

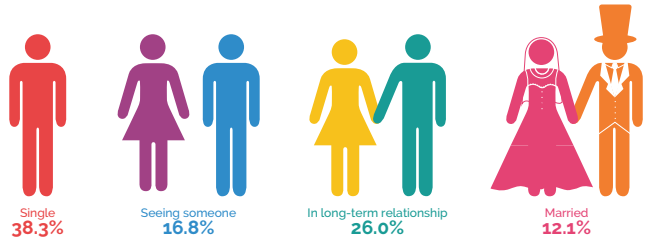
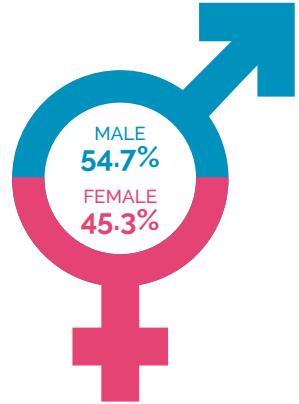
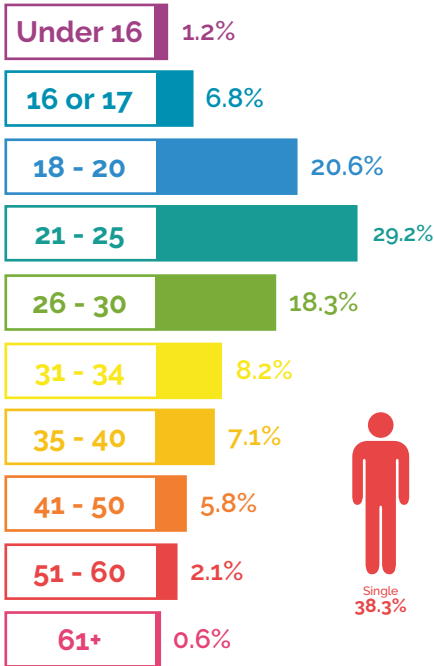
# MARKET REPORT 2017

EUROPEAN  
FESTIVAL  
AWARDS



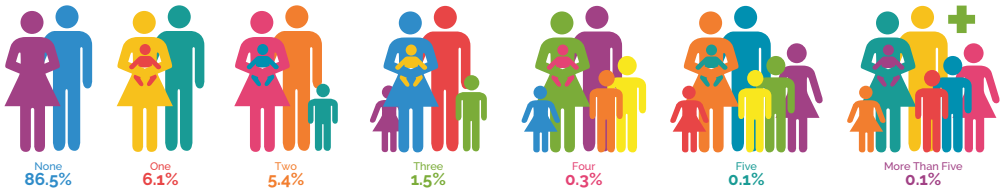
# / MEET THE FESTIVAL-GOERS!

## / HOW OLD ARE THEY?



## / MARITAL STATUS...

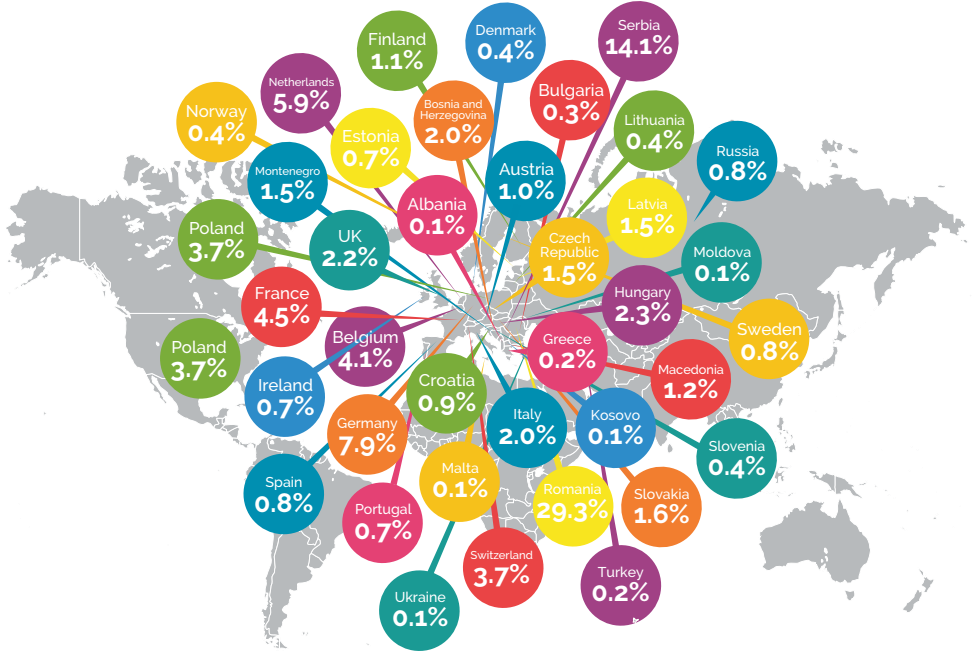
## / HOW MANY CHILDREN?



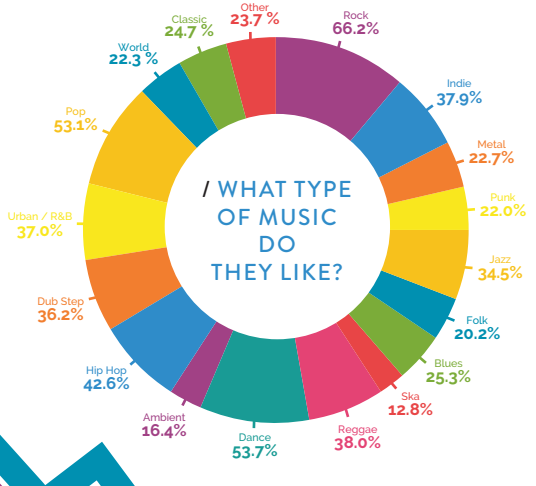
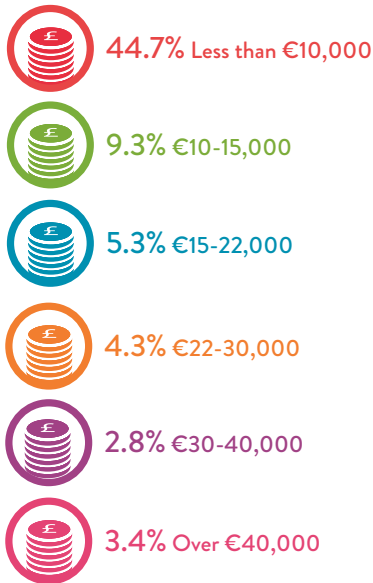
## / HOW MANY PEOPLE DID THEY GO WITH?



## / WHERE ARE THEY FROM?



## / HOW MUCH DO THEY EARN?

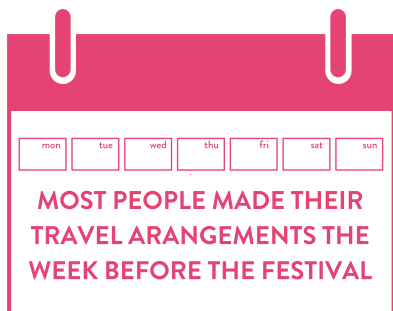


## / WHAT TYPE OF MUSIC DO THEY LIKE?

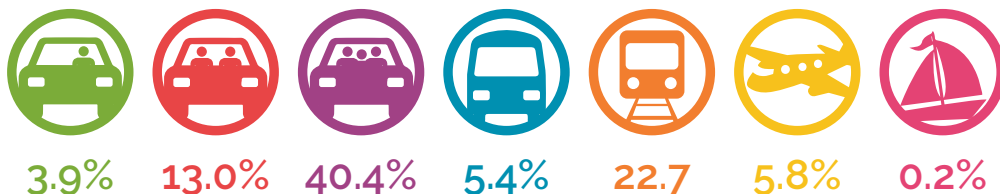


**49.6%** said that the economic climate didn't impact their festival plans

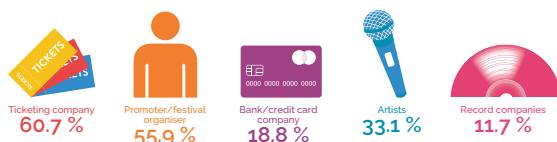
## / HOW FAR IN ADVANCE DID THEY BUY TICKETS?



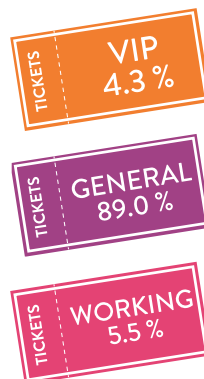
## / HOW DID THEY TRAVEL TO THE LAST FESTIVAL THEY WENT TO?



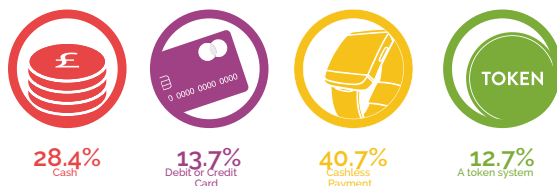
## / WHO DO YOU THINK PROFITS FROM TICKET BOOKING FEES?

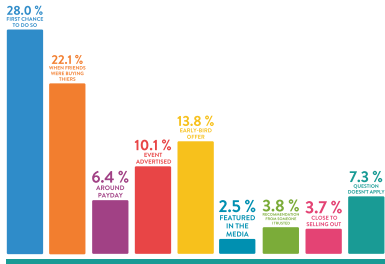


## / TYPE OF TICKETS THEY USUALLY HAVE



## / HOW DO THEY PAY FOR DRINKS AT A FESTIVAL BAR?



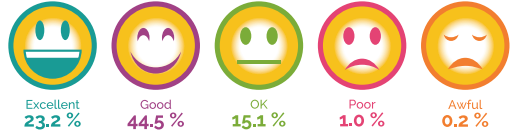


## / 5 WORST PARTS OF THE FESTIVAL EXPERIENCE

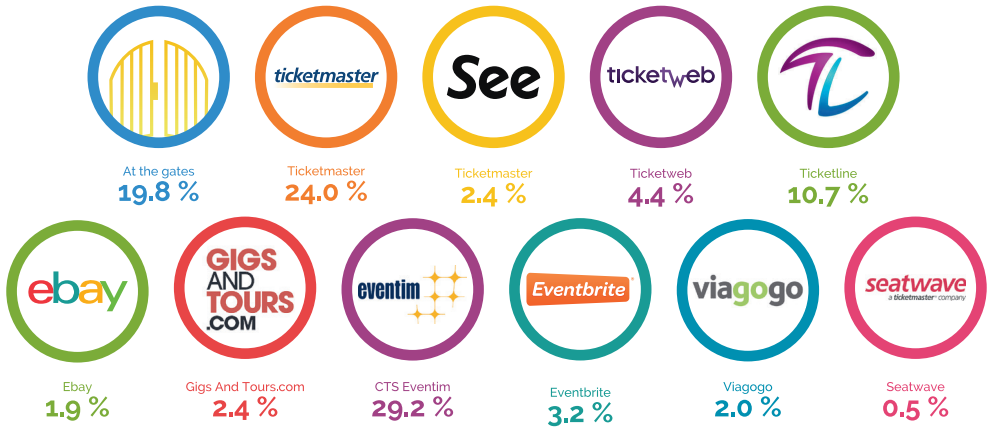


## / WHAT EVENT PROMPTED THEM TO PURCHASE THEIR FESTIVAL TICKETS

## / EXPERIENCE BUYING THE TICKETS?



## / WHERE DID THEY BUY THEIR FESTIVAL TICKETS?



## / EXPERIENCE BUYING THE TICKETS?



## / EXPERIENCE BUYING THE TICKETS?



## / TOP 5 THINGS FESTIVAL GOERS CONSIDERED A MAJOR FACTOR WHEN CHOOSING WHICH FESTIVALS TO ATTEND



QUALITY OF PRODUCTION AND ORGANISATION



THE OVERALL LINE-UP



PREVIOUS EXPERIENCE AT THE SAME EVENT

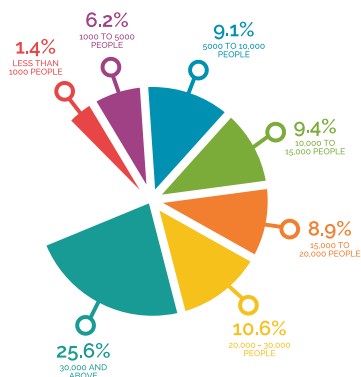


HEADLINERS

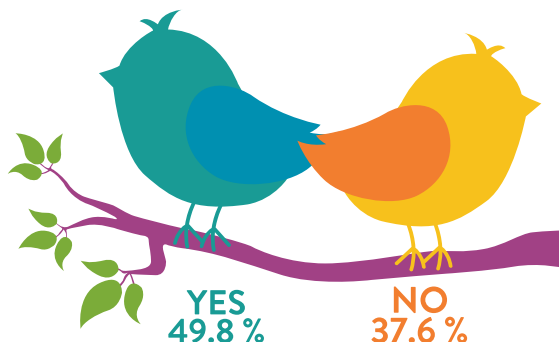


FRIENDS AND LIKE-MINDED PEOPLE ARE GOING

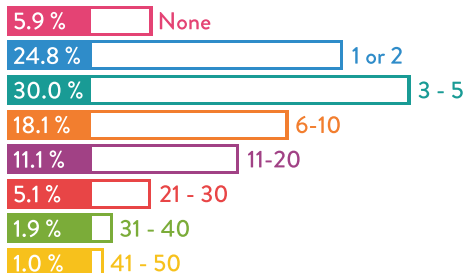
## / THEIR IDEAL SIZE FESTIVAL



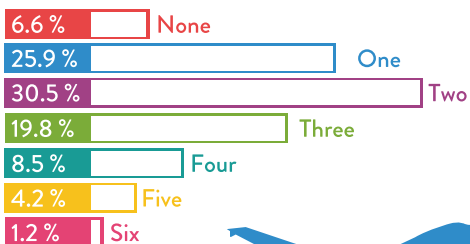
## / DID THEY TAKE ADVANTAGE OF AN EARLYBIRD TICKET OFFER THIS YEAR



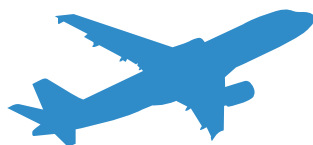
How many gigs did they go to in a year?



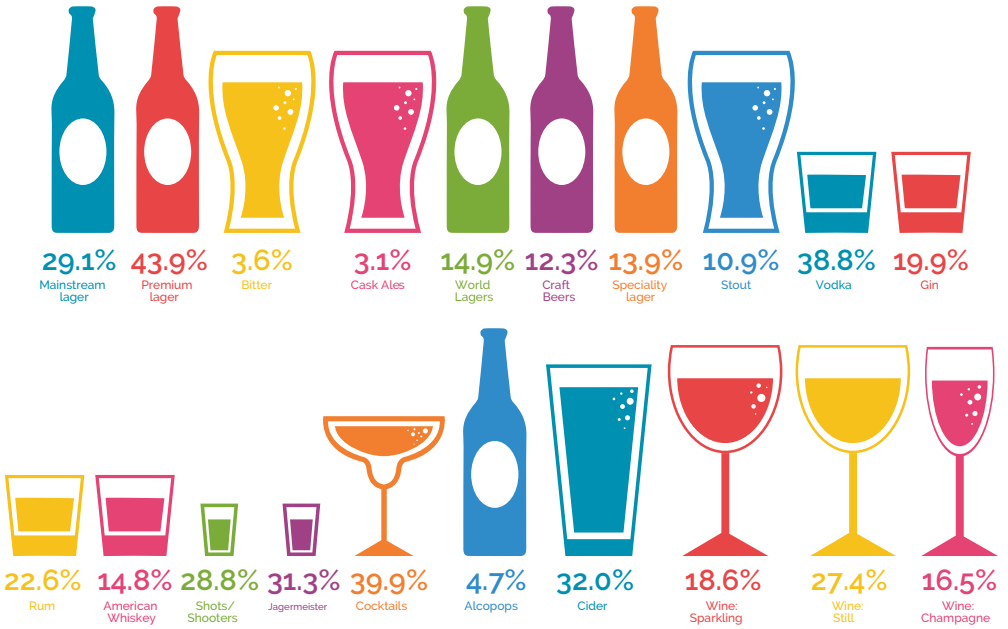
How many festivals did they attend this year?



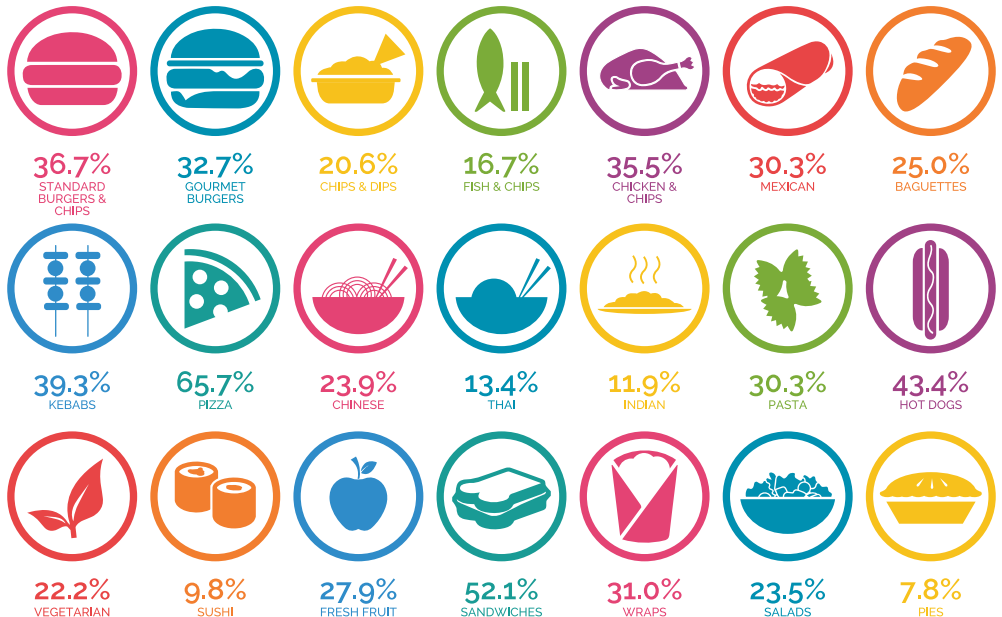
35.7% have gone to festivals outside of the UK this year

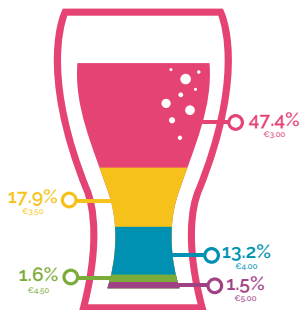


## / WHICH OF THESE ALCOHOLIC DRINKS DO YOU LIKE?

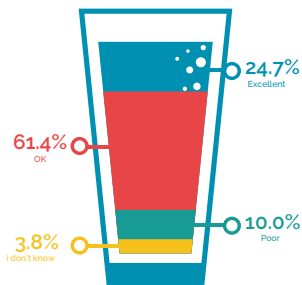


## / WHAT KINDS OF FOOD DO THEY LIKE TO EAT AT FESTIVALS?





/ DRINKS SELECTION AT FESTIVALS THIS YEAR

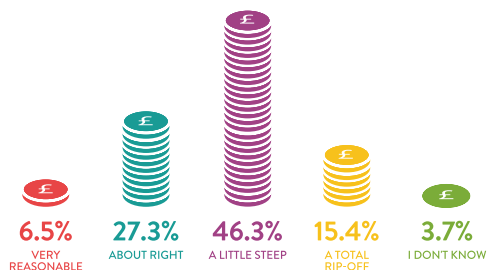


/ DRINKS SELECTION AT FESTIVALS THIS YEAR

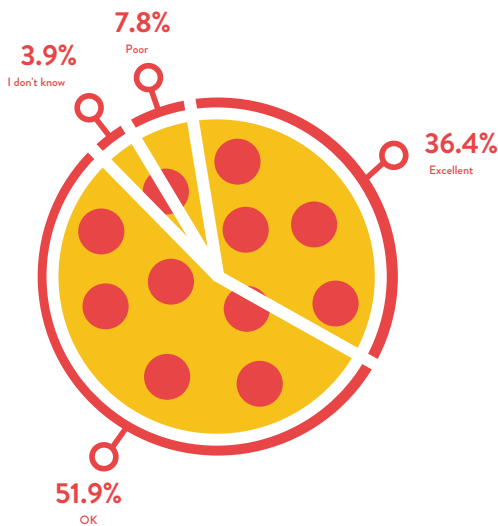


**79.0%**  
took their tents home  
from the festival

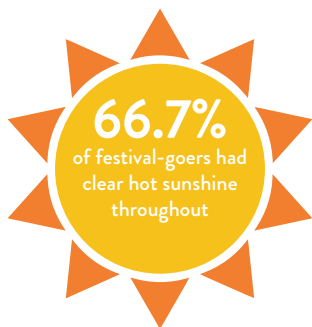
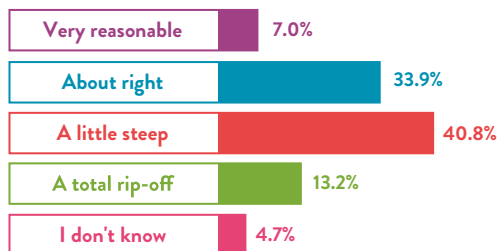
/ HOW WERE THE DRINK PRICES



/ WHAT WAS THE FOOD CHOICE AT THE FESTIVALS THIS YEAR



/ HOW WERE THE FOOD PRICES



**18.2%** admitted to taking illicit drugs at a festival

**51.8%** of festival-goers smoke





/ WHAT TYPE OF ADVERT WOULD THEY BE LIKELY TO NOTICE?



8.85%

Radio



9.82%

TV



8.84%

Youtube (Video)



14.85%

Facebook (Phone)



6.52%

Google



6.18%

Website



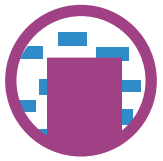
16.83%

Facebook (Desktop)



7.21%

Magazine / Newspaper



14.53%

Poster / Outdoor



6.34%

YouTube (Page)



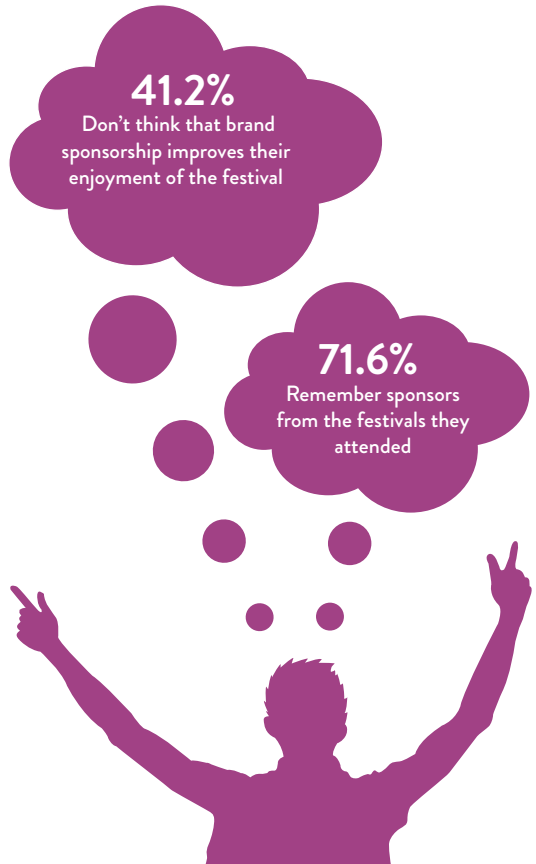
Impression of the sponsored bar areas...

23.2% Think it added to the overall experience

30.6% Didn't really notice

3.4% Felt it was obtrusive and out of place

42.8% Didn't visit



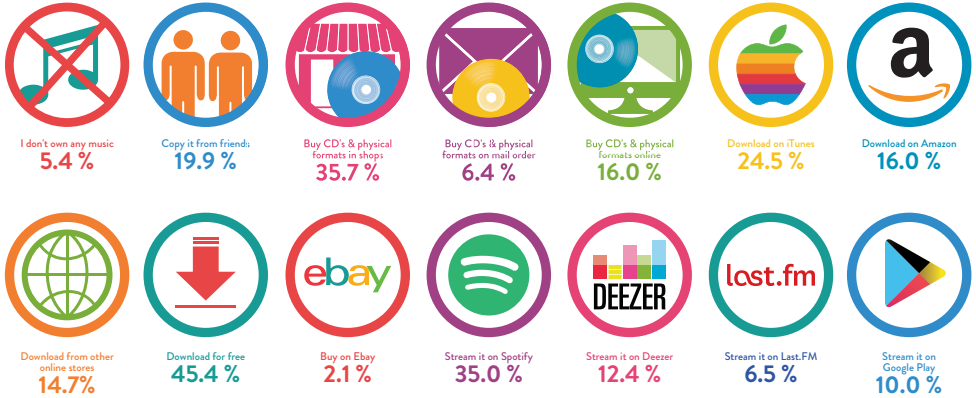
41.2%

Don't think that brand sponsorship improves their enjoyment of the festival

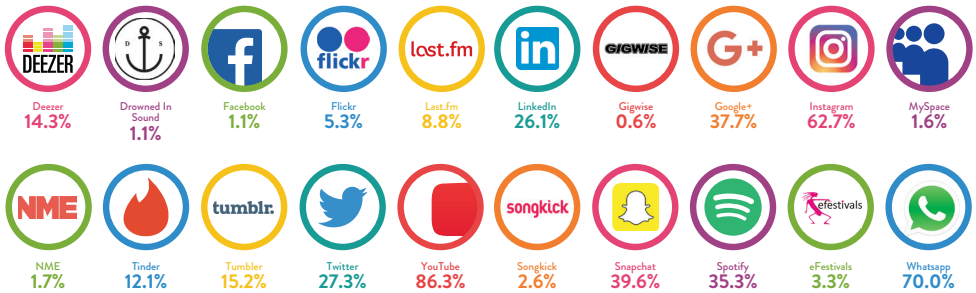
71.6%

Remember sponsors from the festivals they attended

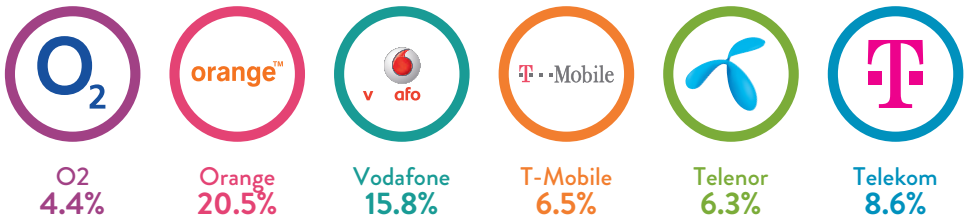
## / WHERE DO THEY GET THEIR MUSIC FROM



## / WHICH ONLINE SERVICES DO THEY USE



## / WHICH MOBILE PHONE NETWORK DO THEY USE



## / HOW WAS THE MOBILE SIGNAL AT THE FESTIVALS



## / HOW WAS THE MOBILE SIGNAL AT THE FESTIVALS





**/ TOP 5 THINGS THEY USED THEIR PHONE FOR AT FESTIVALS**



Calling people at the event  
**62.6%**



Texting people at the event  
**70.0%**



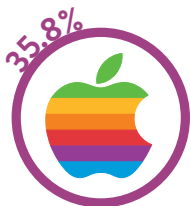
Instant Messaging  
**43.5%**



Calling/ Texting people at home  
**40.0%**



Share experience on Facebook  
**40.6%**



**/ WHAT MAKE OF MOBILE PHONES DO THEY USE**

**61.0%**  
RE-CHARGED THEIR  
PHONE DURING A  
FESTIVAL THIS YEAR



**35.4%** SAID  
THAT THEIR PHONE  
WAS NEVER DEAD



## / HOW DID THEY RECHARGE IT?



Brought spare battery  
**65.6%**



Paid fixed charging stall  
**8.7%**



Rented portable charger  
**4.4%**



**21.1%**  
Would recommend the charging service to friends

## / HOW SATISFIED WERE THEY WITH THE CHARGING SERVICE?



Very satisfied  
**8.0%**



Satisfied  
**30.7%**



Didn't care  
**49.1%**



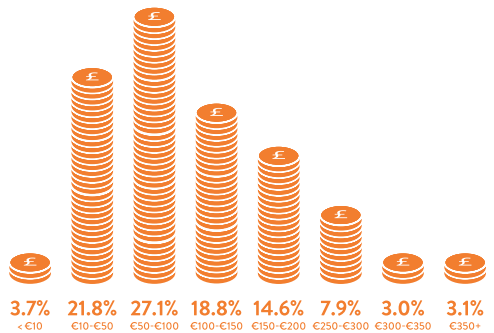
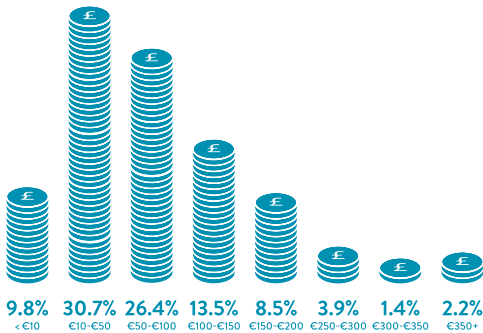
Disatisfied  
**7.0%**



Very unsatisfied  
**5.2%**



**52.4%**  
think more festivals should offer this service



/ EXCLUDING THEIR TICKET,  
HOW MUCH IN EURO DID THEY  
SPEND BEFORE EACH FESTIVAL

/ EXCLUDING THEIR TICKET,  
HOW MUCH IN EURO DID THEY  
SPEND AT EACH FESTIVAL



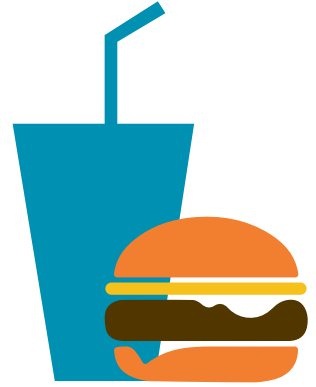
**31.9%**

bought a festival-branded t-shirt or other merchandise



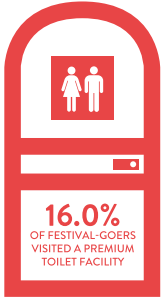
**21.1%**

bought an artist-branded t-shirt or other merchandise



**44.8%**

OF FESTIVAL-GOERS SPEND €10-€50 PER DAY ON FOOD



**16.0%**

OF FESTIVAL-GOERS VISITED A PREMIUM TOILET FACILITY

### / FESTIVAL ACCOMMODATION CHOICES



**3.8%** CAMPER VAN



**40.6%** BROUGHT OWN TENT



**30.9%** HOTEL



**2.5%** GLAMPING / VIP CAMPING



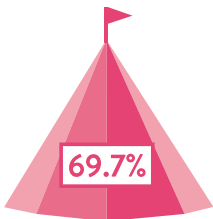
**52.2%**

OF FESTIVAL-GOERS SAID MORE PREMIUM FACILITIES SHOULD BE AVAILABLE



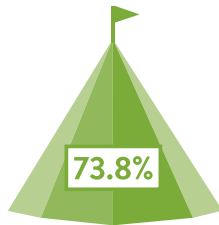
**44.8%**

OF FESTIVAL-GOERS SPEND €10-€50 PER DAY ON ALCOHOL



**69.7%**

WOULD CONSIDER PAYING FOR PREMIUM/VIP ACCOMMODATION AGAIN



**73.8%**

FELT THE PREMIUM ACCOMMODATION WAS GOOD VALUE FOR MONEY



MOST FESTIVAL-GOERS USE CASH AT THE FESTIVALS

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