

Get to know your visitors & Europe-wide trends:

EUROPE'S BIGGEST FESTIVAL FAN SURVEY - EVER!

YOUROPE - the European Festival Association has created a Europe-wide festival fan survey with the support of the German festival platform Höme / infield. The goals are to 1) strengthen the European festival scene and 2) to collect data, so that political and economic decisionmakers can base their decisions on an empiric basis. This will benefit both individual festivals and (inter-) national associations.

This survey will ask thousands of festival fans about their needs and expectations in relation to festival attendance.

HOW TO GET INVOLVED:

1

Register your festival(s) to take part in the survey.

[register now](#)

2

One lucky survey respondent can win tickets for the participating festivals.

Support the raffle with 2 guestlist spots (optional).

3

Let your fans know about the survey on your channels between September 1st and September 30th.

You can find social assets, logos and elements here:

[click here](#)

4

Get a detailed report with insights into festival fans from all over Europe and international marketing for your event!

WHAT THE SURVEY LOOKS LIKE:

The survey will have around 40 questions on visitor behaviour, preferences and wishes. Besides general info (how many and what kind of festivals are visited, key reasons to visit festivals), we are looking into topics like sustainability, safety & security, diversity & social responsibility and spending habits.

Completing the survey will take fans around 10 minutes.

HOW THE SURVEY SPREADS:

The survey will be open from September 1st to 30th at [infield.live/survey](#). On infield, participating festivals can opt to create individual info pages to get international exposure and be discovered by festival goers from all over Europe.

Everyone completing the survey has a chance to win a fully-paid for festival summer: Tickets for up to 10 of the participating festivals, including travel.

In order for the survey to reach as many fans as possible, we need your help!

Spread the word through your social channels, website and/or newsletter and let your visitors know about the survey and the raffle. The more submissions we get, the more insights and data we can collect and share with all of you!

ABOUT YOUROPE:

YOUROPE – The European Festival Association was founded in 1998. It has since evolved into the most important association of European popular music festivals. Today, it represents 125 festivals and associated members from 30 European countries (as of August 2024).

The overall aim of the association is to strengthen and improve the European festival scene as a whole, to promote music and arts, and to connect cultures. By doing so, YOUROPE's members want to inspire their audiences, cooperate with other cultural players, and contribute to the development of European society.

ABOUT HÖME / INFIELD:

Höme is a network of over 300 German festivals, which has its own digital infrastructure and research expertise to design and conduct the survey. Höme already conducted a similar survey in Germany in 2021, in which over 800 festivals and 36,000+ festival fans took part. infield is Höme's festival platform, where Fans can discover festivals fitting their needs and book their next trip.

Any questions? Reach out to...

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