Tottenham's Small Business Scene Doubles as Major Events Transform the Area, GoDaddy Research Reveals

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- The concentration of small businesses in Tottenham has surged in four years, GoDaddy data shows
- Since 2021, the Tottenham Hotspur Stadium has hosted eight NFL games and major gigs from the likes of Beyonce and Lady Gaga
- These events are fuelling income for local businesses and creating opportunities for entrepreneurs

London, October 2025: The concentration of small businesses in Tottenham has doubled in the past four years as the Tottenham Hotspur Stadium became a regular home to major international events such as NFL games, new data from GoDaddy reveals. The trend highlights how large-scale cultural events can spark entrepreneurship and create ripple effects across local economies.

The analysis comes from the GoDaddy Small Business Research Lab, an international research initiative that studies the economic impact of more than 600,000 small businesses in the UK and the attitudes of the owners who start and run them.

Each constituency earns a 'microbusiness density' count – the number of small businesses per 100 people.

Tottenham's microbusiness density rate has soared from 1.4 in September 2021 to 2.8 this year. September 2021 was also when the Tottenham Hotspur Stadium hosted the Anthony Joshua vs Oleksandr Usyk heavyweight title bout – the first major event at the venue after Covid-19 restrictions lifted.

Since then, eight NFL games have been staged at the ground, from Atlanta Falcons' 27-20 win over the New York Jets in October 2021 to Denver Broncos' 13-11 triumph over the same team last weekend. Tottenham has cemented its status as a global music destination, drawing chart-topping artists including Guns N' Roses, Lady Gaga, Beyoncé, and Post Malone between 2022 and 2024.

In parallel, despite mixed fortunes on the pitch, clamour to watch Tottenham Hotspur home games has increased, with around 90,000 people currently on the club's season ticket waiting list*. The official Tottenham Hotspur website estimates that around 2 million people attend events at the stadium each year**.

Alexandra Rosen, Economist and Head of the GoDaddy Small Business Research Lab, said:
"Tottenham is changing rapidly – it's attracting new investment, new residents and new ideas. The stadium's major events have added visibility, while local entrepreneurs have been building from the ground up.

This mix of top-down investment and grassroots activity is creating real momentum – a sign of how regeneration and entrepreneurship can grow together to strengthen local economies."

In September 2025, GoDaddy launched its Entrepreneurial Power Rankings in the U.S. – analysing small business communities in cities that are home to NFL teams. It found that 29 of the 30 cities had a microbusiness density rate higher than the national average.

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* Source https://ticket-compare.com/premier-league-season-ticket-waiting-lists/

** Source https://www.tottenhamhotspur.com/the-stadium/

About GoDaddy

GoDaddy helps millions of entrepreneurs globally start and scale their businesses. People come to GoDaddy to name their idea, build a website and logo, sell their products and services, and accept payments. GoDaddy Airo™, the company's AI-powered experience, makes growing a small business faster and easier by enabling them to get their idea online in minutes, drive traffic and boost sales.

GoDaddy's expert guides are available 24/7 to provide assistance. To learn more about the company, visit www.GoDaddy.com.

About GoDaddy Small Business Research Lab

GoDaddy Small Business Research Lab is a multi-year research initiative, which analyses data from over 600,000 UK microbusinesses - conducted by GoDaddy to quantify the impact of these microbusinesses on the UK economy and their local communities.

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