

Music Festival Sojourns Are the Latest Craze Among Travelers

By Mia Taylor   | 03/11/16 - 11:34 AM EST

Bored with idly sitting on a beach for vacation, and in search of more meaningful travel experiences, twentysomethings (and even older travelers) are increasingly creating itineraries to immerse themselves in once-in-a-lifetime music festival experiences. From California's Coachella to England's Glastonbury, these specialized sojourns, which often include stops at local bars and small concert venues to see lesser known acts, are becoming a popular request in the travel industry.

And if you need help arranging a music festival sojourn, there are travel agents with specific expertise in this trend.

Eric Grayson, of [Discover 7](#), is one of them.

A New York-based travel professional who offers a luxury concierge style of travel service, Grayson says a growing segment of his business is dedicated to creating customized Coachella vacations for upscale twenty and thirtysomethings.

"We've been doing it about two or three seasons now," says Grayson. "Percentage-wise, our bookings for this type of experience went up year-over-year 28% between the first year we started doing this and last year. And so far this year it's up a bit more - about 35%."

Grayson's well heeled clients spend anywhere from \$8,000 to as much as \$50,000 for a truly special Coachella experience, one that includes such things as a lavish villa to call home each night, and a well positioned safari tent on the Coachella concert grounds during the day, to rest, and party.

Others seeking even more pampering and comfort for their concert experience will have Grayson position a luxury RV on the concert grounds for their use. (Just in case getting back to the villa to sleep at day's end seems trying.)

"Some people go all out. We offer VIP experiences where they can get backstage with certain artists, or access to VIP tents not available to the public or invitations to parties," Grayson adds.

Coachella is Grayson's most popular music vacation request at the moment, followed by Burning Man. But business has been so good, he's contemplating branching out to include some of the other notable festivals around the world.

"I think as people accumulate money and get older...you know people who are in their mid- to late-thirties, who are doing quite well, this appeals to them," he says.

"Particularly Coachella, it's a beautiful place to hang out for a few days and it's fun."