

An Analysis of Music Event Participants' Behavior in a Regional City Using Smartphone GPS Data: A Case Study in Kurashiki City, Japan

Hiroshi MURAKAMI

Abstract

This study analyzes the behavior of music event participants in a regional city using smartphone GPS data derived from a GPS-based smartphone application. The research focuses on Kurashiki City, Okayama Prefecture, where a music concert by BALLISTIK BOYZ was held at the Kurashiki Civic Hall on April 20, 2024. Using anonymized location data collected by the mobile app Trima, the study compares the movements and stay durations of concert participants and nonparticipants within major tourist and commercial complex areas of the city, such as the Kurashiki Bikan Historical Quarter and nearby shopping complexes. Results show that concert participants stayed significantly shorter in the historic quarter than nonparticipants despite participants spending longer in the city overall due to the concert. Supplementary demographic data indicate that participants were younger and predominantly female, suggesting that both event orientation and audience composition may have shaped their limited engagement with local tourism resources. This paper discusses methodological considerations for identifying event participants from location data and evaluates the reliability and representativeness of such datasets. This research contributes to the growing body of literature on music tourism and provides empirical insights into the regional economic implications of live music events in nonmetropolitan Japan.