

Eventbrite

Attract Your Music Festival's
Most Valuable Fans



Discover your super fans

You need loyal fans: the fans who will come back year after year, upgrade their ticket at every opportunity, and bring as many friends as they can.

While you want to attract as many fans as possible, some drive more value for your business than others.

It's likely your business already reflects this in some ways. For example, you may offer VIP tickets or camping packages. You know that only a small percentage of your fans will buy them, but that those fans will drive a large percentage of your business.

This is reinforced by a business theory called the Pareto principle:

80% of your results come from 20% of your effort. For music festivals, working more efficiently to turn a profit means identifying fans who drive the majority of your revenue. So, who are these fans and how can you attract them to your festival?

To find out, we worked with independent research company MusicWatch, to survey over 2,000 18-49 year olds across UK, US, Australia, and Canada, who attended at least one music festival in the past 12 months. In the process, we discovered one type of fan driving more growth than all the rest.

Meet the “festival super fan.” The festival super fan in UK makes up 28% of the market, attends an average of 4 music festivals per year and spends an average of £581 a year on festival tickets. However, festival super fans are not just more valuable because they attend a high number of festivals. This group also spends more at each festival they attend — including yours.

Turning a profit through your music festival is all about marketing effectively and prioritising the festival super fans that are driving your business. Keep reading for your action plan to market to festival super fans, increase the value they drive for you and your sponsors, and get them to come back year after year.

What Does The UK Festival Audience Look like?

We looked at several factors that impact how valuable a festival-goer might be: their average ticket spend, how many festivals they attend, how influential they are in getting friends to go, how often they go back to the same festivals, and many more.

When we analysed all the data across the variables, we found that festival-goers clustered into three distinct groups:

- 01 **Festival super fans:**
28% of UK festival-goers; attend an average of four festivals each year
- 02 **Moderate festival goers:**
Moderate festival goers: 34% of UK festival-goers; attend two festivals each year
- 03 **Casual festies goers:**
38% of UK festival-goers; attend one festival each year

While a smaller group, festival super fans outrank casual festival goers in VIP purchasing, social influence, and virtually every other aspect of spending, attending, and engagement.

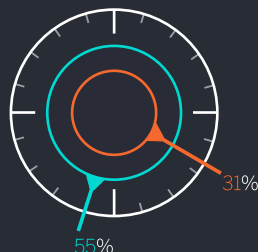
So who are they — and how can you find and attract them? Here are the average demographics of the hardcore festie:



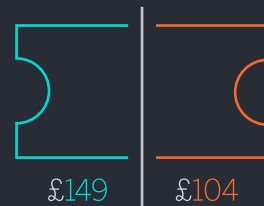
Super Fan
Attends 4 festivals a year



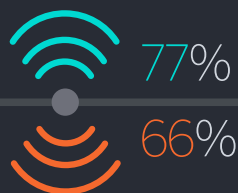
Casual Festival Goer
Attends 1 festival a year



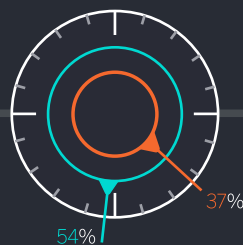
Say their friends count on them to keep them informed about upcoming festivals



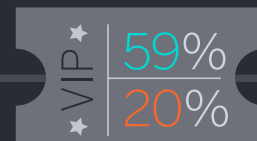
Average spend for a festival ticket



Post on social media while at a festival



Would go alone to a festival they really wanted to attend



Have purchased a VIP ticket in the past

01

Meet the Festival Super Fan

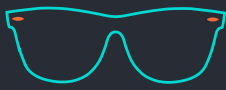
The average festival super fan in the UK is 32 years old and skews male. They don't just have oversized enthusiasm for music festivals — they are keen event-goers of all types and aren't afraid to spend their hard earned cash on live experiences.

The Basics:

Age:

32

Gender:



59% Male



41% Female

Income:

£45K+

Spending & Attending:



Attends 4 music festivals a year

£149

Spend on an average music festival ticket

£226

Spend on their most expensive music festival ticket

61%

have been to their favourite festival 3+ times

37%

travel over 2 hours but still within the UK, a further 24% travel abroad to attend

55%

say they keep their friends informed about upcoming music festivals

3

Number of times they've been to their favourite festival

What Else You Should Know:

#1

Reason they
attend festivals:
the headliners



Favourite Genres:



Alt. /Modern Rock



Classic Rock



Dance

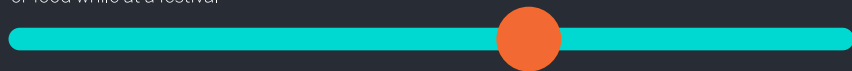


44%

use Instagram while at a festival

58%

engage with sponsors for free drinks or food while at a festival



Festival super fans find modern music festivals new and exciting; 57% say they attend more festivals now because the line-ups are more appealing, and 47% say it's because "it's more fun than it used to be" (compared to just 12% of casual fans).

The Top Five UK Music Festivals Super Fans Attend

1. Glastonbury

2. V Festival

3. T in the Park

4. Reading
and Leeds

5. Download
Festival



02

Festival Super Fans Love Live Experiences

Festival super fans are more than just diehard music fans — they love live experiences. This socially active group is more likely to attend other events and is happy to spend hard-earned cash on great live experiences.

Other events frequently attended	Music festival super fans	Casual music festival-goers
Food events	44%	22%
Beer/wine/spirit events	47%	16%
Fitness events	37%	13%
Arts and entertainment	49%	19%
Cultural festival or holiday celebration	43%	20%
Conferences	32%	10%

For music festival organisers, this data highlights the trend of alternative attractions helping to lure in attendees. For example, 3-day camping festival, WOMAD, uses non-music attractions to keep attendees amused with local and global produce markets, art installations, workshops, plus food stalls, and a spa area. These activities don't come at the sole expense of promoters and organisers, with brand sponsorships used to design and run these unique experiences.

For organisers of festivals outside the music category, it's important to note that the people attending multiple music festivals per year are the same group that are going to your events too. There is a growing trend of UK festival lovers preferring live experiences over material possessions, choosing to spend their money on creating lifelong memories instead of accumulating 'stuff'.¹

Now that you know who the festival super fan is, let's talk about how to attract them to your festival.

¹ <https://www.eventbrite.co.uk/blog/millennials-want-experiences-ds00/>

03

Get the festival super fans to choose your festival

To get these valuable fans to choose your festival, you have to understand what they're looking for. It turns out, the factors that influence their decision to buy tickets — and the channels where they spend time — differ from those of more casual fans.

Focus on marketing channels where you'll reach them most effectively

Festival super fans rely on many different sources to discover their next event. So how can you tell which marketing channels are best for your music festival?

40%

Radio, TV

38%

From an artist's website, email, or social media

38%

A friend/family member's post on social media

36%

From a ticketing provider's website, email, or social media

36%

From the festival promoter's website, email, or social media

35%

A friend/family member told you about it (not on social media)

31%

From an online advertisement

24%

Event listing sites or apps

24%

Streaming or video service or app

16%

Street posters or other signage

- 01 Advertising can expand the reach of your marketing.** 31% of festival super fans have discovered a festival through online advertising campaigns, so don't underestimate this channel for reaching audiences across the country. If you're a destination festival, it may even be worth testing campaigns in other regions.

Pro-Tip

If you use Eventbrite, you can use a tracking pixel to measure ticket sales driven by these ads in your Eventbrite dashboard. Push these campaigns live as soon as tickets go on sale to give attendees time to plan travel.

Since 40% of festival super fans have discovered festivals via radio or TV ads, consider deploying these offline pushes in the months leading up to your festival. If you use Eventbrite, your 'Ticket Sales by Geography' report can help you understand if these ads correspond with jumps in ticket sales in your target regions.

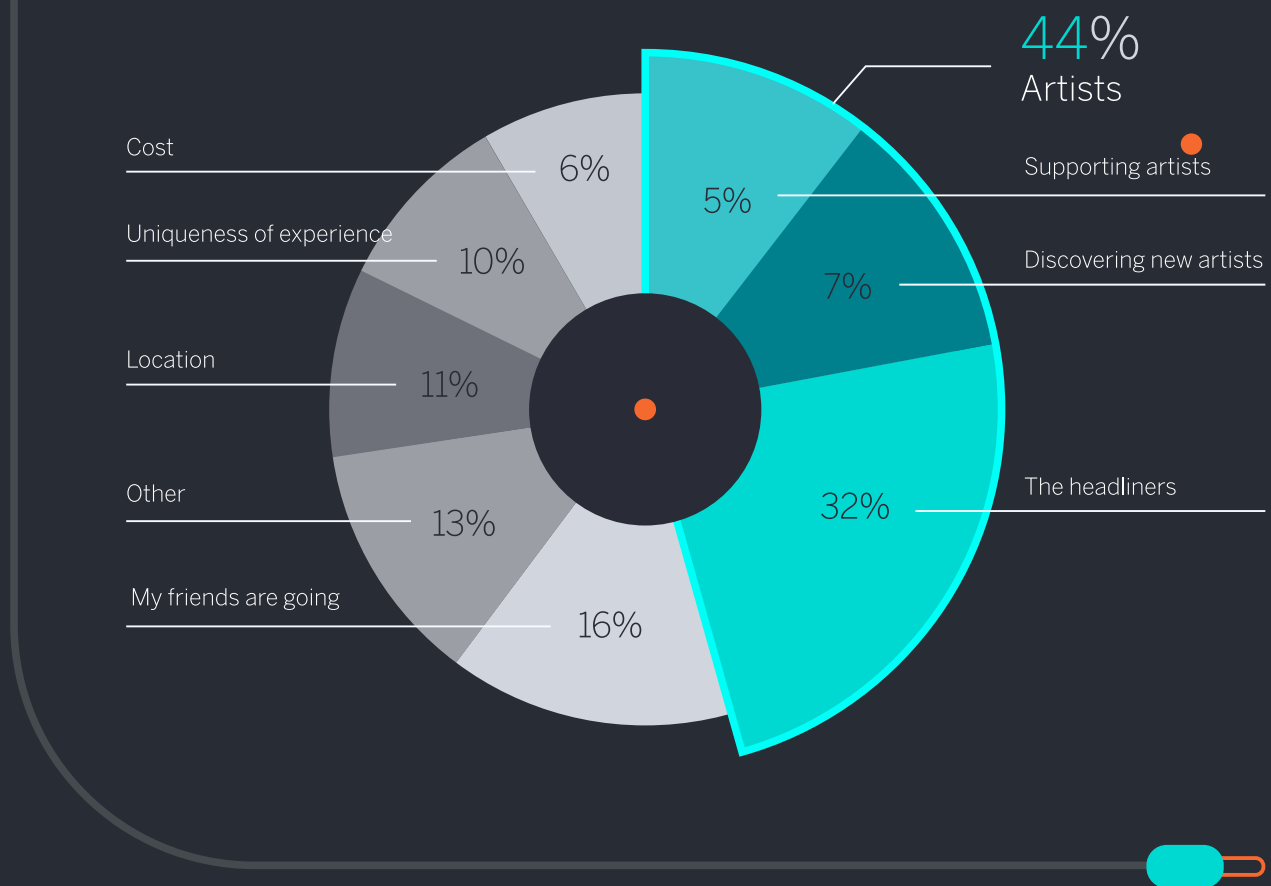
- 02 Ensure your artists share festival messages and advertise their appearance.** Since they're active in the music scene and actively promoting themselves on social, getting your headliners and supporting acts to spread the word can have serious impact.
- 03 Rely on your ticketing partner to get the word out.** 36% of festival super fans have found out about festivals from a ticketing provider, and another third have discovered them through event listing sites. Make sure your ticketing provider is sending targeted emails to an interested audience. Targeted sends will help you reach these valuable fans — instead of mass blasting everyone who's ever attended an event on that platform. And choose a ticketing partner who automatically syncs with distribution sites like Bandsintown so fans can find you across the web.
- 04 Livestream your festival.** 30% of fans who livestream an event attend in person the following year², so attracting these fans online this year could cause a big jump in ticket sales in years to come.

Livestreaming and quality video content of a fantastic live experience helps create FOMO (fear of missing out), a powerful emotion that motivates fans to make sure they don't miss out again in future.

Build a marketing strategy around their purchasing behaviour

When asked to rank the factors influencing their decision to buy festival tickets, here's what festival super fans said:

The Reason Festival Super Fans Decide to Go to a Music Festival



Influential factor #1: Artists. 44% of festival super fans ranked artists as their top decision factor. While all festivals fans were most likely to prioritise headlining artists, super fans were also more interested in supporting artists and discovering new artists at festivals, compared to casual fans.

Put it into action: It's likely you make a big PR push when you announce your lineup, but do you focus solely on headliners? To reach these more valuable fans, don't be afraid to showcase the supporting acts or the total number of acts. After all, they want to discover new artists.

If the artist is relatively unknown, use a discovery angle in PR or social media. Begin your posts by referencing similar artists to give fans context. Creating a Spotify playlist or posting links to SoundCloud clips are another great way of giving fans of your festival a taste of what they can experience.

Don't let the press coverage die down after you announce your lineup. Ride the buzz your performers generate by doing interviews about any new songs or albums they're dropping. Craft similar lineup announcements for other parts of the experience, like a roster of food trucks, a lineup on the culinary stage, or interviews with the masterminds behind other on-site experiences.

Influential Factor #2: My friends are going. Unsurprisingly, festival super fans prefer to experience festivals with friends. 16% ranked friends attending as their top decision factor. However, super fans are more likely to be the person who motivates their friends to attend — 52% of super fans say their friends count on them to let them know about upcoming festivals.

Put it into action: If festival super fans want to invite their friends, make it as easy as possible for them to do so. On social media, use posts that encourage them to tag their friends. ("Does one of your friends love this band? Tag them so they don't miss the live show!") Make it as easy as possible for them to get friends involved by offering group packages or a discount for buyers of multiple tickets.

Influential factor #3: Location. Good news for festivals looking to reach fans from afar, both super fans and casual festival-goers alike are willing to travel. 37% travel over 2 hours, but still within the UK, and a further 24% travel abroad to attend festivals. This is reflected in the popularity of destination festivals such as BoomTown in Winchester, Festival No 6 in Portmeirion in North Wales, and Croatian festivals such as Outlook and Dimensions.

In fact, Coachella festival in Southern California sneaks in at number 8 on the top 10 festivals that UK festival super fans have attended. Given the expense of international travel from the UK, this proves that super fans are more than willing to invest in a great festival experience. Coachella is also one of the most broadcasted festivals in the world, with every act available to livestream on YouTube — showing that taking your music festival to the global stage can drive attendance from outside of your target region.

Put into action: Whether your event is located at a rural destination or inner-city location, consider expanding your marketing strategy to include attendees from further afield, include areas that don't get a lot of festival or live acts.

Highlighting the most universally valued elements of your VIP package in your marketing. For example, you might highlight the artist lounge areas and complimentary drinks to motivate people to click.

Tiering VIP offers based on the amount more super fans are willing to pay for certain elements. For example, a VIP package with VIP check-in, bathrooms, and lounges may cost less than a deluxe VIP package that also includes complimentary drinks or a special viewing area.

Influential factor #4: Uniqueness of the experience. The festival experience was a top priority for festival super fans, and was less influential for casual fans.

Put it into action: Go big with your planning — and your marketing. Have an art activation you're really excited about? Offering cooking workshops or yoga classes on-site? Make sure your audience knows by highlighting these activities in your photography and advertisements.





04

Make the festival super fan even more valuable — for you and your sponsors

Cost is not a major concern for this group when it comes to deciding which music festivals to attend. In fact, more than half (54%) said that one of the reasons they attend more festivals now than before is because they have more money to spend now (compared to just 33% for casual festival-goers). Only 8% of super fans prioritised cost as a factor when deciding to go to a festival, compared to 17% of casual fans.

Festival super fans are already driving a huge amount of your business — and they're also the most willing to spend even more. Here are some ways to engage them in deluxe on-site experiences to increase their value to you and your sponsors.

Get them to make the VIP upgrade

Festival super fans are willing to shell out extra cash for an upgraded experience. 61% have gone VIP at least once in the past, in comparison to just 14% of casual fans. This audience is more than four times more likely than casual fans to splurge.

Super fans see the value in upgrading and some are willing to pay at least double the cost of a general admission (GA) ticket for viewing areas close to the stage, free drinks, VIP bathrooms and faster, private entry.

	Super fans willing to pay 50% more than GA	Super fans willing to pay double GA	Super fans willing to pay more than double GA
Complimentary alcoholic beverages	31%	36%	22%
Faster, private check-in	36%	25%	25%
VIP bathrooms	31%	39%	25%
VIP viewing areas	44%	25%	28%
VIP artist lounge areas	33%	36%	25%

The two most universally accepted reasons to pay more for VIP are for artist lounge areas and premium bathroom facilities. However, festival super fans are willing to shell out the most for VIP viewing areas. When you're building your VIP offerings, capitalise on these preferences by:

- Highlighting the most universally valued elements of your VIP package in your marketing. For example, you might highlight the VIP viewing areas, artist lounges and VIP bathrooms to motivate people to click.
- Tiering VIP offers based on the amount more festival super fans are willing to pay for certain elements. For example, a VIP package with VIP check-in, bathrooms, and lounges may cost less than a deluxe VIP package that also includes complimentary drinks or a special viewing area.

Target their peer influencing behaviour

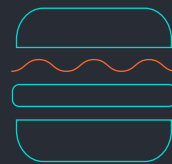
While these fans are less price sensitive than the casual patron, there's a great opportunity to reward their peer influencing behaviour with targeted discounts. Try messaging like, "Here's a special discount for bringing your friends" to attract these festival super fans and their friends.

Craft sponsorship activations they'll love

You're not the only one hoping to engage your most valuable fans — your sponsors are too. It is an area where you should tread cautiously, 46% of super fans agree festivals are too corporate. However, 67% of all festival-goers embrace companies and brands that have a sponsorship presence at festivals. Free food and drink provides the highest incentive for all festival-goers, however festival super fans are more highly engaged across other activations and offers. To truly engage them, your sponsors need to know the type of engagements they like most.

Here are the top 10 sponsorship activations super fans engage with:

Top 10 sponsorship activations super fans engage with:



65% Food or drinks



57% WiFi access



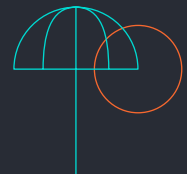
51% Festival merchandise



44% Artist merchandise



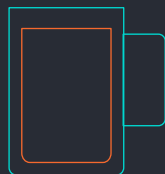
44% Mobile device charging stations



40% Access to lounge or relaxation area



40% Photo booth



37% Sample of the sponsor's product



34% Sponsor-branded merchandise



32% Sweepstakes for product or cash prize

Encourage your sponsors to get creative, but keep in mind what the most spend-happy members of your audience will interact with. Sponsor-branded merchandise doesn't seem as popular, but merchandise that represents the festival or an artist does — so if your sponsor is attached to their logo, encourage them to include both. Wi-Fi access and mobile phone charging stations are always popular, as are areas for fun and relaxation like photo booths and lounges. As for food, well who doesn't like free food?

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05

Win the loyalty of the festival super fan

Festival super fans can be a loyal bunch. 43% say they're likely to go to the same music festival over and over again, and they put their money where their mouth is. They've gone to their favorite music festival an average of three times, but a quarter of them have attended five or more times.

Here are some of the qualities super fans love about their favorite festivals — and how you can appeal to their preferences to increase your revenue:

- **Appeal to their specific interests.** 47% of super fans agree they would rather attend smaller, niche festivals catering to their specific interests than mainstream festivals. Even if you host a larger festival, you can keep them coming back with niche activities or stages that offer unique experiences.
- **Be tech-forward.** While all the groups preferred to use wristbands for festival entry, only festival super fans were convinced about using similar technology for payments. And using cashless payments has been proven to drive increased spend on site by 20% at bars and on merchandise.³
- **Build a community.** Perhaps the most important thing to build to keep super fans coming back is a sense of community. 69% of festival super fans say they gain a feeling of community at music festivals, with nearly half saying they very strongly value this experience. (Only one in four casual fans strongly value the same sense of community.)

To build community make sure you're giving back locally and highlighting local vendors and bands. This focus will help you build a community not just within the festival grounds, but across the entire town. You can also enable unexpected community experiences at the festival itself. Interactive art activations or performance areas are a great way for festival super fans to arrive as strangers and leave as friends.

Festival super fans are the future of the industry

More than half of super fans attended more festivals this year compared to last. 48% say they plan to attend even more next year. The best way to help your business thrive in an uncertain industry is to attract these super fans to your event, help them drive value while they're there, and leave them wanting more.

Festival super fans are a loyal bunch. 61% say they have been same music festival 3 times, and they put their money where their mouth is.

If you're ready to learn more about how Eventbrite can help your music festival, visit www.eventbrite.co.uk/music or give us a call on 0800 652 4993.

Eventbrite

Eventbrite is the world's largest self-service ticketing platform, hosting a vibrant collection of live experiences to fuel people's passions and enrich their lives. For organisers, Eventbrite provides a seamless solution to create compelling event pages, sell tickets, promote and manage events, and analyse results - from the web or any mobile device. For attendees, Eventbrite users have access to a wide variety of live experiences, from small photography and yoga classes to large concerts and festivals with tens of thousands of people.

To find out how you can innovate with Eventbrite and grow your event, visit www.eventbrite.co.uk/music or give us a call at 0800 652 4993.

About the study

These findings are from a survey conducted by MusicWatch, Inc. from June 17-28, 2016 on behalf of Eventbrite. A sample of 504 adults age 18-49 from the Quest Mindshare UK panel were surveyed online in English