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*Table S1: Full list of outputs retained for the systematic review*

Author	Year	Source	Trade/ Academic	Country	Sample	Method	Overview
Rochester Business Journal	2024	Rochester Business Journal	Trade	USA	n/a	n/a	Rochester ugly sweater bar “krawl,” was held on December 2nd and raised \$9,500 for two local charities.
Korstrom	2024	Business Intelligence for British Columbia	Trade	Canada	n/a	n/a	Taste of Tri-Cities foodie festival involves 76 eateries, promotions for customers as part of the Ale Trail
Lloyd	2024	Morning Advertiser	Trade	UK	n/a	n/a	Hook Norton Brewery will be visiting all its 33 pubs via bike, motorcycle and even shire horse to celebrate throughout the year and has launched a new ale trail.
Stevely et al.	2023	SSM Annual Scientific Meeting	Academic	UK	213,470 consumer - panel data	Secondary data, longitudinal, survey, diary survey	British drinking culture between 2009 and 2019 was characterised by a mixture of stability and change. Big nights out moved away from their traditional ‘pub crawl then nightclub’ form
McElrath et al.	2023	Alcohol: Clinical and Experimental Research	Academic	USA	818 young adults	Survey data	Contexts differentiating high intensity drinking and binge drinking days included drinking with large groups, strangers, pregaming, drinking games, and more drinking locations.
Sandage	2023	Special Events Galore!	Trade	USA	n/a	n/a	During Banned Books Week. A library created Upscale Pub Crawl, launched in 2022. A fun event that brought awareness to the week, which is tied to its mission, while attracting a younger audience.
Zahnow et al.	2022	International Journal of	Academic	Australia	387	Survey data collection	We find that individuals who stay out longer and visit a greater number of unique location

		Drug Policy					types are more likely to experience a violent event.
Huang	2021	The British Journal of Sociology	Academic	China	31	In depth interview and observations, at three bars in one location.	By analysing the act of bar hopping, they reveal the internal tension of individuation, which urges women to engage in gender labour in order to obtain preferential treatment regarding consumption and a competitive advantage in esthetic femininity.
Thurnell-Read et al.	2021	Mobilities	Academic	UK	n/a	Rhythmanalysis (form of participatory observation)	The study shows how social action blurs across time and space. To further our understanding of the spatial and embodied nature of drinking alcohol as a social practice.
Weller	2021	Morning Advertiser	Trade	UK	n/a	n/a	Cambridge-based wine merchant has attempted to break the Guinness World Record for the most pubs visited in 24h by an individual
Clement	2020	Culture and Social History	Academic	France	n/a	Micro-historical approach	Four workers in the French city of Roubaix were imprisoned after a night drinking resulted in scandalous acts towards a life-size statue of Christ on the cross.
Sato et al.	2020	Book Chapter	Academic	Japan	n/a	Ethnography research	Initial user studies of an app to support young adults bar hopping through Tokyo.
Sato et al.	2020	Book Chapter	Academic	Japan	n/a	Ethnography research	Initial user study of an app which offers a real-time bustle map of Tokyo to choose the next pub or bar to visit based on the noises.
Asghar et al.	2020	10th International Conference on Information Communicati	Academic	UK	n/a	Agile software methodology	Atomisation of organising culinary ale trails.

		on and Management					
Leader	2020	Morning Advertiser	Trade	UK	n/a	n/a	Lads' pub crawl leads to £3.5k boost for children's charity
Lipschultz	2020	Bloomberg UK	Trade	USA	n/a	n/a	Hundreds pack pubs to beat social distance measures.
Nofre et al.	2019	Book Chapter	Academic	Portugal	n/a	Ethnography (mainly observation)	It focuses on the phenomenon of "pubcrawlization," where pub crawls dominate the area's night economy.
Leader	2019	Morning Advertiser	Trade	UK	n/a	n/a	A survey has revealed pub crawls are a top way for stags and hens to celebrate.
Thatcher	2019	Morning Advertiser	Trade	UK	n/a	n/a	Ed Sheeran has completed the Ale Trail including 10 pubs and you can claim a free T-shirt at the end.
Warren	2019	Time	Trade	USA	n/a	n/a	A pub crawl on a bus to fund free public transport in Detroit for local residents.
Beeson	2018	Morning Advertiser	Trade	UK	n/a	n/a	Man from Devon has completed a 20,000 miles pub crawl in 21 countries over seven months
Hawkins	2018	Morning Advertiser	Trade	UK	n/a	n/a	MPs tried to educate and inform the Chancellor about the struggles faced by small pubs by offering to take him on a pub crawl.
Stone	2018	Morning Advertiser	Trade	UK	n/a	n/a	Commemorative beer launched to celebrate the world's longest pub crawl - 20,000 miles in 25 countries.
Duarte Alonso	2017	Tourism Planning & Development	Academic	Australia	219	surveys	Stakeholder theory to assess the potential of craft beer tourism on hobby craft brewers and commercial ones.

Clapp et al.	2017	PLoS one	Academic	USA	20 undergraduate students	Alcohol use was monitored with transdermal alcohol devices coupled with ecological momentary assessments and geospatial data	Consumers who drank a lot at the beginning of the crawl were the ones who would go home by safe transport e.g. Uber or Taxi. Participants' ability to evaluate their intoxication declined during the crawl.
Dietze et al.	2017	Addiction	Academic	Australia	802 young adults	Phone survey	Changes in event-specific characteristics including the length of the drinking occasion, the number of drinking locations and the number of different drink types were associated with increases in total drinks consumed.
Garner	2017	Music Week	Trade	US	n/a	n/a	The third annual Wetherspoons Crawl, arranged by PledgeMusic's Mike Hemsley [giving the double peace salute on the left], saw more than 100 attendees take part in the day across 14 pubs in London.
Labhart et al.	2017	Alcoholism: Clinical and Experimental Research	Academic	Switzerland	176 young adults	Questionnaire via app (before, during and after the drinking event)	Examines drinking intentions versus actual drinking (using pre-drinking, pre 8pm drinking, location numbers and group size).
A'Court	2017	Morning Advertiser	Trade	world	n/a	n/a	A team of adventurers is aiming to find the world's most northern and southern pub or bar.
Coleman	2017 a	Morning Advertiser	Trade	UK	n/a	n/a	Reports on an Ale Trail along the UK's longest heritage railway.
Coleman	2017 b	Morning Advertiser	Trade	UK	n/a	n/a	Reports on an easter sunday Christathon pub crawl in London.
Sutton	2017	Morning	Trade	UK	n/a	n/a	Discusses a Disney themed pub crawl that will

	a	Advertiser					be going ahead in Glasgow.
Sutton	2017 b	The Morning Advertiser	Trade	UK	n/a	n/a	Discusses the pros and cons of being part of a pub crawl for pubs, bars etc and strategies to deal with pub crawls for operators.
Emmons et al.	2016	Magazine	Trade	Sweden	n/a	n/a	Reports on a student pub coral as part of a conference in Stockholm.
Sutton	2016	Morning Advertiser	Trade	UK	n/a	n/a	Article about a Pokémon Go pub crawl launching in the UK.
Roberts	2015	Urban Studies	Academic	UK	39 semi-structured interviews, focus groups with	Observation, semi structured interviews, focus groups, mapping of facilities	Project using the perspectives of materialism and cultural geography to youth drinking in urban areas.
Tutenges	2015	Tourist Studies	Academic	Bulgaria	45 in depth interviews, 14 pub crawls observations	Field Study, Interviews and observations.	An examination of pub crawls in a tourist resort using crowd theory.
Moya	2015	Travel Weekly	Trade	USA	n/a	n/a	Autobiographical account of a craft cocktail walking tour by the author in New York.
Connor et al.	2014	Drug and Alcohol Review	Academic	New Zealand	2683 students from 5 universities	Quantitative: Online Survey	Project examining the circumstances (situational and individual) related to alcohol-related adverse effects (e.g. injury, assault, unsafe sex, and drink-driving/riding) amongst university students.
Dockterman	2014	Time	Trade	USA	n/a	n/a	Discusses a pub crawl that has been barred from a number of areas due to antisocial behaviour and that a lawyer has been hired to represent them.
LIBN Staff	2014	Long Island Business News	Trade	USA	n/a	n/a	Announcing that StantaCon is coming to Riverhead.

Zagier	2014	Missouri Lawyers Media	Trade	USA	n/a	n/a	Discusses a graduate student how had been bar-hopping by car and was convicted of drunk driving due to hitting another car.
Hubbard	2013	Leisure Studies	Academic	UK	n/a	Conceptual/ theoretical	Examines Carnage UK pub crawl events highlighting themes of carnivalesque and excessive bodies.
Quigg et. al.	2013	Addictive Behaviors	Academic	UK	227 students	Field Study: Questionnaires and Breath Test	Study examining the drinking patterns of students on commercially organised pub crawls.
Sönmez et al.	2013	Tourism Management Perspectives	Academic	Cyprus	28 informal discussions and 38 semi-structured interviews.	Ethnography: participant and non participant observation, geomapping, informal discussions, semi structured interviews secondary data	Paper examining the risks of taking part in organised events, such as pub crawls in a Mediterranean nightlife resort.
Unknown	2013	Caterer & Hotelkeeper	Trade	UK	n/a	n/a	Overview of the Henley Ale Trail 2012.
Chow et al.	2012	Transportation Research Record	Academic	USA	n/a	Secondary data	Tested a system for online route guidance for multiple activity guidelines and assessed within this the 'pub crawl problem'.
Dodd et al.	2012	American Journal of Criminal Justice	Academic	USA	693 bar patrons	Field Study: Questionnaire and Breath Test	The lower intoxication levels among pub crawl participants may have implications for harm reduction practices at high-risk drinking events. These implications are discussed.
Gover	2012	International Business Times	Trade	UK	n/a	n/a	Durham University r club students disciplined for taking part on Jimmy Savile bar crawl.



IB Times Staff Reporter	2012	International Business Times	Trade	USA	n/a	n/a	Reports on preparations for the St Patrick's Day New York Pub Crawl.
Mass. Lawyers Weekly Staff.	2012	Massachusetts Lawyers Weekly	Trade	USA	n/a	n/a	Discusses a bar hopper who was struck by a car while pub hopping.
Tutenges et al.	2012	The American Journal of Addictions	Academic	Bulgaria	112 surveys (danish tourists questioned on three separate nights out)	Quantitative Survey	An analysis of how participation in party activities with guides affects alcohol consumption among Danish tourists at an international nightlife resort.
Delevingne	2011	AR (Absolute Return & Alpha)	Trade	USA	n/a	n/a	Story about Chris Solarz who set a world record for the most pubs visited in 24 hours.
Unknown	2011	Accountancy	Trade	UK	n/a	n/a	Short opinion piece covering the positive economic effects of pub crawls.
IBTimes Staff Reporter	2011	International Business Times	Trade	USA	n/a	n/a	Review of SantaCon 2011 city-wide bar crawl in New York.
Liu et al.	2009	Conference paper: 10th International Symposium on Pervasive Systems, Algorithms, and Networks	Academic	Canada	Number of historic routes not reported	Quantitative-Sequential pattern mining of historic route patterns	Extraction of popular route patterns for the Bar Tour Guide to allow tour recommendations and guidance to customers.
Admin	2008	Massachusetts Lawyer Weekly	Trade	USA	n/a	n/a	Discusses a pub and historical sites crawl for Senior Lawyers in Boston.

Wells et al.	2008	Alcoholism: Clinical and Experimental Research	Academic	Canada	6282 student survey responses	Secondary Data Analysis (2004 Canadian Campus Survey)	An analysis of links between aggression and event level drinking data.
Unknown	2005	The Economist	Trade	UK	n/a	n/a	Discussion of changing drink licensing laws in the UK and potential effects.
Glass Age	2005	Glass Age	Trade	UK	n/a	n/a	Short summary of the Manchester Network Walk charity pub crawl.
Travel Trade	2005	Travel Trade	Trade	Ireland	n/a	n/a	Discussion of tour options in Dublin including a whiskey tour.
Broughton	2001	The Spectator	Trade	USA	n/a	n/a	Autobiographical account of a bar crawl by the author in New York.
Felson, et al.	1997	Book Chapter in "Policies for Prevention: Reducing Crime, Public Intoxication and Injury"	Academic	Australia	n/a	Secondary hard (offence data) and soft (police reports) data analysis.	Examination of 'The Accord', - an initiative to reduce negative impacts of bar-hopping in Geelong.

*Table S2: Future Research and Potential Research Questions*

<i>Broad Area</i>	<i>Specific Focus</i>	<i>Potential Research Questions</i>
Characteristics	Naming/terminology	Is there any difference (from the perspective of organisers, publicans and participants) between different terminologies- krawl, walk, hop trail, tour, expedition?
		Is there any difference between crawls named as crawls or hops etc?
		Does different naming of crawls affect intended participation?
		How specifically do crawls differ in terms of geographical reach, time taken to crawl, transport, number of venues visited, number of pub crawlers?
	Organisation	Who organises pub crawls and for what reasons?
		What roles do the organisers take in pub crawls?
		How and why do organisers decide on whether a crawl should be accompanied/unaccompanied?
	Organic Pubs Crawls	How do organic pub crawls differ from formally organised tours?
		Do participants design pub crawl routes in advance? If so, how do they do this and using what materials?
		Do organic pub crawlers mix venues of different styles and types and if so in what way?
		Do the motivations for organic pubs crawls differ from formally organised crawls?
		Why do pub tickers tick pubs? How, when and in what ways do they tick pubs?
	Demographics/Socio economic status	What are the demographics (age, gender, sexuality education, socioeconomic status etc) of participants of different types of pub crawls?
		What is the profile of crawlers on different types of pub crawls?

<p>Pub Crawl Behaviour</p>	<p>Pre-crawl</p>	<p>Are the motives for different types of crawls similar or do they differ?</p> <p>Who initiates the choice to join a crawl?</p> <p>What determines who goes on a pub crawl?</p> <p>What role do marketing communications and branding play for pub crawl participants?</p> <p>What pre-crawl rituals do participants take part in?</p> <p>How do participants mentally and physically prepare for a crawl?</p> <p>How do participants get to the start of pub crawls?</p> <p>How do participants feel about payment for pub crawls? What pricing strategies are used for pub crawls?</p> <p>How do participants feel about fancy dress and/or pub crawl t-shirts?</p> <p>What are the motivations and rituals regarding and levels of pre-loading for pub crawls?</p> <p>What considerations regarding appropriateness of dress are taken into consideration?</p> <p>What moods and emotions are felt prior to the crawl?</p>
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	On-crawl behaviour	<p>What do participants drink, how much and in what order?</p> <p>Do participants stick to the same type of drink (e.g. lager, real ale, spirits, wine etc) or do they change their preferences over the course of a crawl and if so, why?</p> <p>When and where is peer pressure used in crawls?</p> <p>How, why, where and what do participants side-load?</p> <p>Why do participants choose venues on pub crawls and what characteristics of venues do they look for?</p> <p>What is the movement between venues and how does this change over the course of the crawl?</p> <p>What transport options are used and how is this determined/agreed?</p> <p>Why are venues left?</p> <p>Why do pub crawlers leave the crawl prior to the planned end?</p> <p>In what ways does the market and other stakeholders manage, intervene and control pub crawls?</p> <p>How much antisocial behaviour is experienced by individuals, stakeholders, and locals/regulars?</p> <p>What are the norms of behaviour expected on different crawls and in different venues?</p> <p>What is the economic cost of antisocial behaviour to venues, individuals, and other stakeholders?</p> <p>What are the different types of temporal/spatial behaviour acceptability expected on a crawl?</p> <p>How, when and in what ways is food consumed during pub crawls?</p> <p>How do opening times affect crawls?</p> <p>Do holidays (school), and special events (sporting, national holidays etc) affect crawls and crawlers?</p> <p>How does weather affect crawls?</p> <p>How does seasonality affect crawls?</p>
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Do participants use software/routing apps or any other technologies to way find and make decisions? If so, how do they use them? If not, how would they feel about using them?

How do crawlers perceive and feel time across crawls?

	Post crawl/longer term impact	<p>What concluding rituals are there at the end of a crawl?</p> <p>What signals the end of a pub crawl?</p> <p>To what level and in what ways do hangovers play a part in crawl behaviour?</p>
Stakeholders	Value	<p>What is the economic and social (both positive and negative) value of pub crawls to individual venues, the areas involved etc?</p> <p>Do different types within the classification for pub crawls have different economic revenue advantages?</p> <p>To what level do crawls bring job opportunities?</p> <p>How much do pub crawls raise for charity? (and why and when do charities choose crawls for fundraising?)</p>
	Preparation	<p>How much and in what ways do venues prepare for crawl participants?</p> <p>Are some venues more appropriate for crawls and if so why?</p> <p>Do venues use additional security?</p> <p>Do venues offer promotions or particular products? If so, why?</p> <p>How and in what ways do crawls affect venue staff?</p>

	<p>Local/national authorities</p>	<p>What is the economic cost of additional security and CCTV?</p> <p>What is the economic cost of anti-social behaviour on crawls?</p> <p>Can pub crawls be damaging to careful place branding strategies?</p> <p>Do stakeholders use pub crawls to place brand or as part of their place branding efforts? If so in what ways?</p> <p>How should the spaces between venues be managed to ensure crawlers do not cause damage etc?</p> <p>How do these between venue spaces relate to side loading?</p> <p>What effect do pub crawls have on other licenced and unlicenced premises in the area?</p>
	<p>Locals/non crawlers</p>	<p>How and in what way do different types of crawls and crawlers affect locals and regulars?</p> <p>What types of antisocial behaviour affect locals/regulars and in what way and to what level?</p> <p>How do locals/non crawlers view venues that are included in crawls?</p> <p>Do residents support pub crawls in their area?</p>