New Models and Paradigms for Future Festival and Events

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Message from the Guest Editors

This Special Issue aims to explore the evolving role and contribution of festivals and events in contemporary society, further exacerbated by the events of 2020. It will examine how the experiences of the past year have prompted festival and event organisers, funders, and audiences to reimagine how events will be designed, delivered, supported, and evaluated in the future, and their value to individuals, organisations, and destinations.

We invite papers that engage with festivals and events in the following topics (these are indicative, but not exhaustive themes):

- Delivering future festival and event design and experience
- Festival and event audience motivations, sentiment, behaviours, and propensity to travel
- Reimagining of festival and event space and place
- Different business models for the monetisation and commercialisation of festivals and events
- Access, inclusion, and diversity within festivals and events
- Emergence of different festival and event delivery models, i.e. virtual and hybrid
- Relationship between festivals and events and their host communities and destinations
- Innovation and creativity of the festival and event product.

Special Issue