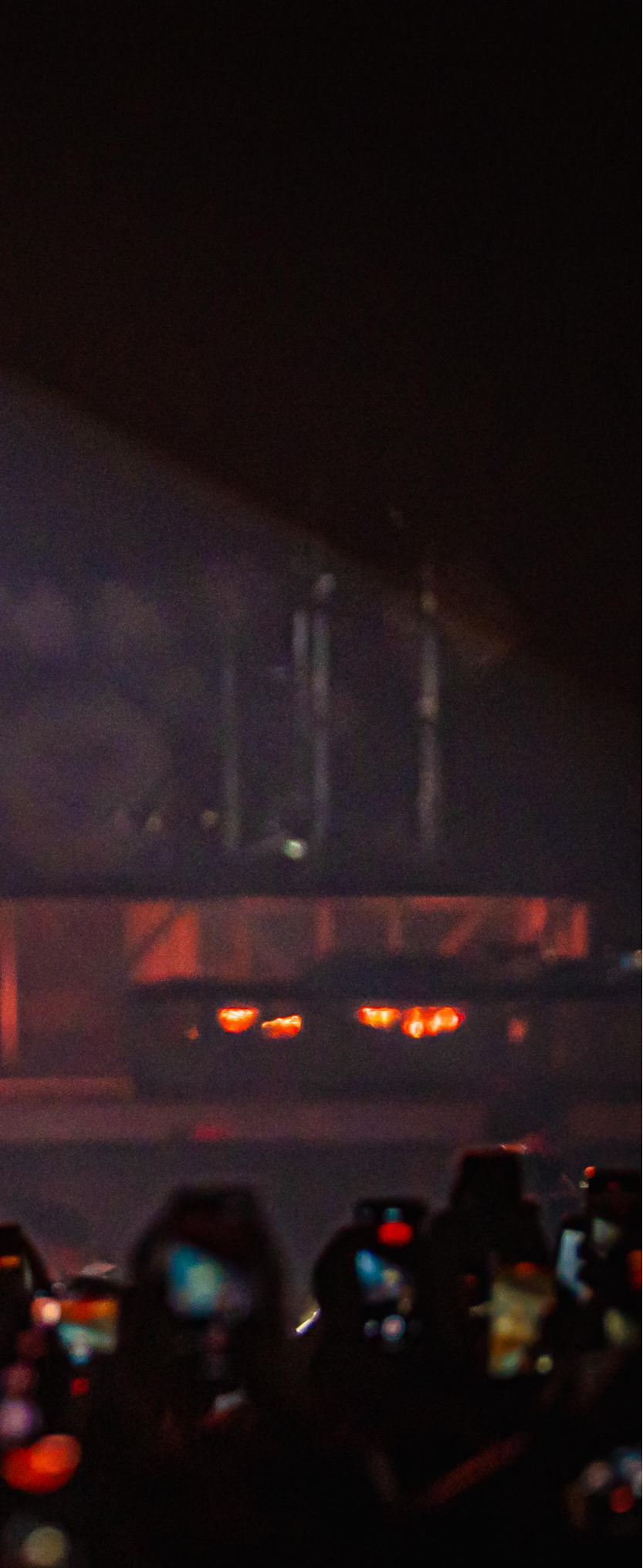
Demographic advantage:

A large youth population with increasing digital ticketing adoption and affinity for global music formats, reflected in rising online ticket purchases and genre-diverse attendance across live events



¹²BookMyShow

¹³BookMyShow Throwback Report 2025



4

Regional gateway effect:

Guwahati acting as the primary entry point for North-East tourism, enabling concert-led itinerary extensions, with UNESCO sites such as Kaziranga within two to three hours of the city⁸

- Two times the growth in airport terminal passenger capacity, from 6.5 million to 13 million passengers by 2032¹⁴
- Asom Mola 3.0 rollout approved: INR3,217 crore financial allocation, 850+ km of high-speed road transport corridor, construction of 36 new bridges¹⁵
- 11 new five-star category hotels under consideration¹⁶

The live entertainment surge is also influencing adjacent sectors, such as hospitality occupancy spikes during event weekends, increased demand for local transport and dining, and heightened visibility for regional destinations. As concert frequency and scale increase, Assam is steadily transitioning from an emerging market to a structured live-events destination, setting the foundation for repeatable economic impact rather than episodic spikes.

¹⁴<https://www.internationalairportreview.com/news/301350/pm-modi-inaugurates-guwahati-terminal-at-lokapriya-gopinath-bordoloi-international-airport-igbia/>

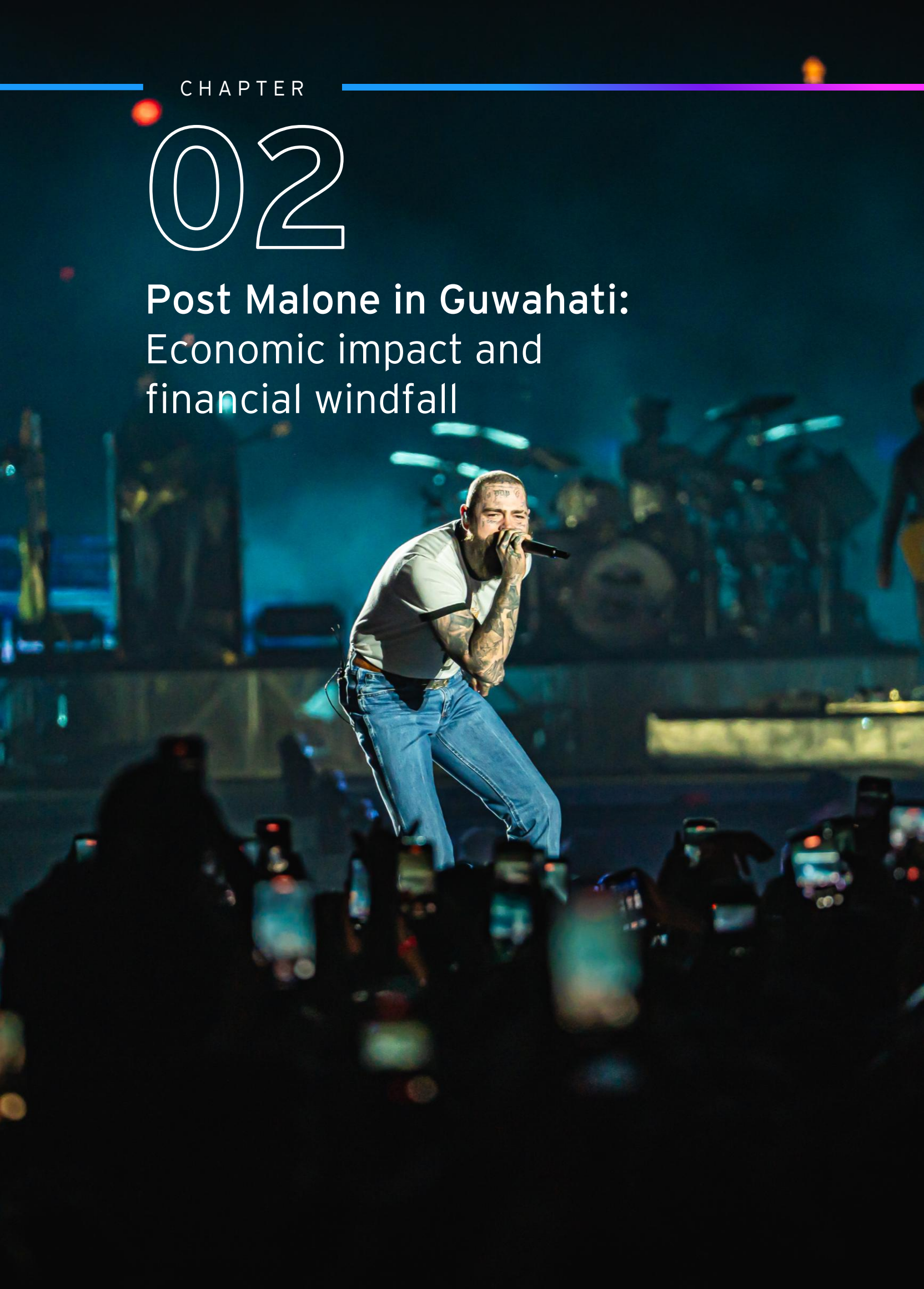
¹⁵<https://assamtribune.com/assam/assam-govt-launches-asom-mola-30-greenlights-new-fifa-standard-stadium-1597929>

¹⁶<https://economictimes.indiatimes.com/industry/services/hotels-/restaurants/guwahati-gears-up-for-luxury-boom-11-five-star-hotels-marriott-projects-break-ground/articleshow/121125885.cms?from=mdr>

CHAPTER

02

**Post Malone in Guwahati:
Economic impact and
financial windfall**



Large-scale live music events have the ability to convert audience enthusiasm into tangible economic value for host cities within a short period of time. The Post Malone concert in Guwahati serves as an example of how a single headline event stimulates spending across tourism, hospitality, transport, retail and local services simultaneously. Beyond direct consumer expenditure, such events also generate indirect ripple effects through temporary and permanent employment, extended working hours for service providers, and increased revenues for local businesses, reinforcing their role as meaningful economic catalysts for the wider urban ecosystem.

A Direct economic contributions

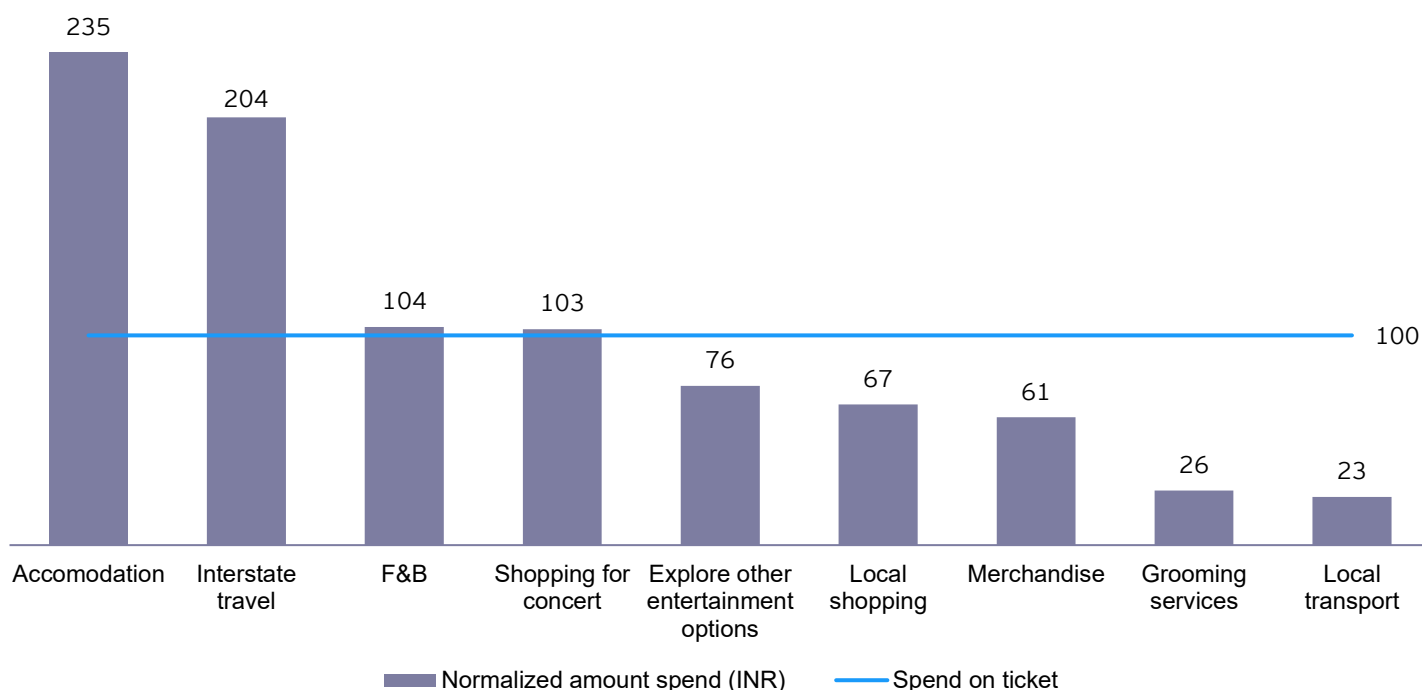
The Post Malone concert in Guwahati generated an estimated economic impact of **INR43 crore**, creating measurable financial activity across hospitality, transport, retail, food services and ancillary sectors. The economic contributions include:

- **INR32 crore** injected directly into Assam's local economy through attendee-led spending
- **INR5 crore** accrued to the government through GST collections

Highlights of customer spending for the Post Malone concert

The data is based on a survey conducted by BookMyShow¹⁷ of Post Malone's Guwahati concert. For every INR100 spent on a ticket, attendees contributed an additional INR899 for services such as hospitality, travel, local shopping and dining.

Normalized spend across categories per INR100 spend on tickets



Source: BookMyShow survey and EY analysis

Note: The estimated normalized spend accounts only for attendees who availed of the service and does not reflect the average spend across all concert attendees.

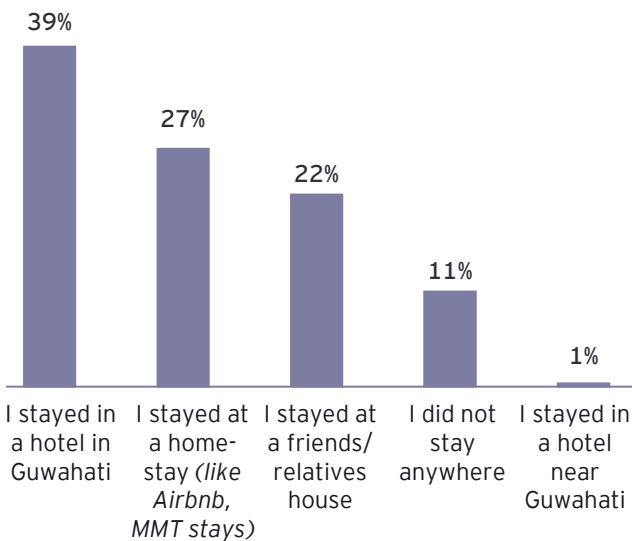
¹⁷Count of survey participants: 328

Accommodation

A significant proportion of concert attendees traveled to Guwahati specifically for the event, translating into a strong demand for hotels and short-stay rentals across the city.

- 53% travelled from another city; 67% of them booked accommodation, spending an average of INR10,236
- 64% stayed for more than one night, extending economic activity beyond the concert day
- 17% spent over INR15,000 on their stay

Where did the outstation attendees stay at Guwahati?



Source: BookMyShow survey and EY analysis

Concert weekend insights basis primary interviews with hotel general managers and hotel association members:

- Approximately 30%¹⁸ increase in occupancy rates during the concert weekend, with guests arriving from Mumbai, Bengaluru, Hyderabad and other North-Eastern states, along with international visitors from the UK and Germany
- Room tariffs operated toward the higher end of the established annual pricing range during the event period
- Notable increase in food and beverage spending across in-room dining and hotel restaurants
- Increased guest enquiries for nearby towns and tourist destinations, along with higher demand for local transport services
- The average length of stay for concert visitors was approximately two nights

Interstate travel

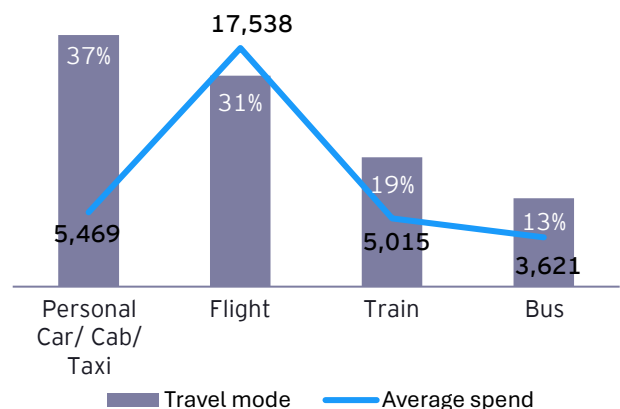
The concert drew audiences from multiple cities and generated meaningful interstate travel expenditure.

- Attendees spent an average of INR8,864 on travel to and from Guwahati
- Flights recorded the highest average spend at INR17,538, indicating long-distance participation, despite multiple flight cancellations because of ongoing IndiGo operational hurdles
- 37% traveled via personal vehicles, cabs or taxis, signaling strong regional road mobility
- Guwahati, along with other cities like Delhi, Mumbai, Bengaluru and Shillong, together witnessed a 10% rise in travel demand year-on-year and a 28% jump in Q4 of 2025 (compared with the same period in 2024)¹⁹

Concert weekend insights basis primary interviews:

- 35%+²⁰ increase in passenger traffic during the concert period, with arrivals from metro cities including Mumbai, Bengaluru and Hyderabad, alongside international travelers
- The event saw a greater percentage of arriving visitors being young passengers
- No additional flights were scheduled specifically for the concert period. However, demand-led fare increases were observed across routes
- Flight cancellations linked to ongoing operational disruptions at IndiGo affected overall passenger arrivals during the period

How did the attendees travel to Guwahati?



Source: BookMyShow survey and EY analysis

¹⁸Primary interviews

¹⁹www.travelandleisureasia.com/sea/destinations/india/how-global-music-concerts-in-indias-tier-2-cities-are-powering-a-tourism-revival

²⁰Primary interviews

Local transportation

Local mobility demand saw near-universal participation, underscoring the role of concerts in activating micro-economies in urban transport.

- 99% of attendees used local transportation during their stay
- On average, attendees spent INR1,002 on local transportation during their stay, further amplifying the economic contributions of the event
- 51% of the attendees relied on cabs and taxis, directly benefiting local operators and aggregators

Concert weekend insights basis primary interviews of tourist taxi association and local operators:

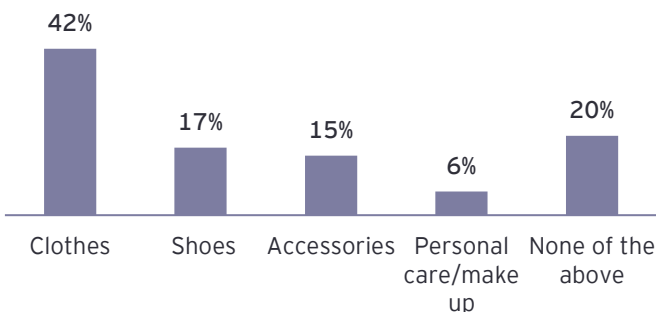
- 50%²¹ increase in ride demand, with operators deploying additional vehicles from nearby towns and neighboring states
- Majority of riders comprised youth visitors from metro cities and other North-Eastern states, along with international attendees
- 20%²² increase in demand for intercity travel to destinations such as Shillong and Kaziranga National Park
- Average ride values remained broadly stable, while trip volumes and operating hours increased materially
- Traffic congestion was observed during peak concert periods, indicating a need for enhanced traffic management for future events

Fashion and lifestyle

Concert attendance influenced discretionary consumer behavior, particularly among younger demographics preparing for the event experience.

- 72% of attendees made concert-specific purchases, with an average spend of INR4,497
- Clothing (42%) emerged as the top purchase category

What did the attendees buy for the concert?



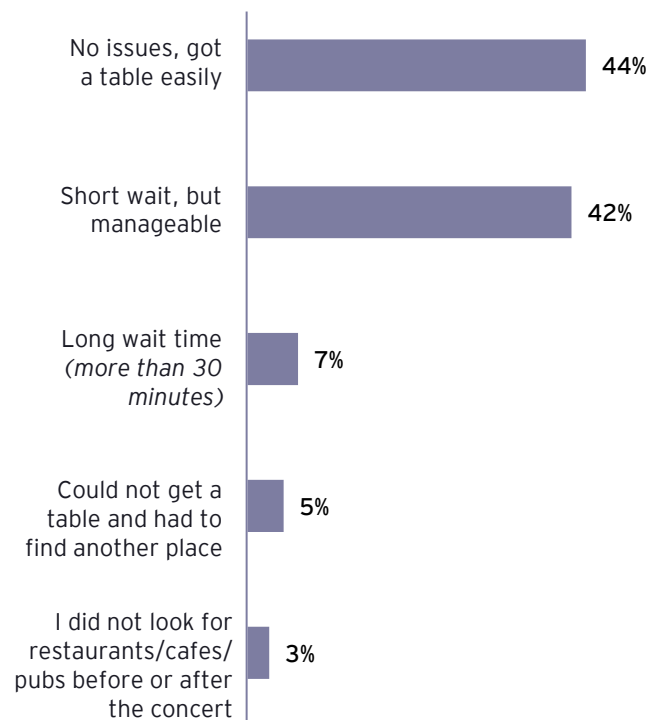
Source: BookMyShow survey and EY analysis

Food and beverage

The food and beverage sector emerged as a significant beneficiary of the concert, with spending both inside and outside the venue.

- 88% of the respondents spent an average of INR2,404 on food and beverages within the venue
- 92% of respondents spent an average of INR2,126 at restaurants and food vendors outside the concert premises
- Local restaurants were well-prepared to accommodate guests, ensuring a seamless dining experience while also showcasing the city's readiness to host the influx of tourists on the back of the concert

How was the availability of restaurants, and cafes during the concert period?



Source: BookMyShow survey and EY analysis

²¹Primary interviews
²²Primary interviews

Concert weekend insights basis primary interviews with restaurants and cafes in malls, local vendors in markets:

- 33%+²³ increase in customer footfall across restaurants and cafes, particularly during pre- and post-concert hours
- Higher share of out-of-state visitors, with peak demand concentrated in dining and nightlife clusters
- Increase in average bill value driven by group dining and extended evening spending
- Temporary staffing additions and higher inventory procurement to manage the surge in demand
- 25%+²⁴ increase in delivery orders adding further uptake in order values and volume
- Strong uptake of digital payments and quick service formats during peak hours

Local shopping

Beyond mainstream retail, the concert also drove engagement with local commerce and cultural products.

- 36% of attendees engaged in local shopping, spending an average of INR2,934 per person
- 48% of shoppers were under 25, highlighting youth-led discovery of local crafts and heritage goods

Concert weekend insights basis primary interviews with shops in malls and local market vendors:

- 30%+²⁵ elevated retail footfall driven by visiting concert attendees, mainly youth and visitors from other cities and states
- Increased demand for apparel, accessories and local products
- Higher per-customer spending compared to a typical weekend
- Sales concentrated around concert days, especially the pre-concert window
- Positive spillover to nearby shopping streets and local markets

The direct economic contribution of the Post Malone concert illustrates that the value of live entertainment lies in the breadth and dispersion of attendee spending. From accommodation and travel to dining, lifestyle purchases and cultural retail, the event generated layered economic activity across multiple urban touchpoints, functioning as a short-duration economic accelerator for Guwahati and the wider Assam economy.

B Indirect economic contributions: Media spotlight

The Post Malone concert in Guwahati attracted significant attention across media and digital platforms, contributing to wider visibility for both the event and the city. Coverage spanned print, digital and social channels, helping extend the reach of the concert beyond the immediate audience.

The concert witnessed extensive media coverage

Mix of national and regional publications focused on both the performance and Assam's ability to host a large-format international event, with a monumental media coverage reach of more than 5.1 billion²⁶. This visibility reinforced the state's positioning within the broader conversation around emerging destinations for live entertainment in India.

Post Malone to rock the city today, over 20,000 concert tickets sold

Tathagata Bhattacharjee | TNN

Guwahati: The city is set to turn into a concert hub as it hosts popular international artist Post Malone on Monday.

The show being the first headliner of state's new concert tourism policy, officials from tourism department have confirmed that more than 20,000 tickets have already been sold, with many fans still walking in to buy tickets.

Assam Tourism Department Corporation (ATDC) managing director Kumar Padmapani Borah said such shows in the state, which is a potential concert tourism hub, will significantly stimulate local economy.

"Assam is on the cusp of a major cultural transformation and hosting Post Malone in Guwahati stands as a landmark moment in this journey. With our new concert tourism policy, we aim to position the state as a leading destination for international music and large-format live experiences. Post Malone's debut performance in the northeast not only brings global attention to Assam, but also reflects our commitment to elevating the region's cultural presence on the world stage. We are proud to welcome fans from across the country to experience Assam's unmatched energy and hospitality," Borah added.

He said the district administration, city police, Guwahati Municipal Corporation (GMC) and other departments are working together to ensure that everything runs smoothly around the Khanapara Veterinary Ground as they prepare for the big day on Monday.

Alongside the growing concert economy, the state is also a vibrant hub for travel

ers, offering a wide array of activities, ranging from religious and cultural experiences to wildlife adventures.

Meanwhile, city-based homestays have also reported a surge in footfall, with guests arriving from different states ahead of the show. Koushav Deka, who runs a homestay in the Azara area, said, "We are completely booked until next week. Guests from Arunachal Pradesh, Nagaland, Meghalaya, and even a few from Delhi and Gujarat have already arrived to be part of the concert."

Post Malone is a nine-time diamond-certified and Grammy award-nominated phenomenon from Dallas, Texas. His songs include multiple diamond-certified hits such as 'Rockstar', 'I Fall Apart', 'Psycho', 'White Iverson', 'Better Now', 'Congratulations', 'Circles', and 'Sunflower'. 'Sunflower' became the highest-certified single in the Recording Industry Association of America (RIAA) history after reaching double diamond status.

FOCUS ON SAFETY MEASURES

- > 15 designated parking zones assigned for streamlined visitor access
- > 1,300 police personnel deployed for law & order and traffic management
- > Fire services support | 11 rescue van, 2 fire engines, 30 fire marshals stationed on ground
- > Enhanced medical readiness

with upgraded first-aid rooms and added staff

- > Unified venue operations centre set up for coordinating all agencies
- > 100+ CCTV cameras installed for real-time monitoring

Times News Network | TNN | Oct 06, 2023, 12:30 IST

From Thriving Venue To Live The City's Glamour, Ticket Prices Go Up To ₹10k As Concert Policy Delivers Hit Harque Event

Guwahati: By late afternoon on Monday, Shantapara had erupted into a carnival of sound and colour as thousands of ecstatic fans poured in for American singer-rapper Post Malone's electrifying debut in Assam – the first marquee event under state govt's ambitious 'concert tourism' policy unveiled in May this year.

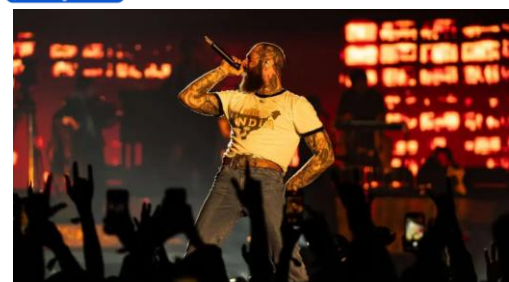
According to state tourism department, more than 20,000 tickets were sold by Saturday, with demand continuing to surge even hours before the

Post Malone sets Guwahati stage on fire with first-ever India solo concert, delivers hits like 'Congratulations', 'Sunflower' and more

Guwahati

Post Malone's first India headline show draws thousands in Guwahati

During the concert, Post Malone paused to address the audience, saying, "I am grateful to be back in India and in Zubeen Gargy's homeland!" [© Indian digital content](#)



²³Primary interviews

²⁴Primary interviews

²⁵Primary interviews

²⁶BookMyShow - Print & Online Coverage

The concert generated approximately 185 million²⁷ reach on social media

Social media and digital platforms played an important role in engaging audiences across the event lifecycle, irrespective of whether they are attending the concert or not. Official content covering pre-event build-up, real-time updates and communication collectively reached approximately 1.3 million²⁸ users across social platforms.

Beyond this, user-driven conversations further amplified visibility, contributing approximately 175 million²⁹ user-generated content reach. Various prominent creators and influencers shared concert-related content, such as performance highlights, personal experiences and travel-related content, which broadened the event's visibility.

Travelling to Guwahati for Post Malone Concert — Suggestions Needed! 🙌

[Library Help](#)

Hey everyone!

I'm travelling to Guwahati for the Post Malone concert on the 8th and super excited! It's going to be our first time in Assam. We'll be in the city from 7th-9th December (leaving on the morning of the 9th).

Since 7th is totally free, we'd love recommendations on:

Places to visit / things to do in or around Guwahati (we want to make the most of the trip!)

How to get around the city (public transport vs rental vs cabs)

Where to stay and which areas are best or safe

Areas to avoid

Best nightlife spots

Weather conditions around that time (what should we pack?)

The concert is in Khanapara, so if anyone can suggest a good property nearby (or if someone is open to hosting / helping us with local guidance), that would be amazing.

Also, if any locals would like to meet up or show us around, we're super open to that and would love the company! 🌟

Thanks for reading and looking forward to suggestions. ❤️

C Indirect economic contributions: Employment and local business boost

In addition to direct visitor spending, the Post Malone concert generated significant indirect economic contributions through large-scale workforce deployment and the participation of local service providers. The scale of personnel engaged reflects the operational complexity associated with delivering an international-format live event and highlights the breadth of economic activity supported beyond the event itself.

Scale of organizing ecosystem

The concert mobilized a workforce of approximately 2,500 personnel across operational, technical and service functions. Deployment was distributed across multiple execution layers, demonstrating the need for a coordinated ecosystem.

Key workforce segments included:

- Safety and security personnel (31%), representing the largest share of deployment and underscoring the importance of structured crowd management and public safety planning
- Food and beverage teams (28%), supporting on-site consumption and hospitality operations
- Production and technical crews (10%), responsible for staging, sound, lighting and infrastructure setup
- Operations personnel (10%), enabling venue logistics, access management and attendee flow

Participation also included tourism authorities, police personnel, and specialized operational teams supporting coordinated event delivery.

Temporary employment and gig economy participation

The event generated substantial short-term employment opportunities across both skilled and semi-skilled roles. Engagement spanned venue operations, security deployment, hospitality services, logistics support, housekeeping and volunteer coordination.

Such large-format events create concentrated demand for temporary workforce participation, providing incremental income opportunities for local workers while strengthening practical execution capabilities within the regional events ecosystem.

Local vendor sourcing and capability development

A significant proportion of services were delivered through local vendors and regional partners in production, infrastructure and support functions, including:

- staging and technical production services
- branding and signage installation
- power and connectivity infrastructure
- payments and on-ground technology support
- sustainability and waste management operations

High levels of local sourcing enabled broader economic participation while contributing to capability building among regional suppliers. Over time, repeated event delivery strengthens this vendor base, reducing reliance on external production ecosystems and improving execution readiness for future events.

Implications for ecosystem development

The workforce scale associated with the concert illustrates how live entertainment activates a distributed network of service providers, extending economic participation across multiple sectors. As events become more frequent and calendarized, such engagements can support sustained skill development, supplier formalization, and deeper localization of the live entertainment value chain.

²⁷EY analysis

²⁸BookMyShow

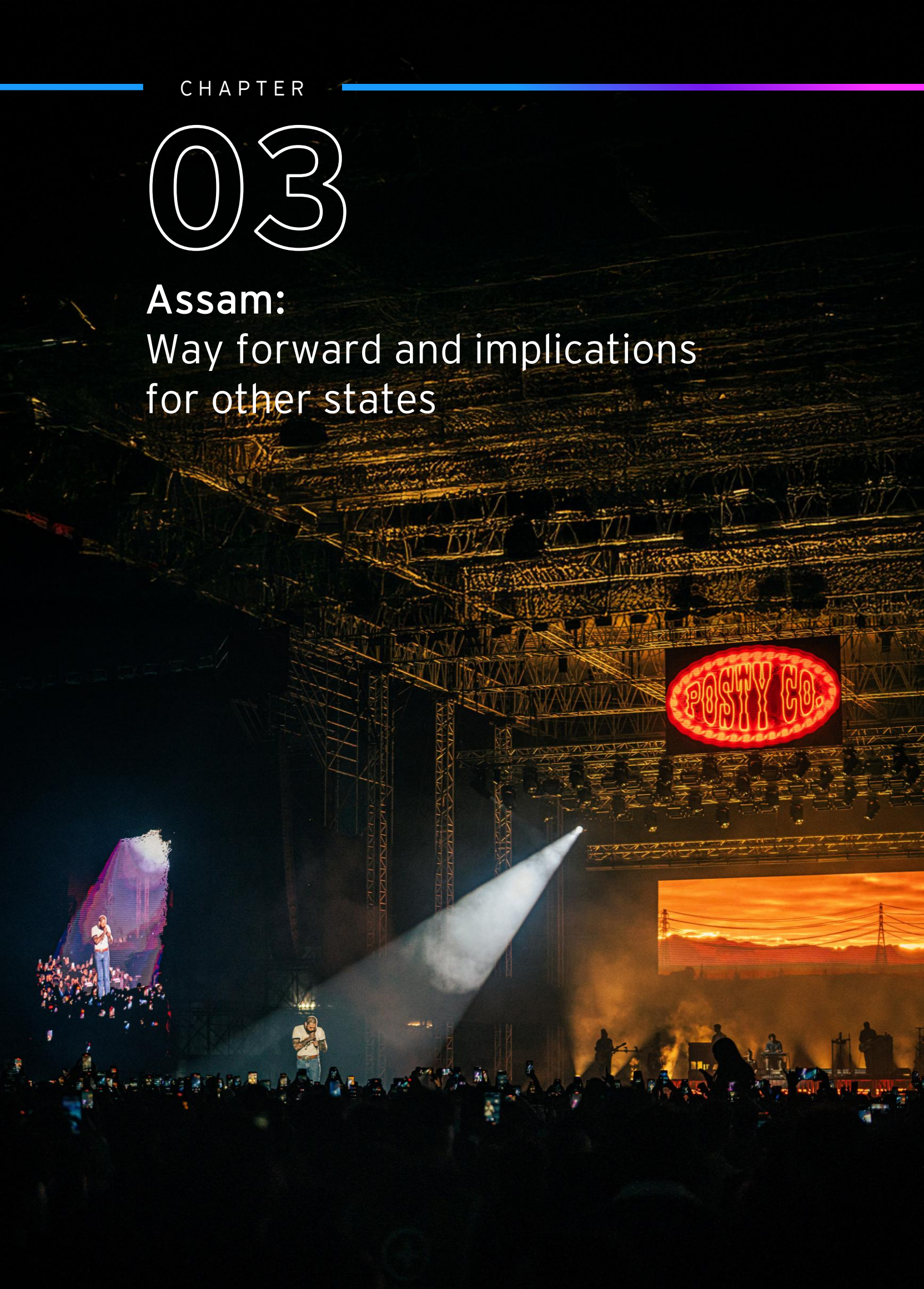
²⁹EY analysis

CHAPTER

03

Assam:

Way forward and implications
for other states



Assam's next chapter is about transforming live entertainment from a one-time successful milestone into a strategic growth platform anchored in predictable programming, dedicated infrastructure and measurable economic outcomes, while offering a scalable model for other emerging destinations.

A Assam's next steps (12 to 24 months)

With proof of execution now established, Assam's near-term priority is to institutionalize this momentum through targeted policy, infrastructure and ecosystem interventions over the next 12-24 months.

1. Publish a forward calendar (predictability over periodic spikes)

A predictable programming pipeline signals market readiness and enables coordinated planning across promoters, hospitality operators and city agencies:

- Lock a 6- to 12-month slate of marquee and mid-scale events
- Reserve tentative venue windows and define milestone timelines
- Align tourism promotion and airline/hospitality planning with event cycles
- Provide visibility to promoters to support tour routing decisions

2. Advance the venue roadmap (purpose-built concert parks)

Moving beyond adapted open grounds toward purpose-built infrastructure enables improved safety, efficiency and the visitors' experience while reducing setup complexity:

- Progress toward a modular concert park with defined ingress/egress systems
- Incorporate evacuation design, medical zones and crowd-flow planning
- Create provisions for power, acoustic and staging requirements for recurring usage
- Reduce recurring setup costs and operational risks

3. Deepen the MSME and vendor ecosystem

Sustained economic value depends on expanding local participation across the event supply chain:

- Create a certified supplier directory across production and event services
- Conduct SOP and safety workshops with industry partners
- Build capabilities in staging, AV, logistics, sanitation and mobility services
- Track and increase local vendor participation event-by-event

4. Integrate culture and tourism into event design

Events usually serve as gateways to regional exploration when cultural and tourism experiences are embedded intentionally:

- Encourage local cultural opening acts and regional showcases
- Curate craft and culinary pop-ups within event zones
- Integrate two- to three-day tourism circuits into ticketing journeys
- Promote onward travel to Kaziranga, Majuli, Kamakhya and neighboring regions

5. Institutionalize impact measurement

Measurement transforms events from cultural milestones into economic policy instruments:

- Publish post-event dashboards tracking visitor mix and spending
- Measure length of stay, GST uplift and employment generation
- Track mobility usage and safety outcomes
- Measure the Annual Concert Economic Impact

B Five-year outlook: What success looks like

Over the next five years, a predictable pipeline of marquee events has the potential to generate an estimated **INR700 crore+³⁰** in cumulative economic impact within Assam, supported by the following outcomes:

- Average of three marquee concerts annually over the next five years
- Guwahati established as the anchor hub with Dibrugarh/Jorhat as satellites
- A purpose-built concert venue operational alongside standardized open-ground SOPs
- Hospitality capacity increase aligned with event calendar demand cycles
- Growing MSME participation and the emergence of local production enterprises to support gold standard production requirements

C A portable playbook for other states

Assam's experience offers a practical framework that other states can adapt to operationalize live entertainment as a repeatable economic driver.

1. Treat concerts as economic infrastructure

States achieve sustained spillovers when live entertainment is embedded within tourism and city development strategies rather than positioned as standalone cultural events.

Key takeaways include:

- Position concerts as anchor tourism drivers with measurable economic outcomes
- Align events with hospitality capacity, transport readiness and urban activation
- Shifting from ad hoc approvals to calendar-led programming to enable predictability for promoters and partners
- Enable cities anticipate demand cycles, coordinate infrastructure readiness and capture higher visitor spending across sectors

Importantly, treating concerts as economic infrastructure enables coordinated planning across aviation, hospitality, urban mobility and local commerce, allowing cities to prepare for demand surges, optimize visitor flows and maximize downstream consumption.

2. Institutionalize public-private partnerships to accelerate execution

Assam's collaboration with BookMyShow highlights the importance of structured partnerships between government and experienced platforms. Such models combine private-sector execution capability with public-sector facilitation, allowing scale while materially reducing execution risk.

Core enablers include:

- Formalized partnerships with clear roles across programming, promotion and operations
- Government-led support for venues, security, and mobility and subsidy in case of viability gaps
- Shared accountability for economic outcomes, not just event delivery

Institutionalized PPP frameworks help attract global artists, improve promoter confidence and relatively faster activation cycles. For promoters and global talent, such frameworks reduce market-entry risk and signal destination readiness, which is often a critical factor when routing international tours or selecting emerging cities.

3. Create predictable approval frameworks with nodal ownership

Execution certainty has emerged as a critical success factor. Assam's designation of a nodal agency and coordinated multi-departmental processes reduced friction across licensing, permissions, law and order, traffic management and venue access. Clear institutional ownership enabled faster decision-making and minimized coordination delays across departments.

For other states, this translates into three practical imperatives:

- Single-window facilitation for large-format events
- Defined ownership across departments with pre-agreed operating protocols
- Standardized timelines for approvals and clearances

Predictability emerges as the primary driver in attracting repeat investments. Standardized operating playbooks across policing, traffic management, venue access and emergency responses further reduce execution uncertainty, allowing states to move from reactive event management to proactive capacity planning.

³⁰EY analysis

4. Integrate concerts with tourism, youth engagement and place branding

Beyond the immediate economic impact, live entertainment strengthens destination perception and youth engagement. Assam leveraged concerts to modernize its cultural narrative while amplifying regional tourism visibility.

Key integration levers include:

- Programming local culture alongside global acts to create distinctive destination experiences
- Enabling onward travel to nearby circuits and attractions
- Leveraging digital reach and earned media to strengthen city and state branding at national and international levels
- Converting event-driven digital engagement into long-term destination awareness through coordinated tourism marketing campaigns

5. Build for repeatability to unlock sustained economic value

The strongest long-term economic outcomes emerge when states move toward regularized event calendars supported by long-term infrastructure investments, hospitality pipelines and impact measurement frameworks.

Assam's evolving roadmap highlights the importance of:

- Developing dedicated venues and scalable event infrastructure
- Expanding accommodation capacity in parallel with event ambitions
- Tracking economic indicators such as occupancy, transport usage and visitor spending

Robust impact measurement frameworks are essential. Tracking indicators such as visitor origin, length of stay, sectoral spending and temporary employment enable governments to quantify returns on public support, optimize future programming and strengthen the investment case for venue and hospitality infrastructure.

In summary, Assam offers a credible early template for how emerging cities can potentially participate in India's concert economy by combining policy clarity, platform partnerships and ecosystem readiness. As live entertainment continues to gain prominence nationally, states that institutionalize these enablers can be better positioned to move from episodic success to long-term economic impact.

About this report

Research methodology

The customer survey of Post Malone's concert attendees was designed and distributed by BookMyShow. EY aggregated and analyzed survey responses to derive insights and subsequently extrapolate the findings to the overall concert attendance.

The economic impact reflects consumer spending across various services specifically attributable to Post Malone's concert in Assam. To calculate the economic impact on Assam, the total contribution - covering services such as accommodation, local transport, F&B and local shopping - was considered. The impact of any spending beyond these categories has not been captured or considered within the economic impact.

Data provided by participating organizations and partners was used as received and has not been independently validated by EY. Additionally, secondary research from media reports and other sources was incorporated without independent verification.

Glossary

ATDC	Assam Tourism Development Corporation
AV	Audio Visual
F&B	Food and Beverage
GST	Goods and Services Tax
INR	Indian Rupee
MSME	Micro, Small and Medium Enterprises
PPP	Public-Private Partnership
PR	Public Relations
SOP	Standard Operating Procedure
Wi-Fi	Wireless Fidelity

Acknowledgments

Industry insights

- Ashish Phookan
Managing Director, Assam Bengal Navigation Co.
- Dipak K R Sarma
Vice President, Tourism Operators Association of Assam
- Jyotisha Saikia
Lead Corporate Communication
Adani Airport Holdings Limited
- Mriganka Hazarika
President, Hotel and Restaurant Association of Assam
- Vineet Kumar Mishra
General Manager, Novotel Guwahati
- McDonald's
- Domino's
- Starbucks
- Central Mall clothing stores
- Paltan Bazaar food vendors
- Local taxi operators
- Swiggy and Zomato riders
- Airport food vendors and guest lounge

Assam Tourism Development Corporation Ltd

- Shri Kumar Padmapani Bora
IRS, Managing Director, Assam Tourism
- Dr. Partha Pratim Das

BookMyShow

Marketing and Insights

- Dolly Davda
- Amrita Karmakar
- Yogita Agrahar

Post Malone Concert - Business & Event Management

- Naman Pugalia
- Aman Muhammed
- Krish Zaveri
- Rohit Gupta

Data Analytics

- Rushabh Shah

Finance

- Ashok Vyas
- Amol Gaurav

PR and corporate communications

- Avni Jesrani
- Simran Das

EY-Parthenon

Research, interviews and analysis

- Agrim Aggarwal
- Harshit Sharma
- Sonika Pruthi Gupta

Quality and editorial

- Aritra Mitra
- Kaveri Nandan
- Shweta Sharma

Design

- Rachita Gupta

PR and coordination

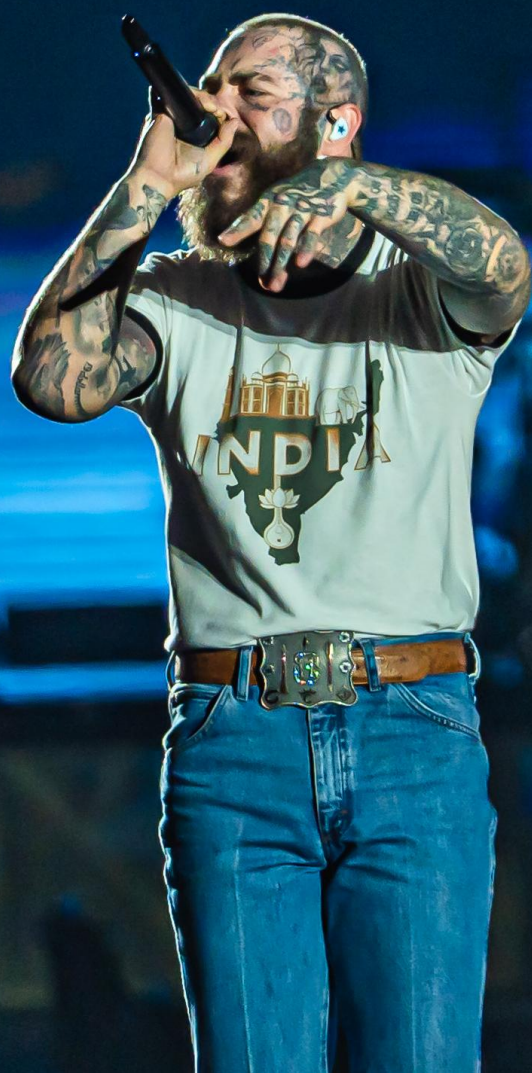
- Kabiir Khattar
- Nishtha Sharma

Contact

Sonika Pruthi Gupta
sonika.pruthi@parthenon.ey.com

Kabiir Khattar
Kabiir.Khattar@in.ey.com

BookMyShow Media
media@bookmyshow.com



EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EYG member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

About EY-Parthenon

Our unique combination of transformative strategy, transactions and corporate finance delivers real-world value - solutions that work in practice, not just on paper.

Benefiting from EY's full spectrum of services, we've reimagined strategic consulting to work in a world of increasing complexity. With deep functional and sector expertise, paired with innovative AI-powered technology and an investor mindset, we partner with CEOs, boards, private equity and governments every step of the way - enabling you to shape your future with confidence.

EY-Parthenon is a brand under which a number of EY member firms across the globe provide strategy consulting services. For more information, please visit www.ey.com/parthenon.

Ernst & Young LLP is one of the Indian client serving member firms of EYGM Limited. For more information about our organization, please visit www.ey.com/en_in.

Ernst & Young LLP is a Limited Liability Partnership, registered under the Limited Liability Partnership Act, 2008 in India, having its registered office at Ground Floor, Plot No. 67, Institutional Area, Sector - 44, Gurugram - 122003, Haryana, India.

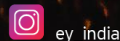
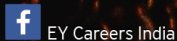
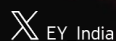
© 2026 Ernst & Young LLP. Published in India. All Rights Reserved.

EYIN2604-018

This publication contains information in summary form and is therefore intended for general guidance only. It is not intended to be a substitute for detailed research or the exercise of professional judgment. Neither EYGM Limited nor any other member of the global Ernst & Young organization can accept any responsibility for loss occasioned to any person acting or refraining from action as a result of any material in this publication. On any specific matter, reference should be made to the appropriate advisor.

RG

ey.com/en_in



About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt. Ltd. (founded in 1999), is India's leading entertainment destination with global operations and the one-stop shop for every entertainment need. The firm is present in over 700 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 7,000 plus screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards. Some of the key properties that BookMyShow Live, the live entertainment experiential division of BookMyShow, has brought to its markets over the past few years include Lollapalooza India, Bandland, Coldplay's Music Of The Spheres World Tour, Ed Sheeran's +-=÷x Tour, Maroon 5, Backstreet Boys' DNA World Tour, Post Malone's first-ever India solo headline concert, John Mayer, Def Leppard U2's The Joshua Tree Tour, NBA's debut games in India, Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Justin Bieber to name a few.

BookMyShow is invested in providing the best user experience, whether on-ground or online and to that effect, launched BookMyShow Stream, India's largest home-grown transactional video-on-demand (TVOD) platform hosting award-winning and critically acclaimed content from around the world, complementing its cinemas business. BookMyShow also houses India's most extensive organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from marquee investors like TPG Growth, Stripes Group, Elevation Capital (formerly SAIF Partners), Accel and Network18, BookMyShow has constantly demonstrated category leadership, growing beyond India with operations in Singapore, Indonesia, Malaysia, UAE and Sri Lanka. BookMyShow is also committed to society at large, by way of BookAChange, by BookMyShow Foundation, dedicated to enriching lives through the transformative power of music and the performing arts.

Assumption and disclaimer

This report has been commissioned jointly by BookMyShow and Assam Tourism Development Corporation (ATDC). It has been developed based on primary and secondary research, discussions with various companies and stakeholders, and cross-referencing of available data points. All other data used in this report has been sourced through BookMyShow and its affiliates. EY has not independently audited the accuracy of the data and does not assume any responsibility for the veracity of the underlying information. Use of this report is at the discretion of the reader, and neither BookMyShow nor EY assumes any responsibility for its use in any manner. Professional guidance should be obtained prior to using the information provided in this report for any decision-making. This report does not constitute tax, operational, regulatory, or other business advice or opinions. By reading this report, the reader shall be deemed to have accepted the terms and conditions outlined in this paragraph. Despite our best efforts, errors may inadvertently occur, which we correct when brought to our attention. Please ensure that you are referring to the latest updated version available on our website.