

Comic-Con to remain virtual in 2021, cites financial strain

March 2 2021

San Diego Comic-Con will remain virtual for the July event, but organizers are planning for a smaller-scale gathering later this year.

Comic-Con [announced](#) Monday that the annual confab will return to virtual for a second-straight year between July 23-25. The in-person experience was canceled again due to coronavirus-related cautions around large gatherings.

Organizers said postponements and other challenges caused by the pandemic left them with "limited [financial resources](#)." As a result, the virtual convention in July was reduced from four to three days.

However, organizers said they are planning a smaller in-person November event in San Diego. The details have not yet been released.

Comic-Con attracts more than 135,000 people—often elaborately costumed—to the Gaslamp District every year for the comic book convention.

It is not uncommon for thousands of people to gather in a single room for a [panel discussion](#), and the exhibit hall is usually jam-packed with people perusing merchandise.

Last year, Comic-Con organizers postponed its smaller Anaheim, California-based event WonderCon, which had been set to take place in mid-April. A version of the event took place online instead.

Comic-Con organizers were slow to make any official decisions regarding their largest event, a huge money-maker for the restaurants and hotels of San Diego, and an important promotional stop for Hollywood television and films. The event is estimated to generate over \$147 million for the local economy each year.

© 2021 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed without permission.

Citation: Comic-Con to remain virtual in 2021, cites financial strain (2021, March 2) retrieved 4 October 2023 from <https://techxplore.com/news/2021-03-comic-con-virtual-cites-financial-strain.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.