

GLASTONBURY MIGHT BE A WASH OUT BUT BRITONS STILL SPLASH £4.3 BILLION EVERY YEAR ON LIVE MUSIC

This weekend's Glastonbury Festival might have been a wash out, but Britain's passion for live music is still strong. On average, music lovers spend £132.50 each every year on concert and festival tickets which equates to a staggering £4.3 billion in total according to new research* conducted by the Lloyds TSB Rewards American Express credit card.

Nearly three quarters of Britons (70 per cent) go to at least one concert or music festival every year and 11 per cent book for between four and six music events.

Nearly half of people surveyed (47 per cent) prefer to pay for their tickets by credit card with a third stating that they like the convenience of paying in this way. A further 15 per cent like the security and protection offered by their credit card. Almost a quarter, 22 per cent pay for their tickets with a debit card and 20 per cent pay with cash.

In today's information age, the internet is the preferred way to buy tickets favoured by over a third (37 per cent) of those surveyed while a quarter buy from the box office face to face and 16 per cent call a booking hotline.

Katrina Cliffe, head of cards marketing, Lloyds TSB said: "With people spending so much money on their credit cards on concert tickets it makes sense to have a card that rewards you for your spending. The Lloyds TSB Rewards American Express credit card gives you rewards points for every pound you spend, which can be redeemed for vouchers at a wide range of places including Ticketmaster which is one of the main places people buy their concert tickets."

The Lloyds TSB Rewards credit card doesn't charge a fee and offers customers 0 per cent on balance transfers for six months with a typical APR of 16.9 per cent variable.

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Notes to editors:

Research conducted by Tickbox.net with 1137 people between 18-20 June 2005.

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