



# Movistar Arena Puts Bogotá On The Major Tour Map

Arena In Dominant Position Following Two-Year Remake

BY JAMES ZOLTAK

**W**ITH THE WORST OF THE global coronavirus pandemic receding, the 13,500-seat venue Movistar Arena is back to realizing the rewards of being the only arena of its kind in a country with positive trends in political stability, economic growth and disposable income.

According to the World Bank, Colombia's 2020 population of 50.88 million is up more than 5 million from 2010, with the annual growth rate unchanged at 1.1%. The population's gross national income per capita was \$14,640 in 2020 compared with \$10,340 a decade earlier.

Nationally, Colombia's 2020 GNI of \$744.48 billion compares

to \$467.55 in 2010. Bogotá, which is also home to the famed Teatro de Cristóbal Colón, the national theater that dates to 1892, has a population of 7.18 million, with a growth rate of 1.59%.

Movistar Arena, which employs 700 to 1,000 people per event, is in an undeniably dominant position in Bogotá, where it hosts 95% of the capital city's live entertainment, from concerts to family shows and, to a much lesser extent, sports.

And like Brazil, the behemoth economy of South America, Colombia is a country with a rich musical life that has seen stars like Shakira, Juanes and now, Karol G make their marks at home and globally.

Karol G's monster "Bichota Tour Reloaded" played two sold-out dates at the arena in May.

Upcoming shows include Demi Lovato, Andrés Calamaro, Andrés Cepeda, Gilberto Santa Rosa and Wisin & Yandel, meaning the arena is on target to have one of its best years yet.

"Ninety-eight percent of our events are music," said Luigi Quintero, the arena's general manager.

Already in 2022, the arena,

originally built in 1973, has hosted over 300,000 attendees, with a target of 90 to 100 concerts for the year, according to Quintero and Movistar Arena marketing and communications director Ana Maria Giraldo.

More than 190 shows have been staged at the venue since the renovation, which transformed what was known as Coliseo Cubierto El Campin.

The arena hosts an increasing number of major international acts, including this year Miley Cyrus, Fito Páez, and Gorillaz.

Quintero says shows at the arena are drawing guests from across Colombia and other parts of Central and South America.

KISS brought its "End of the Road" tour to the arena in May, which also saw Rubén Blades' "Salswing Tour!" at the venue, where 65% of the programming consists of major international tours.

The other 35% is local talent like the aforementioned Karol G and Juanes, who opened the renovated arena in 2018, but also acts like Morat, Camilo and Andrés Cepeda. Being the top venue in the country comes with responsibility

**WRECKING BALL:** Miley Cyrus performs March 21, 2022, at Movistar Arena, one of the increasing number of international artists playing the Colombian venue.



**HOME GROWN:** Karol G, also pictured playing Movistar Arena, is part of the latest batch of Colombian talent making noise worldwide.

## MOVISTAR ARENA PARTNERS

**Ticketing:** Tuboleta

**Production:** Linea Estrategica

**Logistics:** 911 Logistica

**Catering:** Venues Snacks

and, to that end, the arena served as a major vaccination center, with over 1.6 million people inoculated during the COVID crisis. The arena has been honorably recognized by Colombia's National Institute of Tourism.

The venue has also made sustainability one of its top priorities and has partnered with major companies on carbon and waste reduction initiatives.

"Sustainability is our new obsession," Giraldo said. "At the beginning of the year, we became the first entertainment venue to have a tree bank in Colombia, planting several trees per event, honoring the artists that perform (here)."

About 65 native trees have been

planted so far this year, she said.

A new ventilation system installed as part of the renovation allows for eight full air exchanges every hour and results in 30% energy use reduction. A new rain-water harvesting system saves 70% of precipitation that falls on the city-run building.

"When we restored the venue, we adapted it to use this ventilation system," Giraldo said.

More than 4,000 acoustic tiles make for improved sound quality and the arena has a 90-ton rigging capability, Giraldo said.

There is parking for 10 trucks with five loading docks. Load-ins take about 12 hours, depending on the show, with breakdown taking the same amount of

time, on average. The arena has flexibility to stage smaller events and for some shows puts eight- to 10-person private boxes on the arena floor, similar to the Garden section of the Hollywood Bowl, where guests enjoy wait service and fine dining while paying via credit card.

"This is ours, completely apart from promoters. We are the only venue in Colombia where you can drink and eat while enjoying the show. People love it. It's very common over here, depending on the type of show. Ruben Blades had it. It's good for high-end clients, but doesn't work in rock and metal shows," Giraldo said. "We have different configurations and adapt to the needs of the perform-

er and the promoter."

The arena has 21 suites and 18 boxes. Each suite, which holds about 15-20 people, costs about \$100,000 per year and are sold out, most to corporate clients, Quintero said.

Movistar Arena features seven dressing rooms, a catering lounge for up to 50 people and a VIP artist lounge with catering to accommodate any dietary needs.

KISS' Gene Simmons and Cyrus have given the arena mentions on social media.

Movistar, the mobile phone division of Spain-based Telefónica, in 2018 inked a 20-year naming rights deal and offers its customers benefits like presale exclusives, food and beverage discounts and dedicated entrances.

Concessions and security are handled in house. The venue's strategic partners include ticketing company Tuboleta, Linea Estrategica (production), 911 Logistica (logistics) and Venues Snacks (catering).

The arena's exterior video screen, which is passed by some 9 million people a month, offers a valuable medium for promoting the venue and its events as well as external advertising.

There are also more than 40 screens inside the venue, 21 of them in VIP areas. ▀



**ROCK AND ROLL ALL NIGHT:** KISS fans get ready for the band's gig at Movistar Arena on May 7.