



TOUR MAPPING GUIDE

Instructions for Use

- Forming a plan:
 - Before you start using your tour mapping guide, determine how often you – and any associated members/crew – are able to go out of town over 2-month cycles.
 - Common scenarios see artists performing between 4–16 shows (per cycle) out of town (while starting out), increasing the frequency over time.
 - Find out a frequency to start from that will allow you to grow, or at least remain consistent.
 - Decreasing your frequency can complicate your schedule for repeating markets, ultimately limiting your availability, leading to a lack of interest per market.
- 8-week cycle breakdowns:
 - Per cycle, pick mapped sections (listed below) and start working in a clockwise pattern, repeating at the end of 8-weeks.
 - 4 performances per cycle = half of the mapped sections (A-D, B-E, C-F, etc.), 1 performance per section.
 - 8 performances per cycle = half of the mapped sections (A-D, B-E, C-F, etc.), 2 performances per section or full rotation at 1 performance per section.
 - 12 performances per cycle = three-quarters of the mapped sections (A-F, B-G, C-G, etc.), 2 performances per section.
 - 16 performances per cycle = the entire mapped sections (A-H), 2 performances per section.

Building the amount of performances can increase your impact and ability to further extend into both current and new sections.