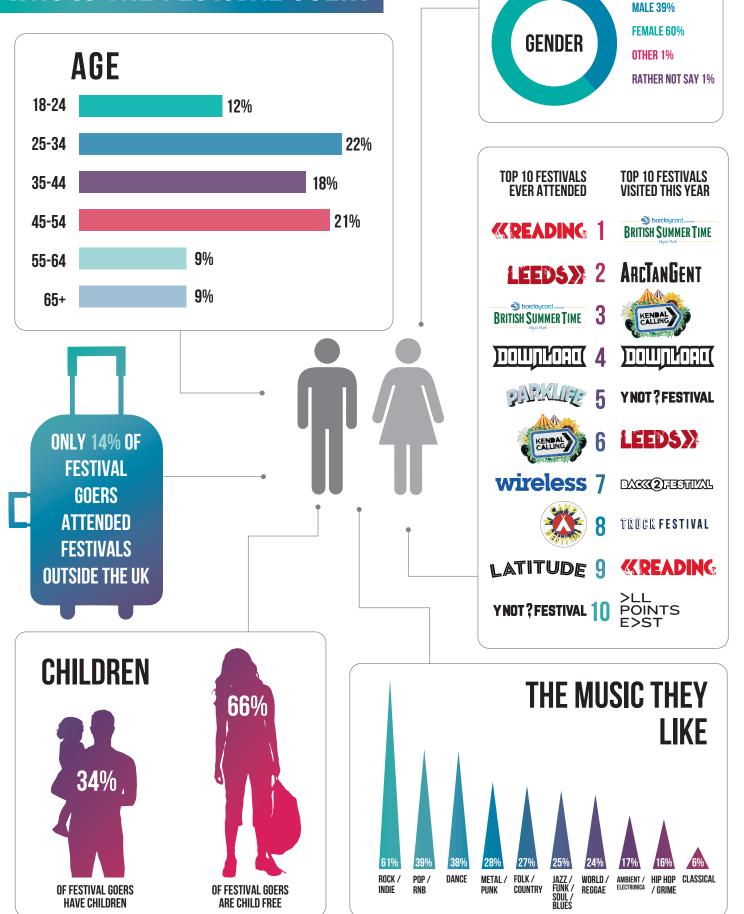
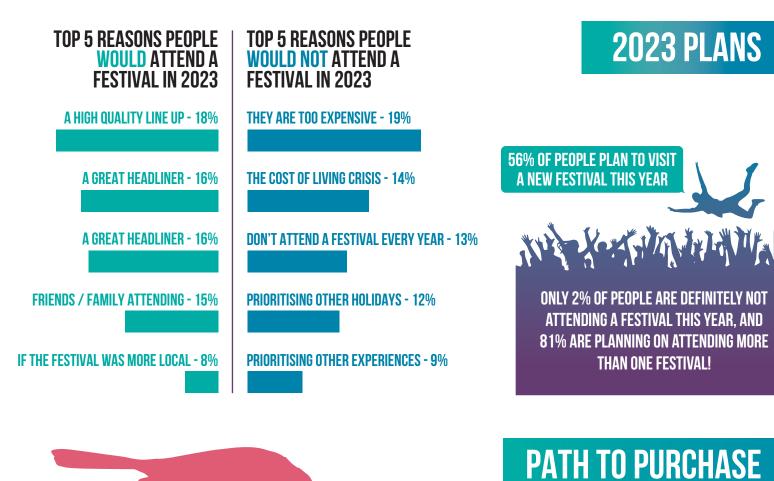
FESTIVAL INSIGHTS MARKET REPORT 2022

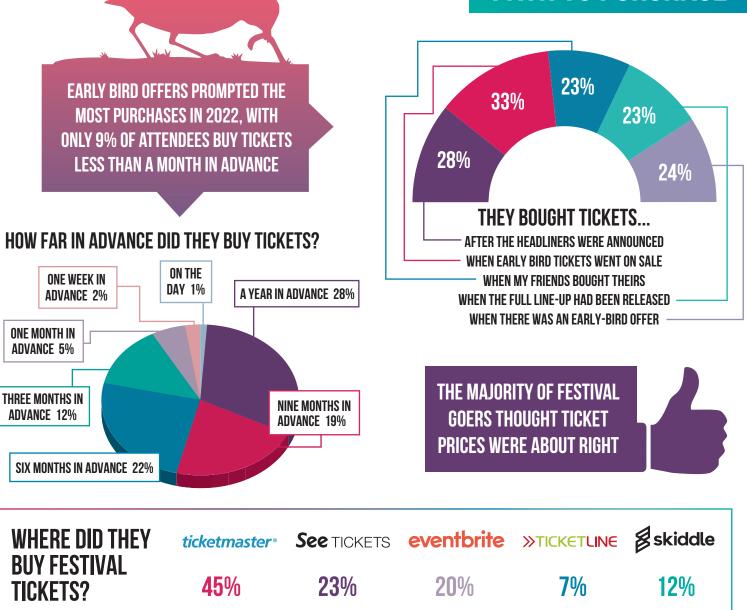
FESTIVAL MARKET REPORT 2022

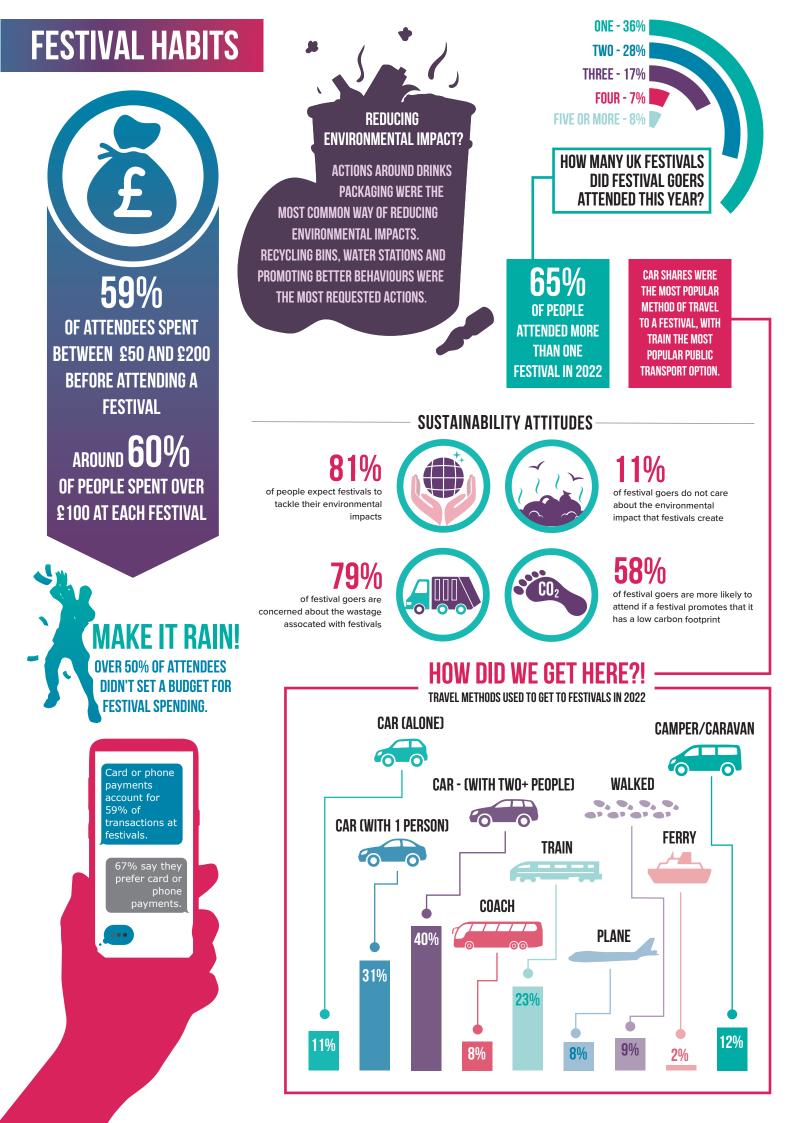
Census data gathered from 7,000 festival-goers on their experiences and interactions with festivals in 2022. Questions? Contact **charlie.mitchell@cga.co.uk**

WHO IS THE FESTIVAL GOER?









74% OF FESTIVAL GOERS THINK SOUND QUALITY IS THE MOST IMPORTANT ASPECT OF PRODUCTION QUALITY AT A FESTIVAL



CHOOSING A FESTIVAL

36%

 \square

19% OF PEOPLE WERE IMPRESSED BY A DIVERSE

SELECTION OF FOOD AND

CHOOSING A FESTIVAL?

THE EVENT'S REPUTATION - 43% .

OVERALL LINE-UP - 50%

THE HEADLINERS - 39%

THE PRICE OF TICKETS - 34%

THE PRICE OF FOOD AND DRINK - 15%

WHO OWNS THE FESTIVAL - 12%.

WHAT WAS IMPORTANT WHEN

PREVIOUS EXPERIENCE AT SAME EVENT - 60%

DRINK STALLS

SAID THE AVAILABILITY OF GOOD TOILET & SHOWER

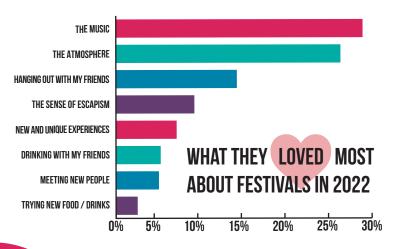
OF FESTIVAL

"PROVISION OF NON ATTRACTIONS AND ENTERTAINMENT" AS IMPORTANT IN THEIR DECISION OF WHICH FESTIVALS TO ATTEND

ERS RATE THE

FACILITIES WAS AN IMPORTANT FACTOR WHEN

THE FESTIVAL EXPERIENCE



AND WHAT THEY HATED



FOOD AND DRINK PRICES WERE THE BIGGEST DOWNER FOR ATTENDEES. FOLLOWED BY QUEUES AND BAND CLASHES.



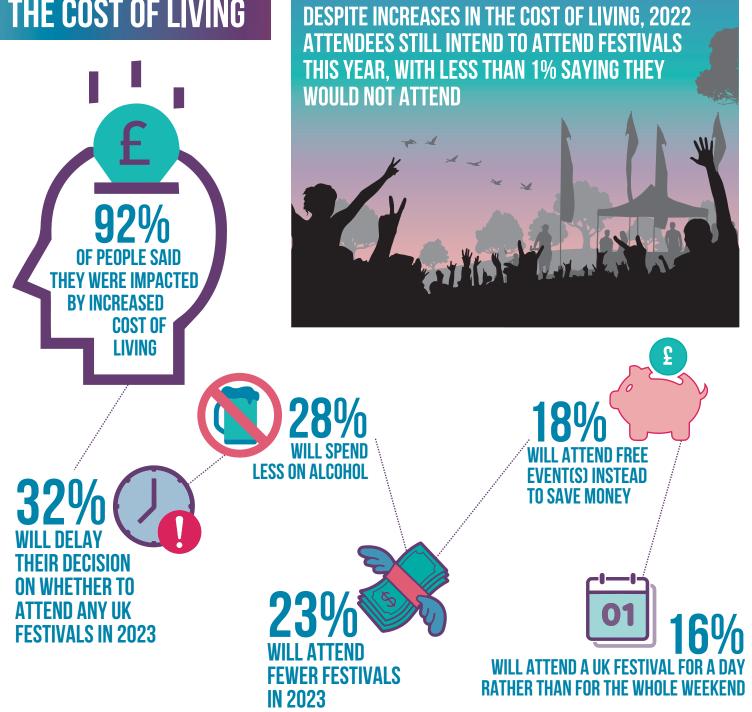
IDEAL SIZE OF FESTIVAL? FESTIVAL GOERS PREFER A SMALLER EVENT, WITH FESTIVALS WITH AN ATTENDANCE OF 5000 - 10,000 PEOPLE BEING THE MOST POPULAR. ONLY 4% PREFERRED AN EVENT WITH 50,000 + ATTENDANCE

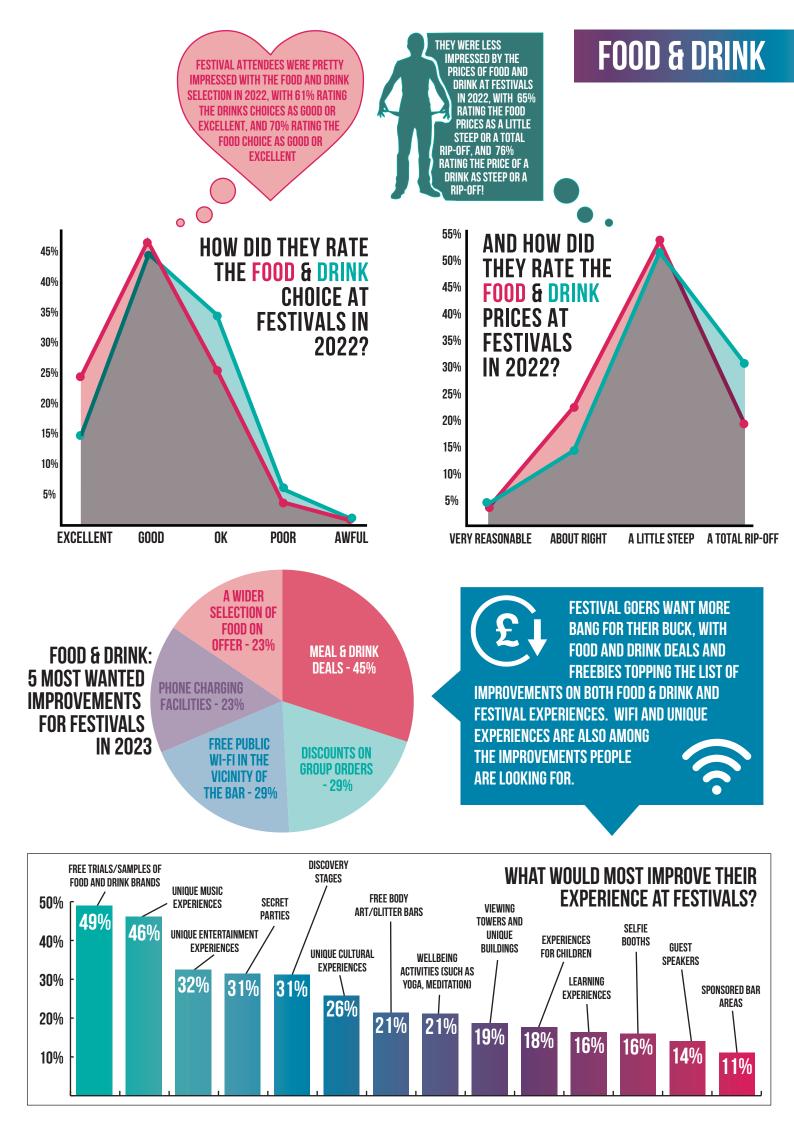
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FEWER THAN 1,000 PEOPLE	4 %
1,000 - 5,000 PEOPLE	17%
5,000 - 10,000 PEOPLE	22 %
10,000 - 20,000 PEOPLE	17%
20,000 - 30,000 PEOPLE	9 %
30,000 - 50,000 PEOPLE	5 %
50,000 - 75,000 PEOPLE	2 %
MORE THAN 75,000 PEOPLE	2 %



THE COST OF LIVING







CONTACT ANDY LENTHALL A.LENTHALL@MONDIALE.CO.UK