



Centtrip
Stories

Kelly Macleod

Saving time, money and hassle for history’s highest grossing Latin tour

Top tour accountant Kelly Macleod uses Centtrip cards to improve efficiency and avoid cash-handling headaches on the Luis Miguel Tour 2023-24.

With over 2.2 million tickets sold and a box office gross exceeding \$330 million, Luis Miguel’s 2023-24 tour is the highest-grossing tour by a Latin artist in Billboard Boxscore history. After 192 dates across 20 countries, the tour ended in Mexico City in December 2024.

Responsible for the figures is tour accountant Kelly Macleod. A California licensed lawyer, Kelly has worked as business manager and tour accountant with many of the music world’s top touring artists. She started using Centtrip a few years ago and chose the Centtrip card for the Luis Miguel tour.

Historically, music touring has been heavily cash-driven with expense reimbursement and touring party per diems (daily allowances) typically all paid in notes and coins.

Counting out cash and getting signatures was time-consuming, especially for a major tour like Luis Miguel’s with around 100 crew and musicians to be paid out. “It would take hours each week to talk to everyone, get their signature and hand over their per diem,” Kelly explains.

More recently, however, anti-money laundering regulations have made it much harder to travel with or withdraw large sums of cash.

“It’s challenging, especially in Europe and South America, because you can’t easily carry more than \$10,000 cash across international borders,” Kelly says. “Even ordering that amount of cash from a local bank is almost impossible.”

For the Luis Miguel tour, Kelly needed a more reliable, secure and efficient way of managing per diems and expenses.

“Working with cash is getting so much more difficult, especially on international tours. You can’t easily carry more than \$10,000 cash across international borders and even ordering that amount of cash from a local bank is almost impossible.”

KELLY MACLEOD
TOUR ACCOUNTANT

Cashless international touring with the Centtrip card

Kelly chose the Centtrip platform and ordered 100 Centtrip cards to manage expenses and per diems for the Luis Miguel tour.

“The Centtrip team, and Jim [Warner] especially, have been super helpful – very quick, very knowledgeable and very responsive.”

Every member of the touring party has a Centtrip card which is loaded weekly, in US dollars, with their per diem allowances. Musicians and crew can then spend using the card or withdraw local currency from an ATM. The Centtrip Mastercard is accepted in 200 countries and territories and gives access to 2.1 million ATMs worldwide.

Kelly also ordered expense cards for the tour's runners and advance team to cover costs ranging from artists' hotel bills to guitar strings and batteries. Designed for the demanding, fast-paced world of music touring, the Centtrip card features the highest card balances

and spend limits in the industry making it ideal for quickly handling large bills and unexpected situations.

Kelly loads the cards centrally using the Centtrip platform while cardholders use the award-winning Centtrip app to keep track of their expenses.

With such a large party covering so many miles, personnel changes and lost cards are inevitable. Kelly and each cardholder can instantly lock a lost card using the Centtrip app and Kelly can order replacement or new cards as required. So far, Centtrip has shipped cards to 11 different addresses around the world to be waiting for the tour when it arrives.

Centtrip simplifies tour accounting

Kelly uses the Centtrip desktop login to manage cards, funding and administration.

"Thanks to Centtrip, I can manage per diems and top-up cards for runners and the advance team from home," Kelly explains. "Compared to counting out cash it's a huge time saver and the tour saves money by not having me out on the road all the time. It saves the cost of my flights, hotels and my own per diem."

"With Centtrip, everything is streamlined. The reporting is good and, overall, Centtrip has just made my life easier."

On previous tours, Kelly would have regularly exchanged US dollar cash into local currency for the runners' floats. Now, she simply tops up the cards in dollars and runners can either spend locally on their cards or withdraw any cash they require from a local ATM.



Centtrip saves the day in Spain

For the five week, 15 concert, Spanish leg of the tour, the crew faced a double problem.

They needed large sums of cash to cover local expenses but were unable to access the currency they required.

"We could only get \$5,000 cash for a five-week tour," Kelly says. \$1,000 per week wouldn't be sufficient to cover the touring party's cash needs as it crossed Spain.

"Centtrip saved us in Spain," Kelly explains. "I kept topping up the cards and the runners could withdraw the euros they needed from ATMs."

“I can’t imagine doing a tour without Centtrip”

“In the past, I would regularly carry \$50,000 to \$70,000 cash in my backpack,” Kelly recalls. “I’ve had nightmares about leaving it in a bathroom stall.”

“I can’t imagine doing a future tour without Centtrip cards. Working with cash has become so difficult. It just seems such a tedious waste of time.”

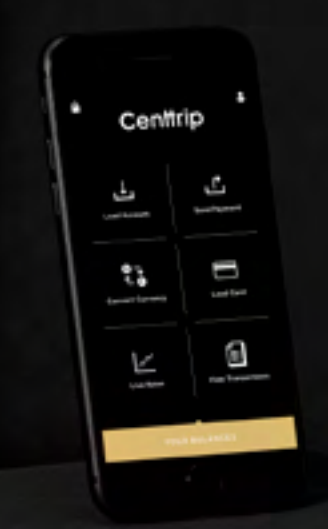
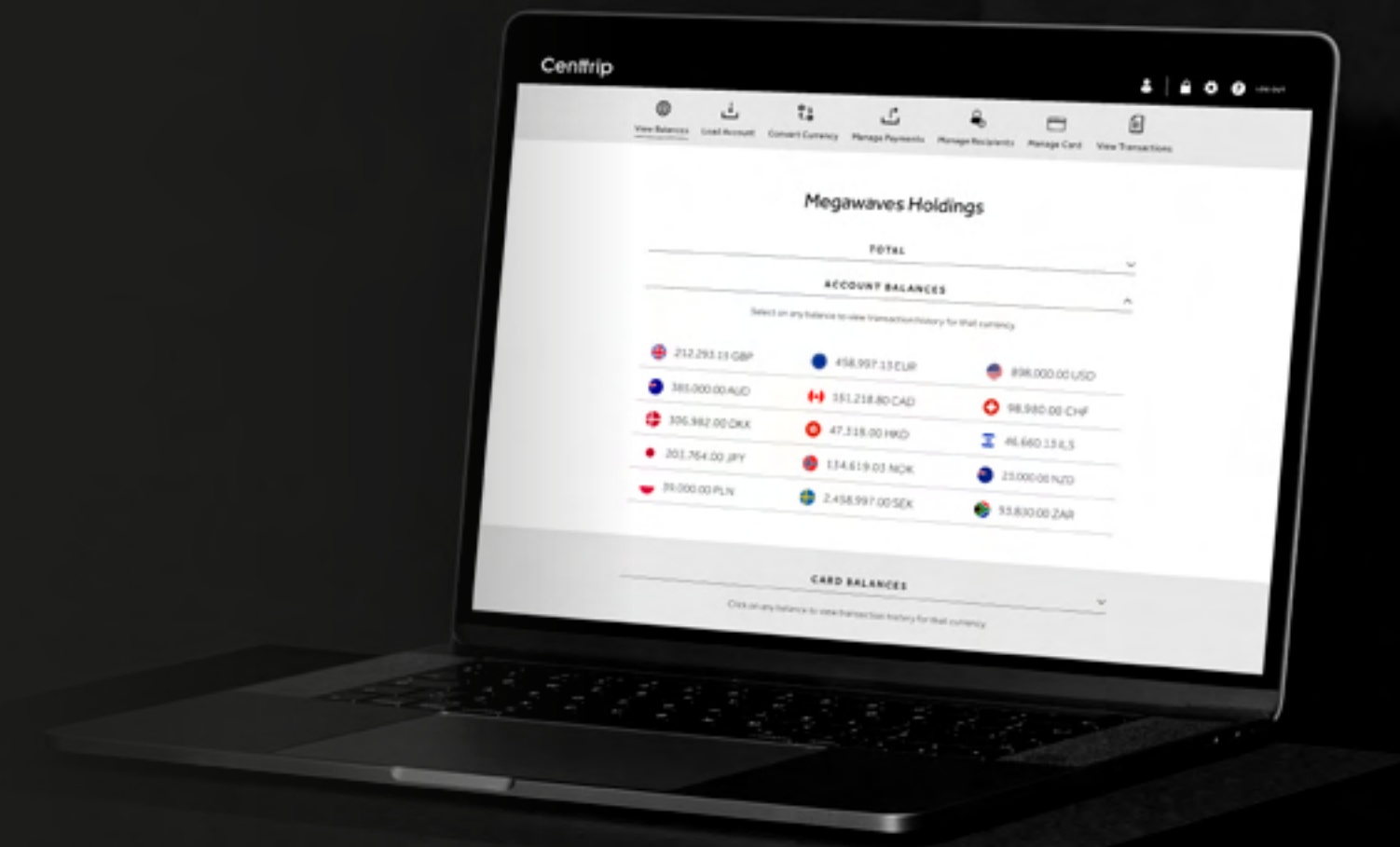
The responsibility was enormous, insurance costs were high, and the time taken to disburse funds weekly was considerable.

Once per diems were paid out, each crew member became responsible for their own cash.

Using Centtrip cards is simpler, more efficient and safer.

“Some of the old hands were initially reluctant,” says Kelly, “but they quickly got used to it. They like the fact that they’re not carrying around a big wad of cash with the constant worry of losing it.”

In summary, Kelly says, “I can’t imagine doing a future tour without Centtrip cards. Working with cash has become so difficult. It just seems such a tedious waste of time. I would absolutely recommend Centtrip to any of my peers or colleagues.”



Centtrip is an award-winning financial technology company with global reach. We provide intelligent real-time treasury and payment solutions to companies of all sizes.

Our cutting-edge technology is used by over 16,000 clients worldwide and our premier financial services and dedication to customer experience have made us industry leaders in the music and marine sectors, paving the way for successful partnerships in other industries, including aviation, film and TV, sports and media.

To discuss how Centtrip can support you, contact us today

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