

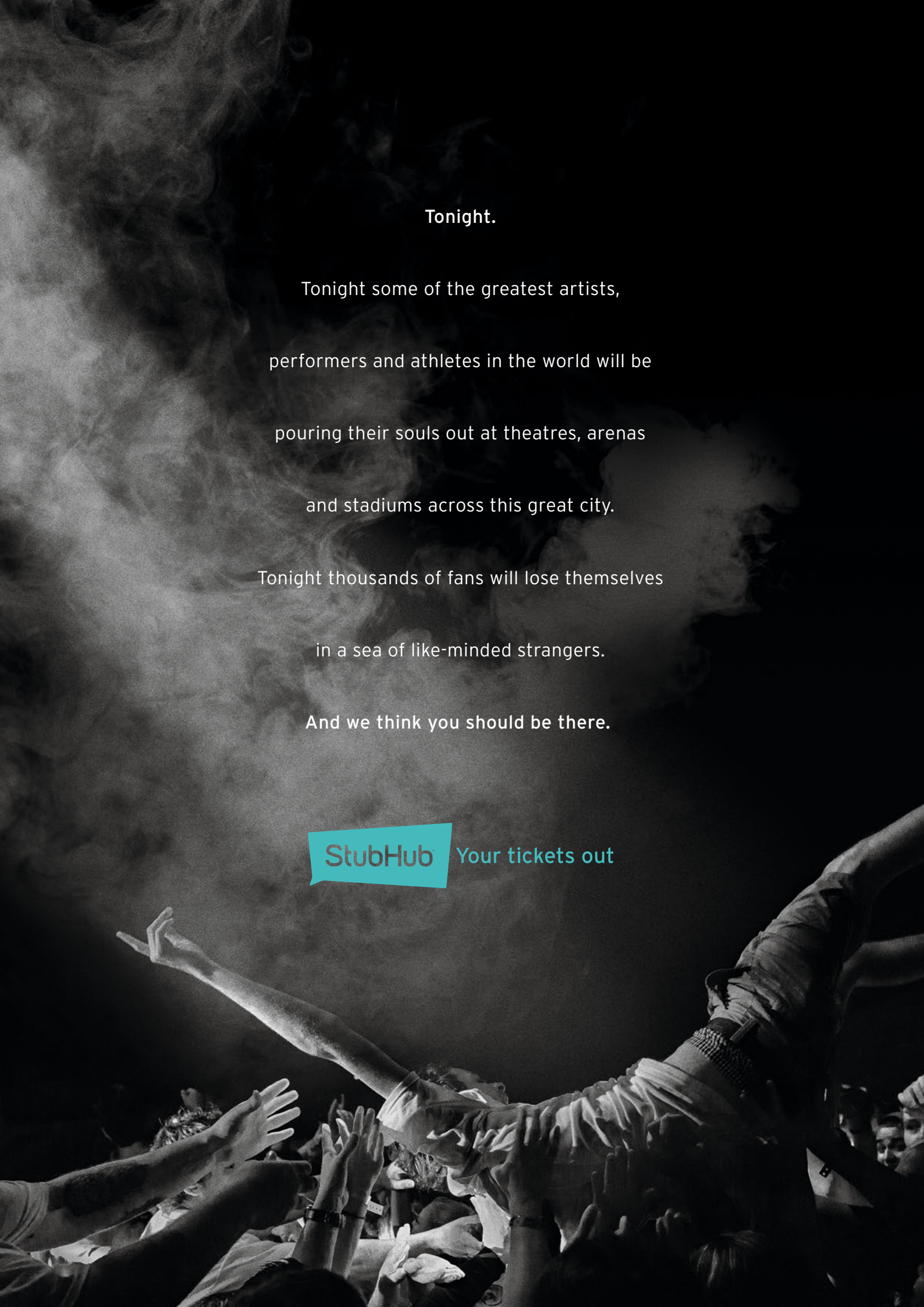
FESTIVAL
INSIGHTS
THE KNOWLEDGE HUB OF THE FESTIVAL INDUSTRY

PRESENTS....



BROUGHT TO YOU BY

StubHub
Your tickets out



Tonight.

Tonight some of the greatest artists,
performers and athletes in the world will be
pouring their souls out at theatres, arenas
and stadiums across this great city.

Tonight thousands of fans will lose themselves
in a sea of like-minded strangers.

And we think you should be there.

StubHub Your tickets out



WELCOME...

To the third 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

150. SKIVE FESTIVAL

SKIVE, DENMARK



Previously entitled 'Beach Party', the festival now known as Skive was founded by three young men from the eponymous Danish town who shared a collective predilection for classic bands and social responsibility. Since then it has evolved in terms of programming sensibilities, capacity, duration, philanthropic efforts, and marketing strategies.

149. MOONDANCE JAM

WALKER, USA

Bill Bieloh of Walker, Minnesota conceived the classic rock festival Moondance Jam in 1992 as a way to promote the riding stables belonging to himself and his wife. The event got off to a modest start that first year with a complete reliance on regional bands, and has since developed to attract 20,000 daily visitors for acclaimed heritage acts such as Blondie, Joan Jett, and Kansas.



148. ESSAOUIRA GNAOUA

ESSAOUIRA, MOROCCO



Featuring sizeable contingents of French, Moroccan, and Senegalese musicians, Essaouira Gnaoua is one of the most successful world music festivals in existence.

147. KENDAL CALLING

KENDAL, UK

Winner of multiple UK Festival Awards, the beloved Lake District based Kendal Calling is renowned not only for its music but its hospitality and comfort – a trait acknowledged by the awarding body in 2015 when granting Kendal its coveted 'Best Toilets' accolade. This year the festival worked with Off Axis – a pioneering gig swapping network – to host a stage of emerging bands.

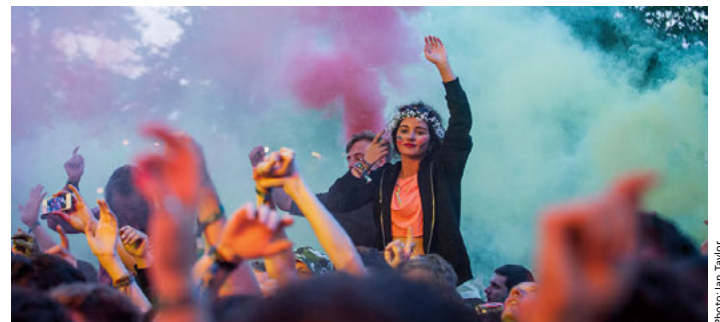


Photo: Ian Taylor



146. GLASS BUTTER BEACH

ABERSOCH, UK

Veteran events company Broadwick Live recently purchased a 65% stake in Glass Butter Beach, which brings music, surfing and wakeboarding to North Wales each year. In addition to the festival's five music stages, the audience can also enjoy paddle boarding, paint fights, themed bars, a market, street food, volleyball, surf sessions, bungee jumping and a bunch more.



Photo: Arttu Kekkonen

145. CALLING

LONDON, UK



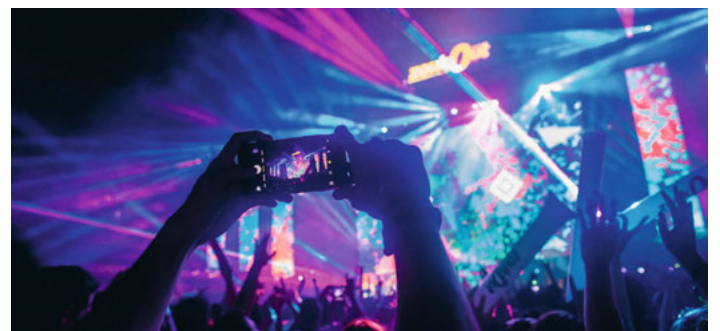
Inaugurated as Hyde Park Calling, then rebranded Hard Rock Calling before parting ways with its long-term headline sponsor, Calling Festival is one of the UK's premier classic rock festivals, with past performers ranging from Eric Clapton, Bruce Springsteen and Pearl Jam to The Police and The Killers.

144. ZOUKOUT

SINGAPORE

Touted as the nation's definitive annual dance festival, the flagship Singaporean branch of ZoukOut is a beach based, two-day electronic music event whose offerings extend to carefully curated food, visual exhibits and interactive activities.

Owing to the nightlife brand's continued success, it has expanded to the Philippines for a fully-fledged (albeit more intimate) festival, as well as Tokyo, where it hosts a stage at Summer Sonic.



143. AWAKENINGS

AMSTERDAM, NETHERLANDS



One of Europe's leading outdoor techno festivals, Awakenings had its 16th edition in 2016 and featured eight different stages, including two spacious and impressive open air stages representing both traditional techno and fusion styles.

Almost 100 different artists graced the seminal event over the course of its 48 hours, including stage hosts Richie Hawtin, Drumcode, Electric Deluxe, and Joris Voorn.

Awakenings' worldwide conquest has thus far resulted in hosting stages at festivals in Australia and India and bringing indoor editions to New York, Santiago, Antwerp and London, with more to be announced in the coming year.

142. NOS PRIMAVERA SOUND

PORTO, PORTUGAL

NOS Primavera Sound is the Portuguese transplant of Barcelona's original Primavera Sound, and celebrated its fifth birthday in June. The genetic imprint of its big sister event is very much present in the Porto based festival, borrowing many of the Barcelona line-up's main fixtures and supplementing them with local talent. NOS Primavera Sound has become a mainstay of Portugal's rapidly developing festival scene, and its presence in Porto has further sealed the town's status as a vibrant tourist destination.



Photo: Hugo Lima

141. BEST KEPT SECRET

HILVARENBEEK, NETHERLANDS



Photo: Nick Heiderman

One of the frontrunners in The Netherlands' quantity and quality-heavy festival scene, Best Kept Secret scores high marks in the breadth and depth of its programming, sporting both revered headliners and carefully selected newcomers.

Hidden within the site's quieter areas are enthralling secret shows and 'pop-up' activities – from karaoke to BBQ bashes, as well as plentiful space to soak in its scenic surroundings.



140. STORSJOYRAN

OSTERSUND, SWEDEN

Storsjöyan, or just 'Yran' to its closest friends, dates back to the '60s and now attracts around 55,000 visitors every year to the self-proclaimed Republic of Jämtland. It's the largest festival within the facetiously designated 'micronation', and Sweden's second largest overall.



139. SUDOESTE

HERDADE DA CASA BRANCA, PORTUGAL



Even a cursory comparison of Sudoeste's past and present line-ups demonstrates a seismic shift in its curating proclivities over the past couple of decades, going from acts like Kraftwerk, AIR and Massive Attack in 2004 to Martin Garrix, Steve Aoki and DVBS in 2016. Interestingly, its most recent line-ups mainly juxtapose EDM and reggae, of all genres, with a few pop and hip-hop acts strewn in between.

138. WILD LIFE

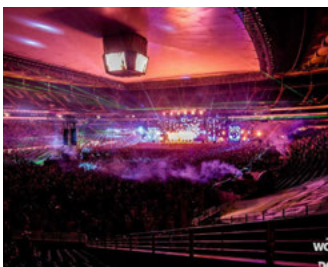
SHOREHAM BY SEA, UK

Named Best New Festival by the UK Festival Awards in 2015, Wild Life is a collaborative venture between festival circuit favourites Disclosure & Rudimental, SJM Concerts and The Warehouse Project. Taking place once again in Brighton City Airport, 2016's Wild Life saw the addition of the Kopparberg Urban Forest Stage, as well as a line-up headed by the aforementioned co-founders and a bunch of the best acts borrowed from its Mancunian counterpart, Parklife.



137. WORLD CLUB DOME

FRANKFURT, GERMANY



Presenting itself as a preternaturally opulent festival experience, in 2015 World Club Dome's promoter BigCityBeats worked with Alleo to bring select festivalgoers to Frankfurt via the high-speed World Club Dome Ice Train, whose club floor was replete with panoramic views of its surroundings. Not satisfied with this feat, the organisers quite literally went above and beyond to charter a Boeing 757 from London and Hamburg, inviting competition winners aboard to party at 10,000ft en route to the festival.

Upon arrival – whether they travelled by land, sea, or air – attendees were treated to three days of DJs across 15 floors of the gigantic Commerzbank Arena.



136. GURTENFESTIVAL

BERN, SWITZERLAND



Photo: konzertbilder.ch

Staged on top of a mountain, which makes it cool by default, Gurtenfestival has been held annually in the middle of July since 1977. Its rosters are eclectic, across the years accumulating alumni from The Roots to Bad Religion, James Blunt and Portishead.

135. ROCK A FIELD FESTIVAL

ROESER, LUXEMBOURG

Rock-A-Field is an open-air festival primarily focused on the genre of its namesake, with the odd hip-hop and electronic act interjected. Evidently not one to lose sleep over continuity, Rock-A-Field's curator has decided to have Steve Aoki sub-headline for Pixies this year. Organised by Den Atelier, a notable Luxembourg nightclub and promoter of various rock concerts, Rock-A-Field has taken place every year since 2006 – gradually growing from a one-day to a three-day event.



Photo: Sam Flammang

134. SEA DANCE

BUDVA, MONTENEGRO



Photo: A. Kamasi

With temperatures typically soaring into the mid thirties (that's in Celsius, for our US readers), Sea Dance is the second part of EXIT Festival's 'EXIT Adventure' holiday package, and has more of a summer getaway vibe than its fortress based Serbian neighbour.

133. BUG JAM

WELLINGBOROUGH, UK

A veritable mecca for Volkswagen devotees, Bug Jam's especially specific concept thankfully hasn't translated to limited popularity over the years. Now welcoming 33,000 daily automobile fanatics, the VW festival also incorporates five stages of music, a kids' zone, drag racing, an auto parts jumble sale, a talent show and camping.



132. FESTIVAL NUMBER 6

PORTMEIRION, UK



Winner of Best Small Festival at the UK Festival Awards 2015, Festival No. 6 has earned itself a devoted following for good reason. Set in the famous Welsh town of Portmeirion – modelled of an idyllic Italianate village – No. 6 boasts a multifaceted music line-up, talks from various champions of culture, long table banquets, paddle boarding, a carnival and torch light parade, workshops and lectures, and more.

131. THE BIG FEASTIVAL

CHIPPING NORTON

The brainchild of famous chef Jamie Oliver and Blur bassist / rabid cheese fiend Alex James, The Big Festival is a hybrid of musical and culinary delights based on James' farm in The Cotswolds. With all manner of feasts and banquets, a grill academy and cookery school, a wellness kitchen and healthy living zone, plus a line-up of Very Agreeable acts, The Big Festival is arguably unrivalled in its execution of the now not-so-niche concept of the crossbreed festival.



130. MELT! FESTIVAL

FERROPOLIS, GERMANY

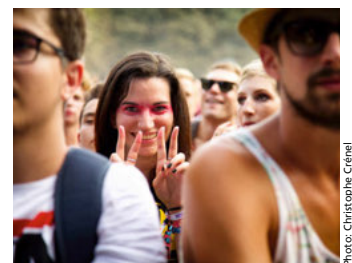


Despite being a long-running favourite of illustrious dance music publication Resident Advisor and its de facto designation as an electronic music event, Melt! Festival's programming M.O. is more diverse than one might expect. Although Aphex Twin, Björk, Atoms For Peace and Giorgio Moroder have all graced the open-air festival in the past, so too have Oasis, Kylie Minogue, Foals, and Franz Ferdinand.

129. ROCK EN SEINE

PARIS, FRANCE

Situated just west of Paris in the vegetation-rich Domaine National de Saint-Cloud, Rock en Seine has cemented its position as one of the biggest festivals in France over the last 13 years. At the tail end of August, the festival invites a myriad of musicians to perform across its five stages. In addition to its various sustainability policies, Rock en Seine is also commendable for its provision of free earplugs so that music fans can enjoy its proceedings without contracting post-event tinnitus.



128. CLOCKENFLAP

HONG KONG, CHINA

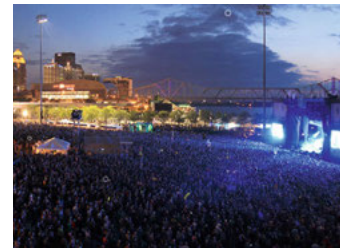


In an attempt to defy definition, and I guess to boost their SEO, the organisers of the ridiculous sounding 'Clockenflap' just made up a word for the festival's moniker. Despite their playfulness in choosing a name, it seems that the Hong Kong-based event has a serious vision in building a responsible, sustainable event that the region can be proud of.

127. FORECASTLE FESTIVAL

LOUISVILLE, KENTUCKY

Since 95% of the world's bourbon is reportedly produced in Kentucky, it only makes sense that Forecastle Festival has its own onsite Bourbon Lodge. Since one themed alcohol establishment isn't enough, there's also a Gonzo Bar that pays tribute to the late Hunter S. Thompson – Freak Admiral and avid consumer of bourbon (along with every other intoxicant in the solar system). The accompanying line-up mostly consists of underground indie rock, with a few curveballs thrown into the mix.



126. NXNE

TORONTO, CANADA



With the likes of St. Vincent, Run the Jewels, Vince Staples, Ghostface Killah, Danny Brown, Swans, Glasser, Tune-Yards, Oneohtrix Point Never, Pusha T and Tim Hecker in its history, Toronto's NXNE music and film festival consistently positions itself as a top-tier curator.

What's more, its Future Land conference creates a bridge between the realms of music and gaming with a speaker series and industry panels that focus on technology, gaming, and how musicians can thrive in these intersectional industries. Its keynote speaker for 2016 was none of other than Atari founder and author Nolan Bushnell.



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125. SUMMER BREEZE

DINKELSBUHL, GERMANY

Summer Breeze strikes as an odd choice for a name, since the death metal bands it books tend to sound more like a nuclear winter than a breezy summer. But questionable branding hasn't stopped the festival reaching its 20th iteration, and 2016's line-up included such names as Arch Enemy, Sabaton, and easy listening trio Dying Fetus.



124. LOVEBOX

LONDON, UK



In an effort to foster the creative spirit of its fans, Lovebox offers yearly bursaries to either solo or collaborative endeavours that seek to bring art installations, camp activities or theatre to the event. Notable bookings for 2016 included a newly reunited LCD Soundsystem, Australian electronica sensation Chet Faker, and hip-hop super duo Run the Jewels. Pioneer and Powersoft also worked together to recreate the legendary Fabric nightclub onsite.

123. SOUNDWAVE

VARIOUS, AUSTRALIA

Not to be confused with the intimate Croatian hip-hop festival of the same name, Australia's multi-city Soundwave festival historically crammed its line-up with bands that inspired a generation or two to wear dark, ill-fitting clothes and develop an ideological opposition to basic hygiene. Unfortunately the event was forced to cancel its 2016 edition due to poor ticket sales.



122. TW CLASSIC

WERCHTER, BELGIUM



The single-stage TW Classic appeals exclusively to the atavistic, transporting revellers back to an era when music was made with real instruments rather than by pushing buttons on high-tech PC computers. At least the festival does it well, with The Police, the Rolling Stones, and Depeche Mode amongst its previous performers.



KNOWING YOUR AUDIENCE

CUSTOMISING FAN EXPERIENCE

It's an age old saying. You need to know and truly understand your audience. This applies to all aspects of business and life, but is particularly powerful when it comes to festival attendees. What do you know about them? With this data and knowledge, how can you truly make an impact on their experience?

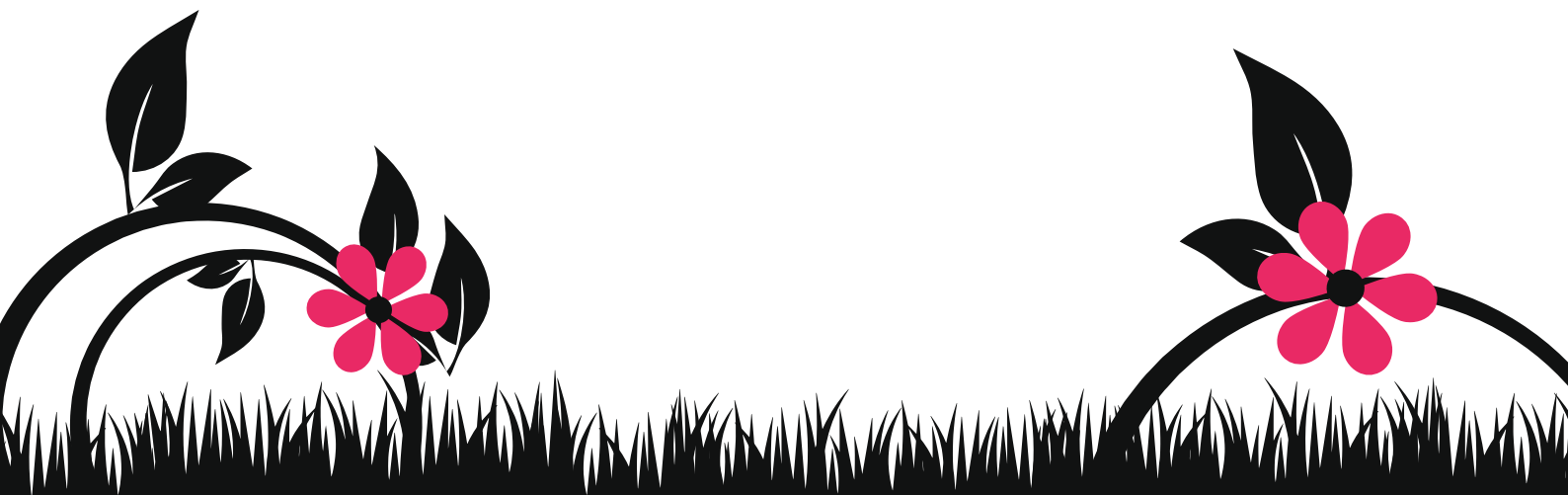
Increasingly, people are placing more value on their experiences, rather than on material possessions. At StubHub, we believe that life is measured through the memories that you make rather than the things that you have. This is why we strongly believe in making the fan experience rich and memorable. We want to make the entire live event experience, from the moment a fan purchases the tickets to buzz that they feel on the journey home, as seamless as possible.

Festivals are a truly unique live event experience, particularly those that are multi-day events. As a festival organiser, it is key to understand your audience and to be nimble to their needs and desires. What are their spending habits? What social media channels are they using and how? What content are they consuming? When is the right time to talk to them? With this knowledge, there are limitless opportunities for festival promoters to enhance and customise their experience.

One of StubHub's festival partners, Cruïlla Festival, Barcelona's Summer Festival at Parc el Forum, has experienced the value of CRM. Jordi Herruela, CEO of Cruïlla Festival said: "We spent eight editions of Cruïlla Festival treating all of our attendees as new every year. Some of them were subscribed to our newsletters, which contained information about the line-up and ticket offers, but this was all that we were doing. So, we started investing in knowing them by implementing cashless, CRM and a knowledge centre."

It is not enough to just send out newsletters to a database. You need to have a clear and effective customer relationship management strategy, commonly called CRM, in place. The most effective ones bring together all of the activity related to the festival into one system, from ticketing, to camping. A good CRM plan will be even more beneficial for cashless festivals because you will be able to track spending of the attendees, giving the organiser the opportunity to be responsive to customer behaviour.

Throughout the festival, there are many opportunities to engage with the consumer and enhance their experience. This is especially true if the festival lasts more than one day and fans are dedicating themselves to the event in its entirety. Fans will be spending their time at the stages, at bars, at restaurants, at their campsite and more and so as an organiser, you need to





be responsive to this behaviour to help deliver an inspiring and personalised event experience for the fan.

You could consider inviting the fans who spent the most at this year's festival to the next edition at a discounted price. You could also try to upsell a 3-day pass for those fans who have only purchased a one-day pass just in the moment after a headliner has performed. This will help to build real and valuable loyalty with your audience. You will need to pick the right moment and determine the right number of contacts that you have, and consider every single opportunity where you catch their attention. This can certainly pay off if done correctly.

In terms of ticketing, understanding your consumers is even more key. Ticket sales cycles for festivals vary significantly from that of a normal concert. Fans tend to buy tickets for festivals based on a number of different factors, from the line-up to loyalty to the festival, so it's important to consider who your customers are so that you can deliver them the right message at the right time. For example, if you have a customer who has attended the event for the past 5 years but has not booked tickets for this year, you may want to remind them to book tickets. This will be a different message to a super fan of one of the headline acts who is considering coming to the festival.

BY: ANTONIO VALERO, HEAD OF NEW BUSINESS MODELS, STUBHUB
ANVALERO@EBAY.COM

One of the most tangible benefits of an effective CRM system is that the festival organiser is left with a lot of valuable data, which can be used to improve the event next year. They will be able to understand what their consumers engaged with on social media or bought on their cashless RFID bracelet. Using this data, an organiser can adapt to make the fan experience better and their production more effective, taking advantage of data to provide a better understanding of the real performance of the production.

Herreruela highlights this notion. "We are proud of the fact that we have been able to make thousands of people cheer for Damien Rice, we've delivered a cake for those celebrating their birthday at the festival and held a private party for fans over 65 years old. But we have also increased the fan experience and engagement. We have grown our audience significantly, improved the turnover of bars at the event and removed queues from our festival. And this is just the beginning. Every single interaction we create gives us new insights to increase the reach of our brand."

You're probably now thinking twice about what you actually know about your festival attendees. With the right CRM system in place, you can make their next experience even more memorable.



121. BOARDMASTERS

NEWQUAY, UK

Owned and organised by Vision Nine Group, Boardmasters is an annual music, surfing and skateboarding festival usually held over four days in mid-August. The event's heritage dates back to 1981, and with a current capacity of over 30,000 it qualifies as one of the UK's biggest festivals.



Photo: Darina Stoda

120. SUMMERBURST FESTIVAL

STOCKHOLM / GOTHENBURG, SWEDEN



Taking place in both Stockholm and Gothenburg, Summerburst is an EDM festival and recent acquisition of Live Nation. Its past bookings include David Guetta, Avicii, Eric Prydz, Deadmau5, Tiesto, and Alesso.

119. FLOW FESTIVAL

HELSINKI, FINLAND

Beyond its generation and genre-spanning music, Flow Festival warmly embraces the arts and offers an exceptional array of diverse cuisine. Only a short walk away from the centre of Helsinki, the festival breathes life into its monumental architectural site, which in 2016 welcomed Sia, New Order, Massive Attack, FKA twigs, Iggy Pop, Anohni, The Last Shadow Puppets, Jamie xx, M83, Chvrches, Descendents, Four Tet, Hercules & Love Affair, and many others.

Flow is one of the first carbon neutral festivals in the world, striving to entirely compensate for its environmental footprint through recycling and the serving of locally sourced organic food. Its close proximity to the centre of the city facilitates the use of public transport or bikes to reach its gates, allowing its ecologically cognisant attendees to enjoy a wealth of renowned international acts guilt-free.



Photo: Jussi Hallsten



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118. OSHEAGA

MONTREAL, CANADA



With its numerous outdoor stages located at Parc Jean-Drapeau on Montreal's Saint Helen's Island, the Osheaga Music and Arts Festival has gone from strength to strength since its inception in 2006, and now brings in 135,000 yearly visitors. A colossal celebration of music and visual arts, Osheaga has given itself the objective of discovering local and national emerging talent, offering the opportunity for them to play alongside some of the biggest international artists in the business, including Coldplay, The Killers, Iggy & The Stooges, Sonic Youth, The Roots, Arcade Fire, and Eminem.

117. ROCK IN ROMA

ROME, ITALY

With its schedule stretched across a month or so, Rock in Roma is arguably more of an event series than a festival. Now on its eighth edition, its previous seven have boasted a combined attendance of approximately 1,270,000 people.



116. LOLLAPALOOZA BERLIN

BERLIN, GERMANY

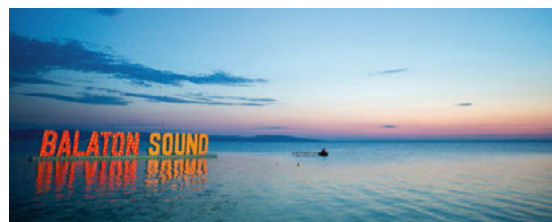


Marking its first European excursion, Germany joined the likes of Chile, Brazil and Argentina in 2015 as the fourth international Lollapalooza location, in addition to the original US festival in Chicago's Grant Park. Lollapalooza Berlin follows in the tradition of Lollapalooza US by bringing incredible music, food, art and sentiments of social responsibility to a location in the heart of its host city.

115. BALATON SOUND

ZAMARDI BEACH, HUNGARY

The 10th Balaton Sound, organised at Lake Balaton in Hungary, racked up a total visitor count of 157,000, smashing all of its prior attendance records. The Saturday of the Mastercard-sponsored event was completely sold out, while the remaining four days of the festival came closer than ever to achieving the same feat.



114. BOOM FESTIVAL

IDANHA A NOVA, PORTUGAL



Recently crowned with an 'Outstanding' award from A Greener Festival, the biennial Boom Festival is a pioneer in the implementation and promotion of environmentalist practices, and is also respected for its partnering of groovy visual art exhibits with equally groovy beats.

Its sustainability ethos and self-established designation of a 'transformational festival' prompt comparisons to Burning Man, although this festival offsets the associated pretension by acknowledging that it's a festival and not a 'temporary city'.

113. EUROSONIC NOORDERSLAG

GRONINGEN, NETHERLANDS

The European emerging talent festival Eurosonic Noorderslag celebrated its 30th anniversary in January 2016. Staying true to its ethos of stimulating the circulation of European music, the festival showcased 345 European acts, among which 34 were from the 14 countries within the year's CEE focus region. During the day, 124 international professionals from 40 countries participated in the Eurosonic Noorderslag conference and European Production Innovation Conference (EPIC) in order to network and discuss all the latest developments in the European music industry.

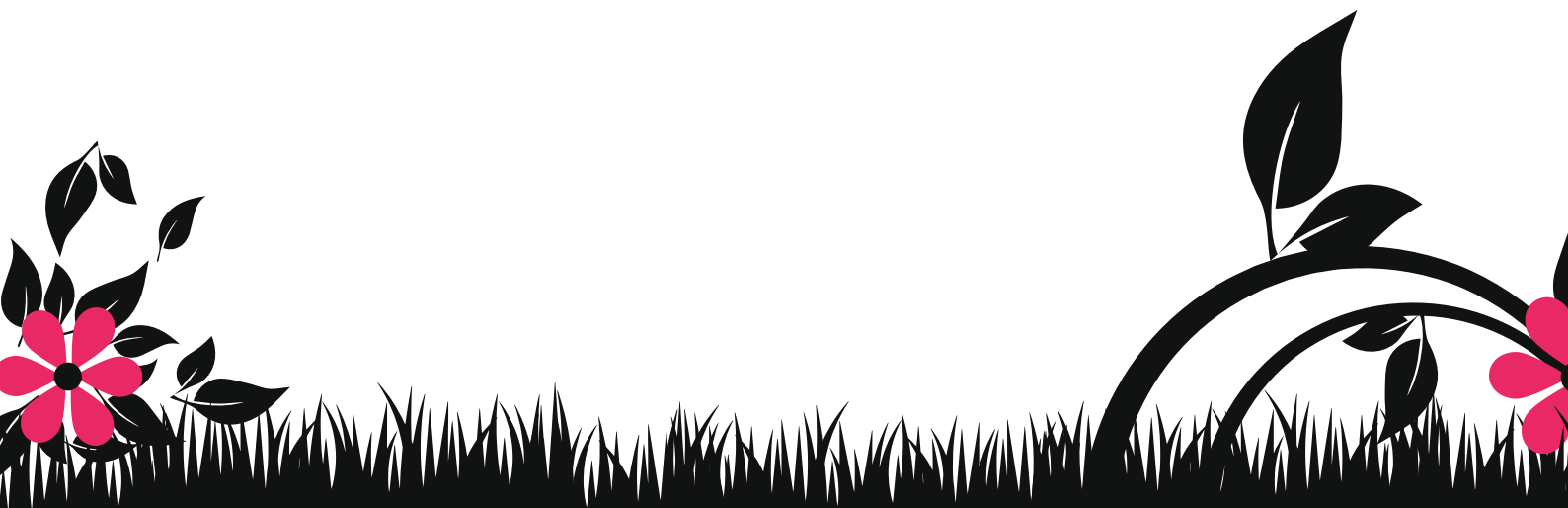


112. SUPER BOCK, SUPER ROCK

LISBON, PORTUGAL



With the Portuguese beer brand Super Bock as its principal sponsor, this nomadic festival has changed locations several times since its infancy in the mid '90s, but has remained consistent in attracting metal and rock fans with headliners from The Cure to Korn, always peppering in incongruous names like Jamiroquai to keep things interesting.



111. BPM FESTIVAL

PLAYA DEL CARMEN, MEXICO



The BPM Festival is an annual 10-day and night electronic music festival, founded by Craig Pettigrew and Philip Pulitano, and held in Playa Del Carmen, Mexico. BPM, which stands for 'Bartenders, Promoters, Musicians' was conceived as a post-New Year's gathering of industry professionals and has grown to a 70,000+ congregation of DJs, producers, revellers and industry insiders. BPM parties are hosted both day and night at multiple venues in Playa Del Carmen, a picturesque beach town that runs along miles of soft white sand beaches and sparkling turquoise waters on the Mayan Riviera. The town offers a variety of luxurious and affordable boutique hotels and condos, and endless options for dining and tourism, including: ancient Mayan ruins, cenotes, aquatic sports, and ecotourism.

110. LIGHTNING IN A BOTTLE

LOS ANGELES, USA

World-renowned as California's premiere camping, music, and art boutique festival, Lightning in a Bottle brings together a community of inspired individuals, internationally acclaimed musicians, enlightening speakers and illuminating workshops designed to promote sustainability, social cohesion, wellness and creative expression. Executed by event creators Do LaB, the festival occurs over Memorial Day Weekend at Lake San Antonio Recreation Area in Bradley, California, with previous installments showcasing world-class live and electronic music acts such as Chet Faker, Nicolas Jaar, and Flume.

A vanguard of sustainability initiatives, Lightning in a Bottle has also won A Greener Festival's 'Outstanding' award five years in a row. Similarly trailblazing is its work with the Zendo Project, a psychedelic harm reduction specialist that disseminates objective drug-related information and testing kits to attendees to ensure their safety.

LIGHTNING IN A BOTTLE

109. RUISROCK FESTIVAL

TURKU, FINLAND



The 46-year-old Ruisrock is the oldest festival in Finland, and the second oldest continuously running rock festival in Europe. Organised on Ruissalo Island, a predominantly protected nature reserve inhabited by rare species of birds and assorted mammals, Ruisrock goes to great lengths to leave no trace upon its natural surroundings.



108. CORNBURY MUSIC FESTIVAL

CHIPPING NORTON, UK



The Cornbury Music Festival is a lovingly crafted and quintessentially English open-air party, tailor made with families in mind.

Beyond its eclectic mix of music across four stages, the festival also encompasses a comedy emporium, a 'Festival of Words' hosted by QI and Unbound, a children's area with a complete programme of workshops, gourmet caterers, coffee and emerging talent courtesy of partners Caffè Nero, an extensive range of arts and crafts stalls, roaming entertainers, a fairground, a relaxing therapy and massage zone, a Disco Shed, an exclusive VIP area, and campsites nestled in the estate's rolling hills.

107. MOUNTAIN JAM

HUNTER, USA

Mountain Jam is a four-day, multi-stage event set on New York's Hunter Mountain, featuring approximately 40 bands across its three stages. Set in a pristine natural amphitheatre, its 12th episode took place this year.



106. BARCLAYCARD PRESENTS: BRITISH SUMMER TIME HYDE PARK

LONDON, UK



In spite of its verbose name, the offerings of Barclaycard Presents: British Summer Time Hyde Park are pretty concise. With two stages, uncluttered but potent line-ups, a clear layout, and a central metropolitan location, it's easy to see why the series of one-day festivals sells 55,000 tickets to each.

Insights wrote a feature on BST Hyde Park in 2015, which commented on the fantastic food available at the event: 'I'd definitely picked the wrong time to start eating right, what with the litany of amazing eateries onsite – mostly locally sourced. The convenience of being located in central London meant that concessions such as Bad Boy Brownies, who would usually struggle to operate in remote non-metropolitan venues, were able to tempt me into continuing the endless endeavour of making my physique even less impressive.'

105. END OF THE ROAD

WILTSHIRE, UK

Shortlisted at 2015's UK Festival Awards for Sufjan Stevens' headline performance – whose booking was secured through an endearing handwritten letter sent by the organisers – End of the Road provides a platform for indie music's most celebrated oddities, from Joanna Newsom to Cat Power and Animal Collective. Besides its critically acclaimed music acts, the intimate and charming event includes workshops, comedy, film, and wellness activities.



104. LONGITUDE

DUBLIN, IRELAND



Running simultaneously with its sister event – Suffolk’s much-lauded Latitude Festival – Dublin’s Longitude retains some of its overseas sibling’s indie rock proclivities but sidesteps its shadow by delving far deeper into hip-hop and underground electronic music. Undermining the familial resemblance set by acts like Father John Misty, The National, and Perfume Genius this year were Kendrick Lamar, Run the Jewels, Kelela, Ryan Hemsworth, Jamie xx, and Section Boyz.

103. NUITS SONORES

LYON, FRANCE

For five days and nights a year, Nuits Sonores transforms the city of Lyon into a playground of scattershot electronic expression, from the sonic to the visual. Celebrating new and local talent as well as the already established, the 85,000 capacity festival utilises Lyon’s most interesting venues – including a pre-WWI light bulb factory – to showcase its artists’ creative works.



Photo: Gaetan CLEMENT

102. COULEUR CAFÉ

BRUSSELS, BELGIUM



Photo: Nathalie Nizette

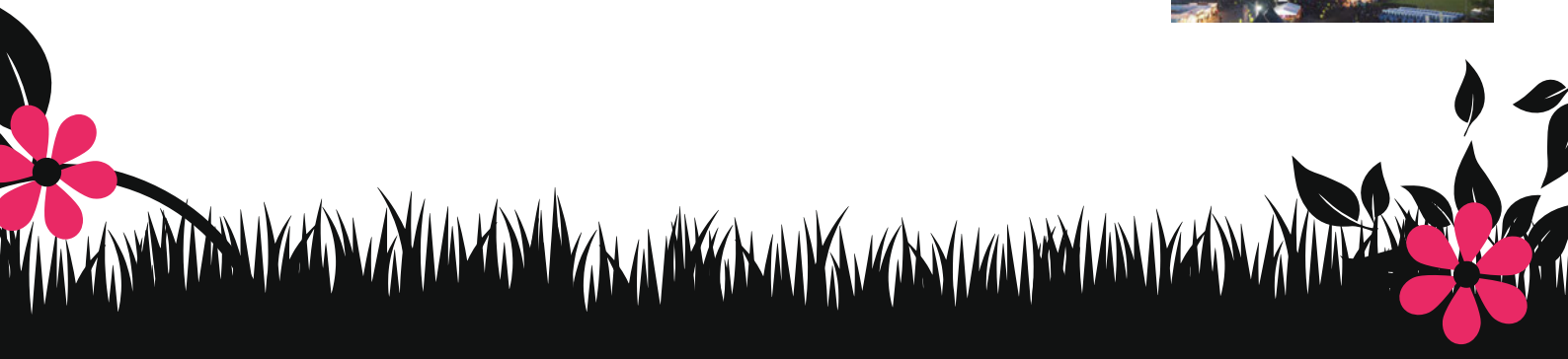
Since 1990, Couleur Café has been host to everything Afrocentric – from R&B and hip-hop to soul, funk, reggae, Latin, salsa, and electro.

Couleur Café founder Patrick Wallens told Festival Insights: “Couleur Café is a festival dedicated to all currents of urban music. Anchored in the heart of Brussels on the industrial site Tour & Taxis, this three-day festival reflects the diversity of the European capital. The world food restaurants, marching bands, dance workshops, beautiful cocktail bars, DJs and live acts create a truly unique cosmopolitan atmosphere.”

101. ALLMEND ROCKT

LUCERNE, SWITZERLAND

Presented by global metal festival brand Sonisphere, the Swiss open-air festival Allmend Rockt is a bastion of blast beats and general sonic brutality. Opting for quality over quantity, its programmes are relatively succinct but filler-free. This time around the two-day festival had headliners Iron Maiden and Rammstein, with a supporting cast consisting of thrash metal founders Slayer and Anthrax, Sabaton, Gojira, Apocalyptica, and Shakra – which sadly wasn’t an accidental misspelling of ‘Shakira’.



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