

Behind the scene

FestivalFinder.eu is an online search tool for audiences to discover arts festivals, from music to theatre, streets arts to dance, literature, etc. in 45 countries in Europe and beyond. It guides international audiences, festival lovers, festival makers, artists, travelers, academics, journalists, bloggers, policy makers, city developers and all stakeholders through the world of Europe's diverse cultural space.

As a key sector in Europe's creative industries, festivals play an important role in entertainment and cultural services. To give you a better idea of the festival scene, here is some information about festivals registered on FestivalFinder.eu and EFFE Labels. We will take you behind the scene to explore some of the main festivals' characteristics, looking at their location, art disciplines but also some interesting figures on the economical, audience and staff/artists levels.¹

Created in 2019 with the support of the European Parliament and the European Commission, FestivalFinder.eu is a platform on which any art festival can register to join our festivals community. We have the ambition to be the most up-to-date, and complete searchable database that brings the arts to the attention of European citizens and audiences worldwide: ever growing, never ending.

1. Main figures

2283 festivals registered on FestivalFinder.eu as of 18 August 2020.

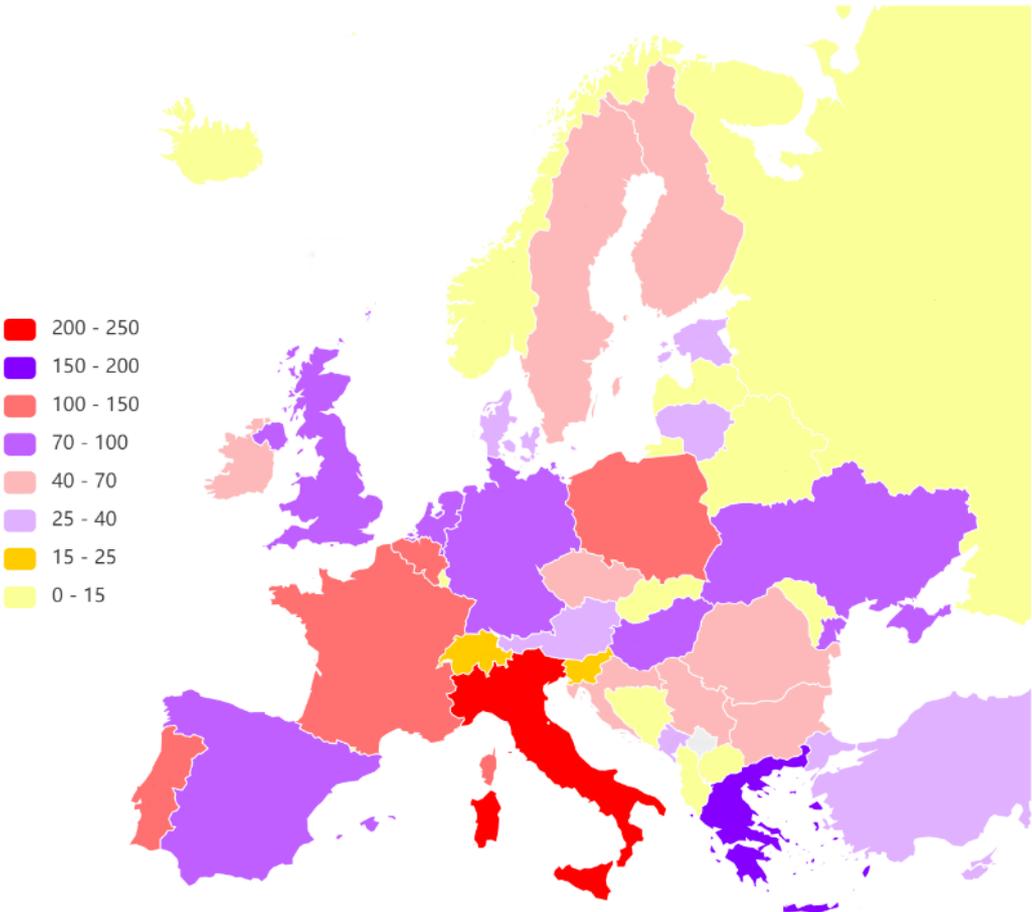
FestivalFinder.eu includes arts festivals from **45** countries:

- **The EU member states:** Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Ireland, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Spain, Slovakia, Slovenia, Sweden
- **The Creative Europe countries:** Albania, Armenia, Bosnia and Herzegovina, Georgia, Iceland, Kosovo, Moldova, Montenegro, Norway, North Macedonia, Serbia, Tunisia, Ukraine
- **Other included countries:** Azerbaijan, Russia, Switzerland, Turkey, United Kingdom (UK)

¹ The present statistics and numbers are based on the data collected up to 18 August 2020.

2. Location of the festivals

The community of festivals associated to FestivalFinder.eu is widely spread in Europe and beyond, giving you a clear view of the diversity of festivals on a geographical and cultural level.



Indeed, even if the majority of festivals registered on FestivalFinder.eu are based in Western and Southern Europe (Italy, Greece, Belgium, Portugal and Poland) there are also editions and branches of festivals that connect us to overseas countries and continents – which are not part of the 45 countries listed above but which are connected to festivals happening in one or several of those countries – such as Africa (18), Asia (8) and North America (1) - and we are hoping for more.

3. Art disciplines

FestivalFinder.eu is also an online tool to discover and connect to various art disciplines presented and represented by festivals.

More than **18 art disciplines** are programmed by our festivals.



Music is the most represented discipline, especially classical and jazz music, respectively performed by 63% and 49% of the festivals programming music. Electronic music, Pop and Rock ranges between 32 and 35% each, followed by Early Music that is played by 15% of the festivals.

Only one third of the festivals concentrate on a certain type of music, the others are programming various styles. The percentages mentioned above represent festivals programming both a single and different genres of music.

In addition to music, our festivals celebrate all kind of art practice from theatre, circus, street art, literature, folklore and folk arts to digital arts, interdisciplinary, contemporary dance, photography, video and more. Architecture, ballet, design & applied arts, film, heritage, literature, opera, sculptures, paintings are other disciplines represented on FestivalFinder.eu.

4. Audiences

A broad number of our FestivalFinder.eu community are **medium-sized festivals**. These festivals have an average of attendees ranging from 2000 to 10000 people per day.

However, 37% of the festivals represented on our online search tool are welcoming up to 2000 attendees.

Number of Attendees



Regarding the main targeted audience group of the festivals, we notice that:

- Adults are mainly represented followed by young people and teenagers. Children are also the main focus for up to 12% of the festivals registered on FestivalFinder.eu.
- Attendees aged above 50 years old are the smallest target.



5. Ticketing

On the economic level, a large number of the FestivalFinder.eu festivals are free of charge. This means that the audiences can attend festivals - or considerable parts of their programmes - without any financial restriction. Also, festivals are providing a rich cultural experience from under 10€ to above 50€, which allows our audience to find the festival which fits into their budget anywhere in Europe, close to you or for your next cultural trip.



Another figure revealed by FestivalFinder.eu is the amount of tickets sold. Since this question is only answered by festivals that apply for the EFFE Label (see point 7 here below) the following numbers concern 838 festivals.

55% of the EFFE Label festivals are free of charge. Among the ones selling tickets, most of our EFFE Label festivals have sold, on average, between 1001 and 5000 tickets during their last edition.



6. Settings of locations

Among the 2283 festivals registered, most of them are located in **urban areas**, city centres and suburbs. Nonetheless, rural areas are represented as well with festivals taking place within the nature and villages. This variety of surroundings allows you to discover festivals that are linked to different types of communities and locations.



7. EFFE Label

838 festivals on FestivalFinder.eu have received the EFFE Label 2019-2021 and festivals can continue to apply for the Label until end of December 2021.

The **EFFE Label is Europe's quality stamp for remarkable arts festivals** showing their engagement in the field of the arts, community involvement and international openness.

This EFFE Label festivals needs to fulfill a minimum of 7 out of the 10 quality standards listed on FestivalFinder.eu, such as providing opportunities for upcoming or innovative artists to create or to be presented in the programme of festivals, taking measures to be more sustainable (environmentally, socially and economically) or helping to shape, encourage and promote intercultural experiences for audiences and artists among other.

In the last 6 years a renowned International Jury has rewarded 22 of the labeled festivals for their best practices and ambitions. Those festivals received the **EFFE Award** and can be recognised on FestivalFinder.eu thanks to the specific logo "EFFE Laureate" they were assigned.

7.1. Jobs

From volunteers to individual artists and other creative people, as well as full-time staff members, our EFFE Labels 2019-2020 employ a wide variety of people in order to make their festival happen.



7.2. Funding

Festivals rely on many sources of funding to produce their activities.

Among festivals with an EFFE label, on average, the majority of the budget is provided by public bodies (51%), then 17% and 15% come respectively from private sponsors and ticket sales. Finally, 7% of their funding is in kind.

