



PHENOMENAL DATA. EXPERT INSIGHT.

Travel

Festival Insights





The distance travelled to a festival is a minor consideration for festival goers

#1

Who owns the festival

9%

#2

How near it is to your home

10%

#3

The price of food & drink onsite

13%

#4

The price of tickets

26%

#5

The level of safety and security onsite

28%

Proportion stating factor as “a major factor”
when choosing a festival



And is actually one of the least considered factors when choosing a festival across ages



27% 29% 24% 20%

17-24

25-34

35-44

45+

Proportion stating 'how near it is to your home' as "not considered at all" when choosing a festival

Just

11%

Stated “how near it is to home” as one of the most important factors when choosing a festival



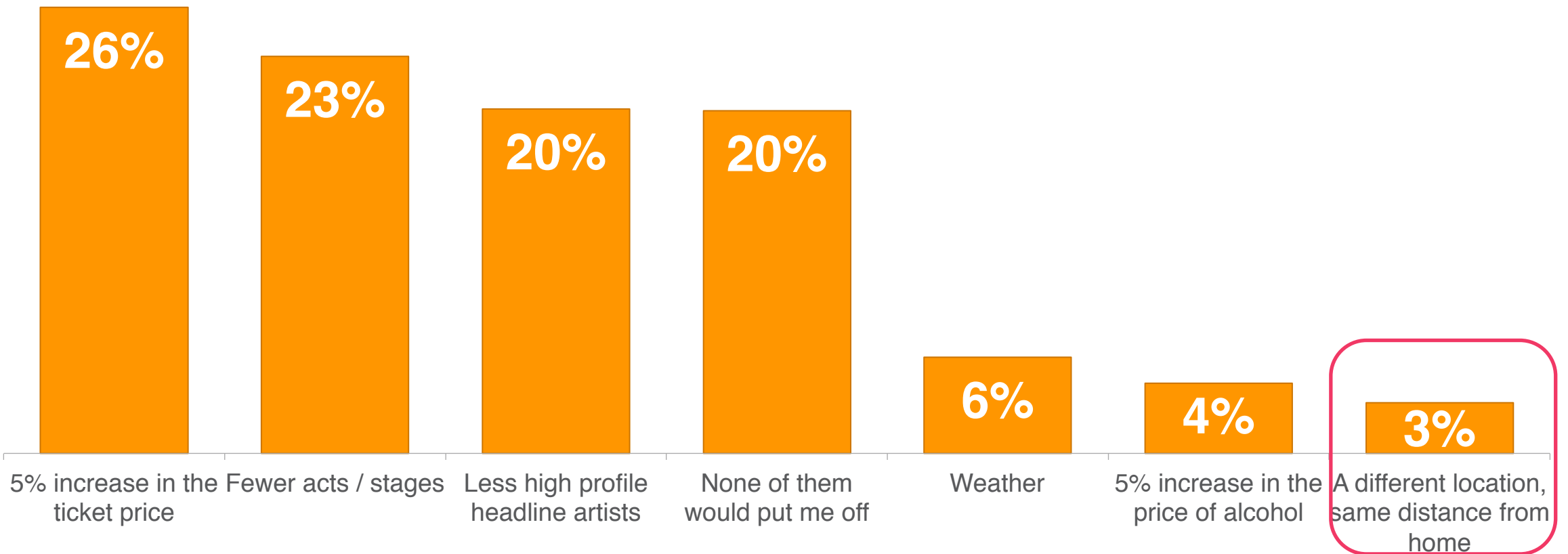
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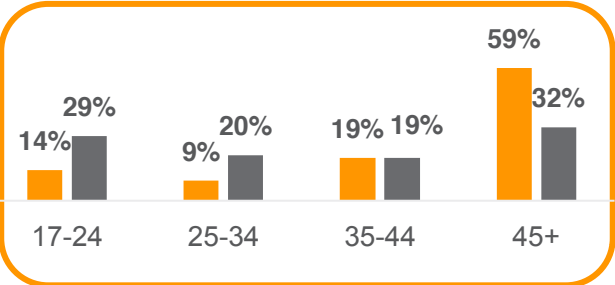
A festival changing its location would not discourage future attendance

Which of the following would be most likely to put you off purchasing a ticket for a festival next year?

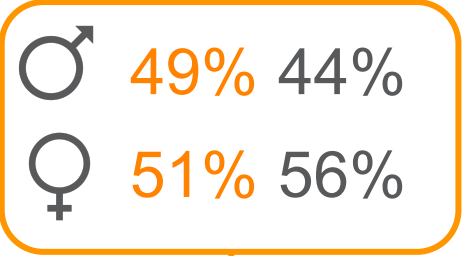


Those deterred by a location change are older, over-indexing for living in the North-West

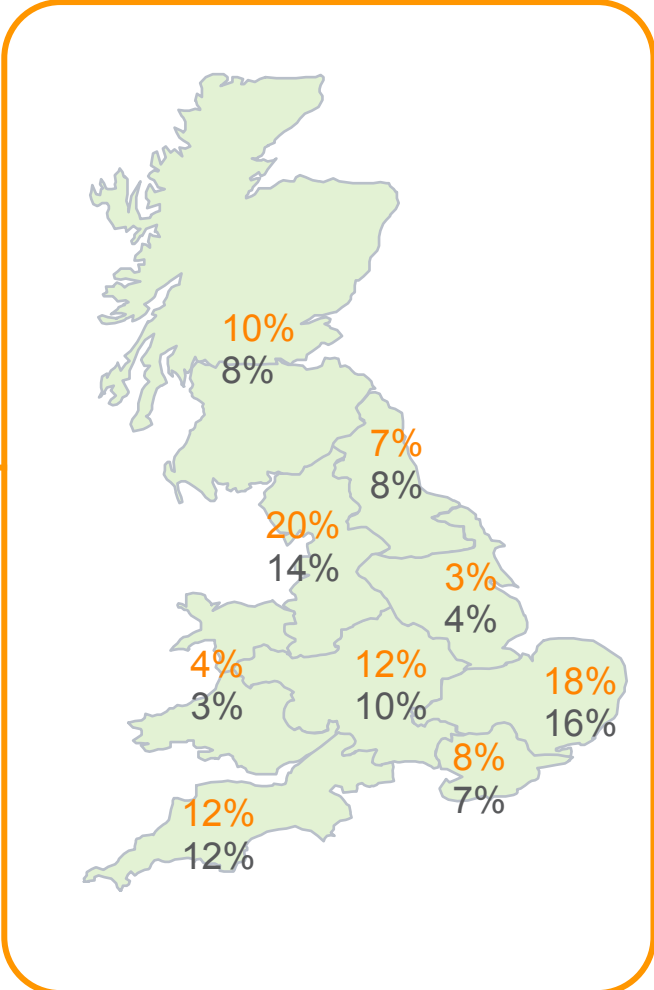
Age



Gender



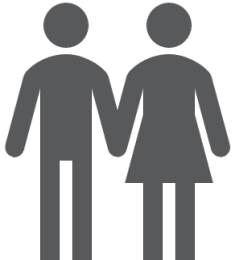
Region



Average spend prior to festival (excluding ticket)



Average spend at festival (excluding ticket)



Festival goers who would be put off if the festival was at a different location
vs
Average festival goer

12%

Of the UK festival sample went to a festival outside of the UK this year



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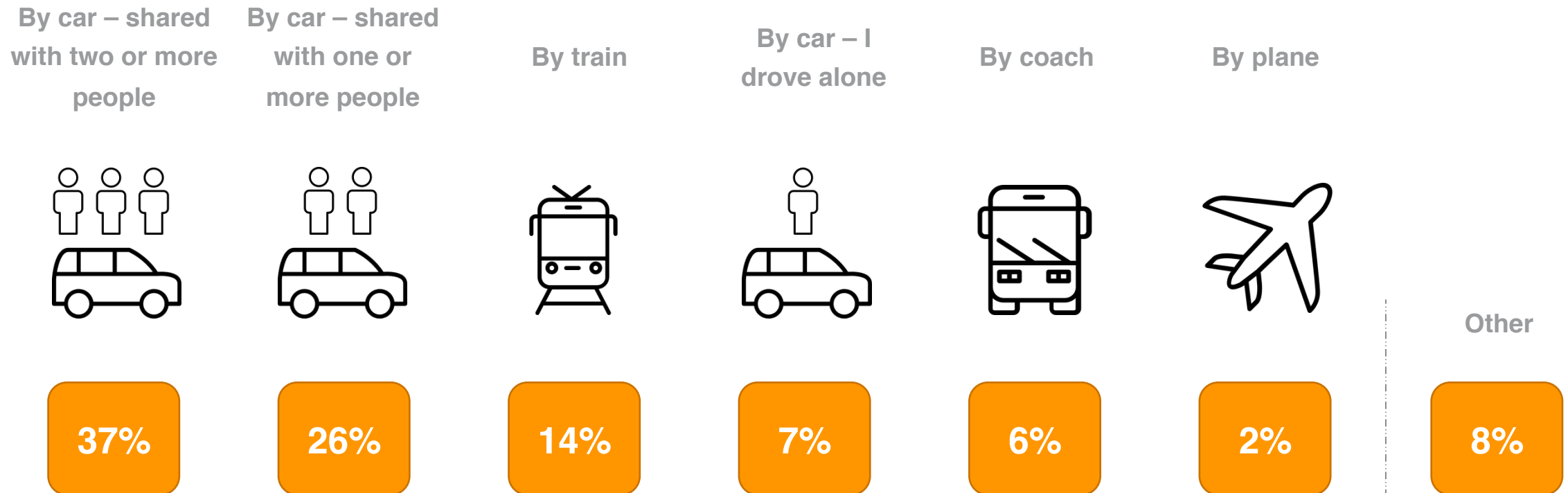
30%

Of the International festival sample visited at least one UK festival in 2017



It is no surprise that car travel accounts for 70% of transport to festivals

How did you get to the majority of festivals that you went to this year?



62%

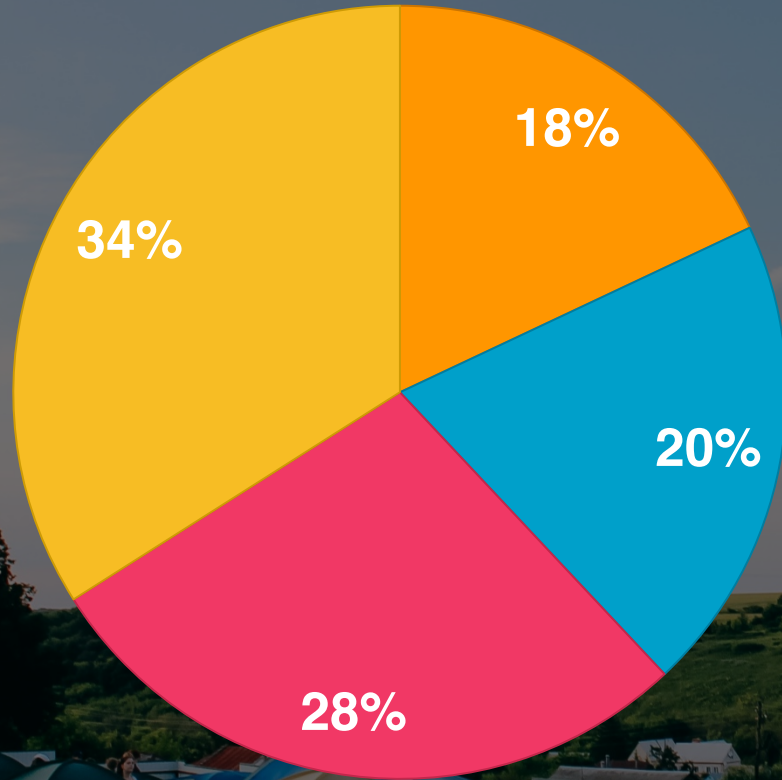
Of festival goers travel
over 100km to attend
one of the top 20
UK festivals*



Top 20 festivals: Which of the following
UK festivals have you ever visited?



With more travelling further than closer to attend festivals

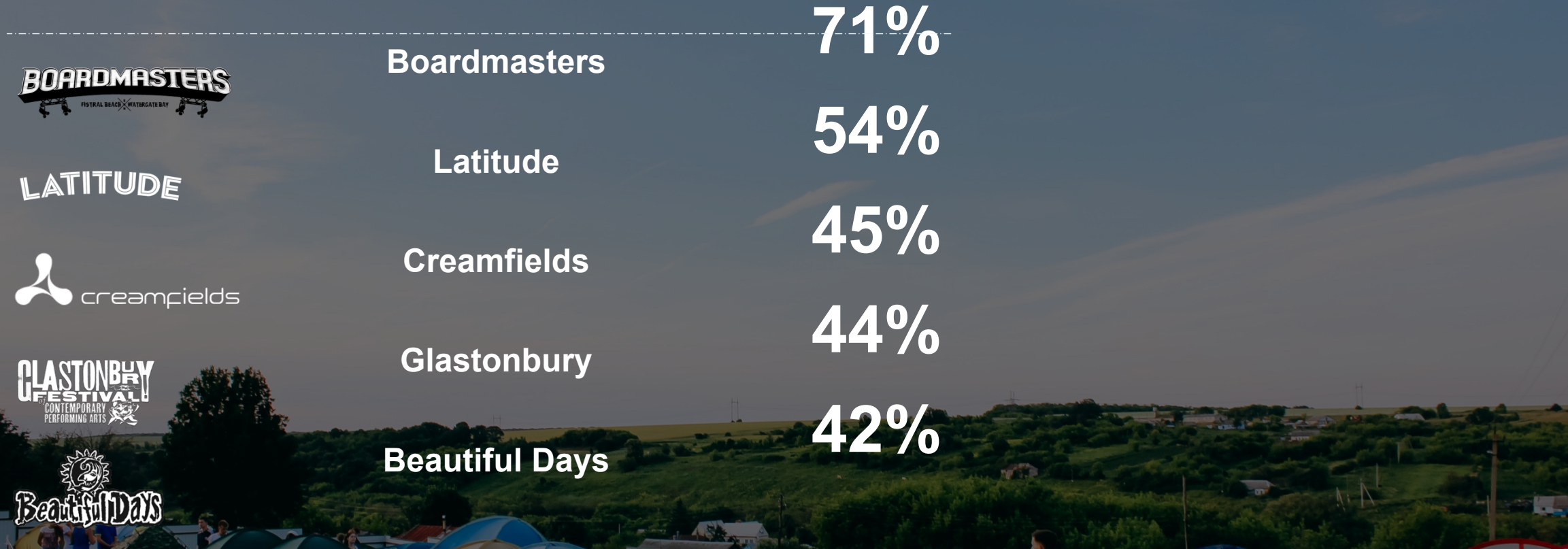


- Under 50km
- 50 to 100km
- 100 to 200km
- Over 200km

Distance travelled to the average UK festival



Understandably, the 2 festivals with the furthest reach are situated in Cornwall & Scotland



Proportion of festival goers travelling over 200km to festival

