

FESTIVAL  
**INSIGHTS**  
THE KNOWLEDGE HUB OF THE FESTIVAL INDUSTRY

PRESENTS....



BROUGHT TO YOU BY



# Great nights don't come to you.

Buy and sell tickets to your favourite events.



**StubHub**

Your tickets out



## **WELCOME...**

To the first edition of the Festival 250, a new annual project from Festival Insights that ranks the world's top festivals in terms of size and commercial success. We'll be releasing this year's listings in batches of 50 over the course of the next few weeks, so be sure to keep an eye out to see who's made the cut for 2016.

The data used to determine the rankings was sourced and analysed by the renowned business intelligence consultancy CGA Strategy during the 2015 season, and was based on such metrics as duration of the event, ticket revenue, capacity, and sponsorship estimates.

Each entry on the list is accompanied with a short bio, and I hope that you enjoy reading through and gaining a little insight into some of the history and unique characteristics of these eminent events. Next year's edition will maintain the same format, and will also demonstrate whether festivals have moved up or down in the league table.

In the meantime, please enjoy the inaugural list and feel free to provide any feedback that you think will help to refine and improve the initiative.

**Cheers,**  
**Michael Baker**  
**Editor, Festival Insights**

## 250. THE GREAT ESCAPE

BRIGHTON, UK



The Great Escape's singular remit is to showcase the most exciting emerging artists from all over the world, with over 450 of them performing across 30+ Brighton venues that are all accessible on one wristband.

Branding itself as 'the festival for new music', TGE is attended by a multitude of music industry insiders who are on the hunt for the next big thing. A convention runs alongside the gigs, featuring insightful panels, topical debates, and keynote speeches, with networking opportunities in abundance.

## 249. BUKU MUSIC & ART FESTIVAL

NEW ORLEANS, USA

Buku Music & Art is a vibrant and charismatic boutique event that aims to achieve the clout of a major festival without compromising its underground house party atmosphere. Tucked right in the heart of New Orleans' burgeoning Warehouse District, Buku's intimate post-industrial setting complements its – for lack of a better term – 'urban' centric line-ups, graffiti wall, classic New Orleans food, pop-up street performers and art exhibits.



## 248. INCUBATE

TILBURG, NETHERLANDS



If these rankings had been conceived based upon the imagination of each festival's respective line-up rather than by quantitative and commercially focused metrics, then Incubate would be much, much higher up. Its utterly preeminent programmes coalesce everything from free jazz to electronica and contemporary classical, staging unique one-off performances and collaborations between its artists and forever retaining its propensity to surprise.

In addition to hosting acts that are seldom seen on the festival circuit – such as the ambient pioneer William Basinski, melancholy raconteur Sun Kil Moon, and the stupidly prolific Japanese noisemaker Merzbow – Incubate has comprehensive film, art, and theatre offerings. Microcosmic of the imagination and idiosyncrasy encoded into Incubate's DNA, last year's visual art component featured a Simpsons and Akira mash-up called 'Bartkira'.





## 247. I LOVE TECHNO

GHENT, BELGIUM



Held annually since 1995, I Love Techno attracted up to 35,000 attendees year-on-year to the Belgian city of Ghent by virtue of its 24/7 devotion to 909s in 4/4. Its success culminated in the launch of a number of satellite events, but – according to the festival’s former organiser – the ascent of dubstep and electro house took its toll on ticket sales. Ostensibly, as a result of this inter-genre competition, I Love Techno has cancelled all future spin-offs and has relocated the main event to Montpellier, France for the foreseeable future.

## 246. KAPPA FUTURFESTIVAL

TORINO, ITALY

Kappa FuturFestival is a techno event fittingly located in Torino’s Parco Dora, an open green space juxtaposed against symmetrical formations of rusted pillars, a river rendered inaccessible by the now defunct factories on its banks, and all manner of mechanical miscellany.

The contrast of the natural and man-made serves more than just an aesthetic purpose. Manifested in eco-conscious art installations and recycling initiatives, FuturFestival lives up to its forward-looking namesake by championing sustainable solutions.



## 245. POSITIVUS FESTIVAL

SALACGRIVA, LATVIA



Latvia’s Positivus Festival has received impassioned chants of assent from esteemed music publications such as The Quietus and DIY Magazine, with a particular focus on the natural beauty of its surroundings. Taking place in the picturesque coastal town of Salacgriva in Latvia in an unspoiled atmospheric setting amid stunning woodland, Positivus offers one of the most idyllic escapes to festivalgoers. Attracting 30,000 visitors over a span of three days and nights, it has become the biggest music event in the Baltic region and was shortlisted for Best Medium-Sized Festival in the 2015 European Festival Awards.

## 244. LAUNDRY DAY

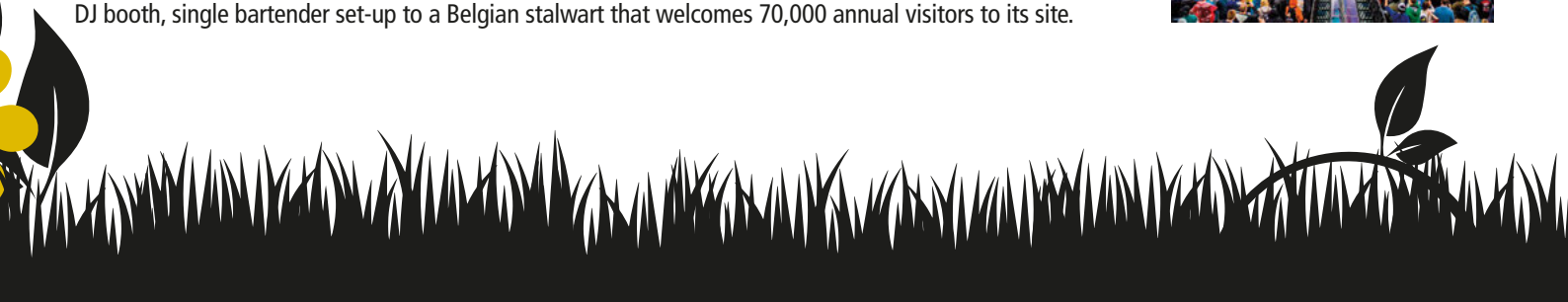
ANTWERP, BELGIUM

Laundry Day, a one-day EDM festival in Antwerp, distinguishes itself from its ilk with a distinct, themed aesthetic that partially involves hanging laundry all over the place.

Laundry Day’s organiser Quentin Van Damme told Festival Insights:

“What separates Laundry Day is that we put a lot of effort into staging, and do all of the production in-house. For 2014’s Main Stage we constructed a 14 storey high, 312 tonne, 84 metre wide Roman palace with 40 video screens and 200 moving lights, and we had a truck or two of pyrotechnics too.”

The insanity illustrated above may explain how the event has evolved from a 400-person, single day, single DJ booth, single bartender set-up to a Belgian stalwart that welcomes 70,000 annual visitors to its site.



## 243. PULP SUMMER SLAM

QUEZON CITY, PHILLIPINES



Presented by Pulp Live World and Red Horse Beer, Pulp Summer Slam is South East Asia's biggest and longest-running metal festival, hosting its 16th edition in 2016. With a line-up neatly divided between national and international talent, it brings together the best of the Philippines' metal scene and the best of everywhere else's.

## 242. OPPIKOPPI

LIMPOPO PROVINCE, SOUTH AFRICA

The thing that stands out most about Oppikoppi is the organisers' collective sense of humour. In addition to a yearly naked run – which due to a loose organisational approach ended up being two separate unclad marathons last time – the festival's official website includes a 35-point list of advice that encourages attendees to use both the Force and wet wipes. Having been founded in 1994, OppiKoppi's two-day festivities now comprise seven stages, roughly 160 sets of music and entertainment, and 20,000 festivalgoers.



Photo: Charlemagne Olivier

## 241. MAYDAY

DORTMUND, GERMANY



Photo: Ralph Lammann

Mayday is one of the only festivals on this list to run to nine in the AM, constituting an all-night rave that typically encompasses trance, tech-house, techno and minimal. The 24-year-old event now attracts 25,000 visitors every year, and boasts seven sister events across Germany.

## 240. LIFE FESTIVAL OSWIECIM

OSWIECIM, POLAND

Oswiecim's Life Festival is the brainchild of Darek Maciborek – a journalist for the broadcasting station RMF FM – who founded the festival in order to undo his hometown's sole association with Auschwitz-Birkenau. Life Festival's mission statement, of course, is not to minimise the tragedies associated with the region but to conversely celebrate peace and challenge anti-Semitism, racism, and xenophobia.



## 239. REEPERBAHN FESTIVAL

HAMBURG, GERMANY



Situated in the legendary street of the same name – home to The Beatles in their formative years as well as Hamburg's red light district – Reeperbahn Festival attracts an international crowd of managers, agents A&R folk, label heads and more, owing to its incisive conferences and performances from the headliners of tomorrow.

## 238. PRINTEMPS DE BOURGES

BOURGES, FRANCE

Many elder statesmen of the festival industry stick to their original, narrow and self-imposed stylistic restraints with an aggressive indifference towards evolution. Therefore it's refreshing to see an old timer like Printemps de Bourges – running since 1977 – understand that the only constant in life is change and adapt accordingly. Its 2015 Rock'N'Beat stage booked electronic innovators such as Cashmere Cat and France's own Rone, exemplifying its ability to remain relevant.



## 237. HEGY FESTIVAL

TOKAJ, HUNGARY



There aren't many festivals that take place in a UNESCO World Heritage Centre, but Hegy is one of them. Specifically located within the idyllic Tokaj Wine Region, it's a rather refined affair characterised by rowboats, theatre and – rather predictably – wine.

## 236. COMMON PEOPLE

SOUTHAMPTON, UK

A relatively recent entrant into the festival market, Common People helps to kick off the UK festival season in two locations over the second May bank holiday weekend. It shares much of the same sensibilities of its parent festival, Bestival, most importantly featuring The Chuckle Brothers on this year's programme.



## 235. COMMON PEOPLE

OXFORD, UK

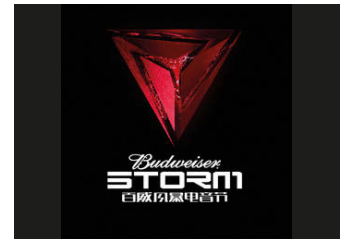


Like Southampton's edition of Common People, but in Oxford.

## 234. STORM ELECTRONIC FESTIVAL

SHANGHAI, CHINA

For all of the things China is synonymous with: exponential industrial development, an extensive historical impact on science and culture, street food that ranges from life-changing to potentially life-ending, authoritarian political regimes, and spitting – festivals are not one of them. Storm Electronic Festival is one of few aiming to change that, albeit with a cast of international EDM superstars.



## 233. HEBCELT FEST

STORNOWAY, UK



Photo: Colin Cameron

The long running, multi-award winning HebCelt celebrated its 21st anniversary in 2016, once again showcasing the best of Celtic talent alongside more traditional rock, indie-folk and world music. Set in Stornoway's Lews Castle grounds, the festival is a gateway to the wildlife-rich Scottish Isle of Lewis. The four-day festival's 18,000 attendance figure for 2016 was its biggest and highest-grossing to date, with tickets selling faster than at any time before.

## 232. MIDI FESTIVAL

BEIJING, CHINA

Midi Festival – whose name might suggest a predominantly electronic output – actually caters to an equally rock loving audience. Occurring across Shanghai, Beijing and Shenzhen – China's trinity of metropolises – the environmentally conscious festival attempts to shine the light of sustainability through the cyberpunk-esque smog of its host cities.





## 231. ELECTRIC CASTLE

BANFFY CASTLE, ROMANIA



Since its first edition in 2013, Electric Castle has been shortlisted every year for the Best Medium-Sized Festival Category at the European Festival Awards, alongside other famous European names.

Held on the domain of Bánffy Castle, just 30km from the city of Cluj-Napoca, Electric Castle Festival combines a visually innovative concept with an eclectic music line-up, breaking the boundaries between electronic, rock, and reggae.

This year's edition took place from July 14 – 17, where over 250 performed across eight musical stages.

## 230. TRAMLINES FESTIVAL

SHEFFIELD, UK

Now in its eighth year, Tramlines is one of the UK's biggest inner-city music festivals. In 2014, it attracted 100,000 people as the festival took over the entire city centre across 20 stages. Tramlines gives festivalgoers a chance to see established artists alongside up-and-coming acts, with this year's edition notably featuring George Clinton Parliament Funkadelic, Kelis, Jurassic 5, Gaz Coombes, Field Music, Young Fathers, Dizzee Rascal and Goldie.



Photo: Simon Butler

## 229. ULTRA EUROPE

POLJUD, CROATIA



Best known for exporting European dance music to the US, Ultra Europe endeavours to import it right back, under its own umbrella of course. Ultra has franchises set up not only in Florida and Croatia, but also in Argentina, Brazil, Chile, South Korea, South Africa, Colombia, Japan and Belarus.



## 228. FIELD DAY

LONDON, UK



Photo: Carolina Farnolo

Field Day is a beautifully curated, dichotomous event that splits its days between mostly electronica and hip-hop on the former and indie rock darlings and debutantes on the latter. On one side of this year's coin you have James Blake, Holly Herndon, and Floating Points, and on the other you have PJ Harvey, Beach House, and Mbongwana Star.

## 227. COLOURS OF OSTRAVA

OSTRAVA, CZECH REPUBLIC

Founded in 2002, and named as one of the top 10 music festivals in Europe for 2016 by The Guardian, Colours of Ostrava offers a selection of contemporary and classic performers – from electro to world music, jazz, indie rock, and reggae – guaranteeing festivalgoers a lively long weekend packed with music and culture.

Held in an atmospheric former steel mill and European Cultural Heritage Site, the festival comprises over 300 events – ranging from bands and DJs to films, open discussions, workshops, theatre, poetry, and art installations.

**Colours**  
OF OSTRAVA

## 226. RUHR IN LOVE

OBERSAUSEN, GERMANY



Part of the rare breed that is the family-friendly electronic music festival, Obersausen's Ruhr in Love is a one-day open-air event that invites various clubs, event organisers, record labels, booking agencies, radio stations and magazines to curate its 40 'floors'.

## 225. MS DOCKVILLE FESTIVAL

HAMBURG, GERMANY

MS Dockville – founded in 2007 – is a music and arts festival situated on Europe's largest river island, Hamburg's district of Wilhelmsburg.

**MS**  
**DOCKVILLE**



**224. PAASPOP**

SCHIJNDEL, NETHERLANDS



Taking place across the Easter period in Schijndel, Paaspop is an annual music and performing arts festival whose 12 stages offer everything from rock and metal to hip-hop and house. Supplementing the core entertainment at this year's event is a vinyl shop, a barber, a David Bowie tribute and gospel sessions.

**223. ONBLACKHEATH**

LONDON, UK

Last year, over 30,000 music and food lovers gathered to enjoy the two-day festivities of OnBlackheath. This year's music line-up included Primal Scream, Hot Chip and Belle & Sebastian, and the festival also featured a whole range of chefs giving one-off performances and a huge array of street foods. Furthermore, OnBlackheath collaborated with John Lewis and Puffin Books to bring the Magical Storytelling Stage, a Talking Maze, a Village Green Sports Day, and a plethora of workshops and activities for children.

**222. SUNDOWN**

NORWICH, UK



Sundown returned to Norfolk Showground in 2016 for its fourth edition, featuring performances from Jason Derulo, Chase & Status, Dizzee Rascal, David Rodigan, Jess Glynne, Ms Dynamite and more. The new addition of a third stage allowed the festival to collaborate with more renowned underground dance brands such as Defected, Ministry of Sound, UKF, and Drum&BassArena.



# EMBRACING TECHNOLOGY TO DELIVER BETTER FESTIVALS FOR FANS AND ORGANISERS

When you think of music festivals, you probably picture floral headbands, wellington boots, glow sticks and your favourite band performing in a rural field. You probably don't associate festivals with the latest technology; however, technology has a big impact on festivals and makes the experience, both as a fan and as an organiser, seamless. There are some great trends in the festival industry that are starting to take off, so we have investigated a few of them to see what impact they are making on the industry and what we are doing at StubHub, the world's largest ticket marketplace to serve fans as they get much more sophisticated in the way they approach attending festivals.

## CHANGING THE RELATIONSHIP MODEL WITH FANS

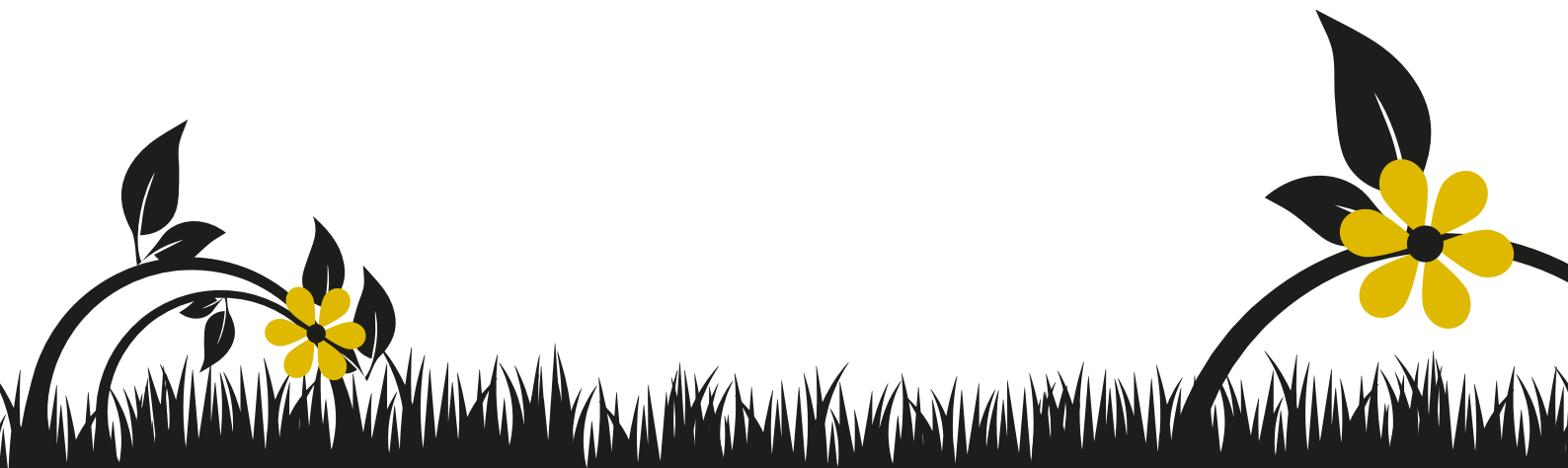
We can all agree that life today has become truly digital. We use our mobiles and the internet to plan our weekends, learn about what's happening in the news and to share content that we find interesting or engaging with our friends. However, everything that we do online is also very personalised. Through social and online media, we select what we want to read by clicking through to an article that catches our interest on Twitter, businesses and brands target us based on the interests that we've declared on Facebook and we only follow brands or friends that we want to hear from on Instagram.

The entertainment industry is all about creating unique experiences

for fans, and they use personalisation to do this. When attending a live event, the traditional customer journey started at the moment of purchasing the ticket, but we see now that the dialogue with the attendee has many more traceable interactions points, whether it be through social media, pre-tours, or apps. At StubHub, our mission is to provide best-in-class experiences to our fans, by adding new value to the experience. We do this for both the fan and the promoter. Wouldn't the experience be better if we sent a cake to a fan who was celebrating their birthday at a festival? What if we targeted fans who only had a one-day pass for a multi-day festival by providing them with an upgrade for the next day as they left the venue? We trialled these rewards with fans at Cruilla Festival in Barcelona this year, with success. These are all ways of using personalisation to better engage with the fan and give them an inspiring event experience, something that we are very passionate about at StubHub.

## WEARABLE TECHNOLOGY AND CASHLESS FESTIVALS

Everyone seems to be obsessed with wearable tech, regardless of the industry that you work in. This trend has definitely not been ignored by the festival industry. Radio Frequency Identification, more commonly known as RFID is taking festivals by storm. Instead of queuing up to get a paper wristband, fans can now wear wristbands with the RFID technology already built in. This gives them the opportunity to







enter the festival with a paperless ticket, use the wristbands to make payments for food, drink and memorabilia as well as links up with their social networks, so fans can share their experiences with their network of followers. It's all about digitalising on-site activities, and wearable tech is the clear enabler for this. It allows us to truly know the customer by managing and understand all of their interactions with the festival before, during and after the event.

StubHub is actively involved with the RFID and cashless ecosystem by bringing this experience to fans and promoters. Working with one of our RFID partners, PlayPass, one of the RFID market leaders, StubHub is developing this experience to bring it to more festivals. Festival organisers use StubHub to transparently list face value tickets for purchase. StubHub will then send out the RFID bracelets to the fans in advance of the festival, making it a seamless process with festivals like Standon Calling, Holi Festival of Colours, Eastern Electrics and Cruilla Festival. These have been great partnerships for us and we hope to bring the full cashless experience to more festivals next summer.

#### VIRTUAL REALITY

Virtual reality (VR) has become the technology trend of 2016. Businesses from all sectors are looking for ways to bring this technology

to life and find ways to deliver a meaningful impact to customers. Festivals are also jumping on board and are looking for ways to change the way that we experience live events. One of the world's most recognisable festival brands, Coachella experimented with VR with the Coachella VR app. The app gave fans "unprecedented access to behind-the-scenes VR content." It also gave fans the opportunity to experience the festival from other fans' perspectives.

At StubHub, we have been experimenting with this technology to complement the ticket-buying experience. We were the first ticketing brand to launch VR in our app. We launched Virtual View in late March 2016 (and brought the technology to UK fans in June 2016). When developing Virtual View, we focused on using VR in an impactful way for our business and users. Virtual View gives fans more information prior to purchasing their tickets to help inform them of their decision. They will understand exactly what the view will look like from their seat. In the UK, this is available at the key venues including The O2 and SSE Wembley Arena and we are exploring ways of making VR useful and impactful for festival fans.

There are endless ways in which technology can impact festivals and at StubHub, we cannot wait to see what exciting new technology will shape the festival landscape in years to come.

**BY: ANTONIO VALERO, HEAD OF NEW BUSINESS MODELS, STUBHUB**

**ANVALERO@EBAY.COM**



## 221. LES VIEILLES CHARRUES

FINISTERE, FRANCE



Les Vieilles Charrues claims to be the largest festival in France, welcoming 200,000 revellers for its four-day celebrations. The top end of its line-ups are typically a cross section of pop culture's most influential, but beyond that is a deep dedication to emerging talent that sees it team up with its partnering label to coach local musicians and provide a platform for them at the festival. Its promotion of responsible travel, waste management initiatives, resource preservation efforts, and commitment to welfare all further exemplify these strong ethical foundations.

## 220. BLOODSTOCK OPEN AIR

DERBY, UK

A little more purist than its larger metal counterparts, Bloodstock has cultivated a loyal fanbase thanks to its refusal to pander with crossover and entry-level acts. In keeping with its love of heavy metal, Bloodstock and the 100% CA team will host two special strongmen events for the first time at this year's festival.



## 219. GODS OF METAL

MILAN, ITALY



Held annually since 1997 and acquired by Live Nation in 2010, Gods of Metal is Italy's biggest metal festival. Its location and duration have both been known to switch up from year to year, but the essence of the festival remains much the same.

## 218. TAUBERTAL

ROTHENBURG OB DER TAUBER, GERMANY

Nestled within Bavaria's striking Tauber Valley since 1996, Taubertal has matched the punk ethos of its acts via its collaboration with Sounds For Nature, whose mission is to propagate environmentalist information.



## 217. LES ARDENTES FESTIVAL

LIEGE, BELGIUM



Les Ardentes' name is a French plural noun meaning 'The Burning', a referral to the nickname of host city Liège, La Ville Ardente ('The Burning City'). Last year saw the hip-hop demigod Kendrick Lamar and the preternaturally sensual D'Angelo bring their idiosyncratic brands of Afrocentric protest music to Belgium, sharing the bill with Nicki Minaj, Iggy Pop and many more. The latest edition welcomed Brainfeeder boss and LA beat scene progenitor Flying Lotus, as well as Pharrell Williams, Mark Ronson and Cat Power.

## 216. GAROROCK

MARMANDE, FRANCE

Unlike many events on this list, Garorock is free from the shackles of the dreaded curfew, meaning the acts of its cosmopolitan roster are permitted to make copious amounts of noise until dawn, and that they do. Garorock's original incarnation took place within the old slaughterhouses of Marmande, but moved after 15 editions to the more rural and less morbid region of Plaine de la Filhole, in tandem with its burgeoning ecological ambitions.



Photo: LA CLIF

## 215. SPRING FESTIVAL

GRAZ, AUSTRIA

**spring<sup>f</sup>estival graz**  
electronic art & music

Every year Springfestival attracts 12,000 electronic music aficionados to southern Austria for five days of DJ performances, visual arts, workshops and talks.

## 214. PAREDES DE COURA FESTIVAL

PRAIA DO TABUAO

Founded in 1993, Paredes de Coura has grown to become one of Portugal's three biggest music festivals. Its alumni range from Pixies to LCD Soundsystem and Crystal Castles, with this year's confirmations including psychedelic indie rockers Tame Impala, abrasive post-punkers Iceage and The War on Drugs.



Photo: Hugo Lima



**213. ROCK FOR PEOPLE**

HRADEC KRALOVE, CZECH REPUBLIC

**ROCK  
FOR PEOPLE**

Since embarking on its conquest in 1995, Rock for People has gradually become one of the largest open air festivals in the Czech Republic, now residing in the otherwise unused airport of Hradec Králové.

**212. STONEFREE FESTIVAL**

LONDON, UK

Featuring rock 'n' roll storytelling sessions, a record fair, fringe stages, after shows, film screenings, plus a line-up of classic rock legends, Stonefree Festival is the ultimate dad rock fest and fittingly takes place over Father's Day.

**211. M'ERA LUNA FESTIVAL**

HILDESHEIM, GERMANY



Photo: Christoph Eisenmenger

With the iconic image from Georges Méliés' *Le Voyage Dans La Lune* front and centre on its website, it's clear that M'era Luna seeks to cultivate a nocturnal aesthetic, reinforced by the gothic, industrial and metal acts that permeate its line-ups.





## 210. FUSION FESTIVAL

BIRMINGHAM, UK



Fusion Festival is an unashamed, singular celebration of pop music, with Jason Derulo, Olly Murs, Tinie Tempah and Busted on this year's bill.

## 209. C/O POP FESTIVAL

COLOGNE, GERMANY

One of Germany's biggest metropolitan festivals, C/O Pop invites 30,000 visitors to its 70 concerts that take place across 30 different locations in Cologne across five days. As a supplement to its ticketed headline performances, the festival also incorporates a number of free shows. In addition, C/O Pop Convention takes place in parallel, and delves deep into industry-facing issues.



## 208. FESTIVAL MUNDIAL

TILBURG, NETHERLANDS



Photo: Dolph Gerritsin

On [100% recycled] paper, Festival Mundial sounds incredibly pleasant and eco-friendly, and not just because it has to be. The term 'grass roots' is a subjective and oft-misappropriated one, but Mundial's claim is a strong one due to its predominantly homegrown talent, educational urban farm area, three-year plan to become a waste-free event, and bustling market of 'nice and honest' products.

## 207. OLLESUMMER

TALLINN, ESTONIA

The Estrella-sponsored Õllesummer is an annual beer festival in Estonia, and although it welcomes acts such as The Prodigy to entertain its patrons, the main focus of the event is its intoxicants. Not too dissimilar to the average music festival then.



## 206. PROVINSSIROCK FESTIVAL

SEINAJOKI, FINLAND



Photo: Mikka Vesala

Since its inception in 1979, the Kemury founded Provinssirock has enjoyed continued success as one of Finland's largest festivals. It is now organised by Selmury, a live music association that was birthed in 1992 with the sole purpose of taking the reins of Provinssi from its predecessor. Situated in Seinajoki's Törnävä Park, the event favours a collectivist and grass roots approach, with the organisation of the festival dependent upon hundreds of volunteers and workers who are compensated with nominal fees.

## 205. FESTIVAL OF HOUSE

ANGUS, UK

Unfortunately, due to conflicting plans between key players, Festival of House has been cancelled for 2016. It was set to bring Rudimental, Leftfield, Eats Everything, Bicep, Underworld, Dubfire, Dixon, and more dance music luminaries to Scotland in June. Plans to stage the festival in 2017 seem to be underway, which is nice considering the organisers' clear ethical commitments, integrity, and passion for music.



## 204. SUMMERFEST

MILWAUKEE, USA



The late Mayor of Milwaukee, Henry Maier, inaugurated Summerfest in the 1960s. Following a visit to Oktoberfest in Munich, Germany, Mayor Maier dreamed of a festival for the people that would revitalize Milwaukee's downtown district and foster community spirit. In 1968, the first Summerfest debuted at 35 separate locations throughout the city.

Over the years, the permanent 75-acre festival site has seen tremendous growth and enhancements – including capital improvements, new partners, vendors and exhibits. Most recently, festival producer Milwaukee World Festival renovated approximately 22-acres of the 75-acre site, Henry Maier Festival Park, with a two-phase \$35 million construction project – the biggest in Summerfest history.



## 203. DANCE VALLEY

AMSTERDAM, NETHERLANDS



The self-professed 'Woodstock of Dance', the Netherlands' Dance Valley made a name for itself in the mid '90s by avoiding a reliance on its host nation's most prominent sub-genre: trance. By diversifying into styles such as electro, hardstyle, experimental, techno, tech-house and more, it has remained a staple of the Dutch festival calendar and now welcomes 50,000 daily visitors through its gates.

## 202. SUNFEST

WEST PALM PEACH, USA

SunFest – Florida's largest music festival – is produced by the private non-profit organisation of the same name. Although its musical remit isn't focused on one area in particular, SunFest has a very clear vision when it comes to providing for its local communities. Said vision manifests itself in SunFest365, an initiative purporting to restore housing for low-income families, fund scholarships for gifted teens, and provide complimentary tickets for locals that otherwise wouldn't be able to attend.



## 201. SHAMBALA

NORTHAMPTON, UK



Over its 17-year history, Shambala has been a vanguard for sustainability, introducing numerous pioneering initiatives such as becoming 100% renewably powered and eliminating all disposable plastics. Going meat and fish free for the first time in 2016 is arguably its most controversial decision to date and yet has received huge support. Proving that conscientious organisation needn't be at odds with financial success, Shambala sold out well in advance this season.

ENTRIES 200-151 COMING

30.08.16

WWW.FESTIVALINSIGHTS.COM

FESTIVAL  
**INSIGHTS**  
THE KNOWLEDGE HUB OF THE FESTIVAL INDUSTRY  
PRESENTS....

ENTRIES  
200-151



BROUGHT TO YOU BY







FESTIVAL  
**INSIGHTS**  
THE KNOWLEDGE HUB OF THE FESTIVAL INDUSTRY