Conclusion

We analyzed four specific sectors of the entertainment industry (online entertainment, hospitality, live entertainment, and travel) to find out which sector recovered quickest, and which got hit the worst from the 2020 COVID pandemic.

We looked at the stock performances of two publicly traded companies in each sector from 2015-2023. Those companies were Netflix (NFLX) and Amazon (AMZN) for online entertainment, Live Nation (LYV) and AMC Theaters (AMC) for live entertainment, Delta Airlines (DAL) and American Airlines (AAL) for tourism, and Ruth Hospitality (RUTH) and Darden Restaurants in hospitality.

Our research shows online entertainment recovered the fastest with Netflix (NFLX) and Amazon (AMZN) both having major increases in their stock value post covid. This is a strong indication that online entertainment will continue to perform strongly in the future. However, there are many other factors to consider. Amazon for example is in many business sectors including other entertainment sectors such audio entertainment. Netflix stock growth is also promising, but it has recently taken a slight hit in stock value, possibly because it no longer allows password sharing.

Hospitality was the industry that took the hardest hit and has had the slowest overall recovery since the pandemic. Ruth Hospitality and Darden Restaurants both took big hits immediately in 2020 and not seen much gradual increase.