

Weezevent barometer 2023

TRENDS AND CONSUMPTION AT FESTIVALS



SCOPE OF THE BAROMETER

590

LARGE EVENTS
560 IN EUROPE

19

COUNTRIES

14M

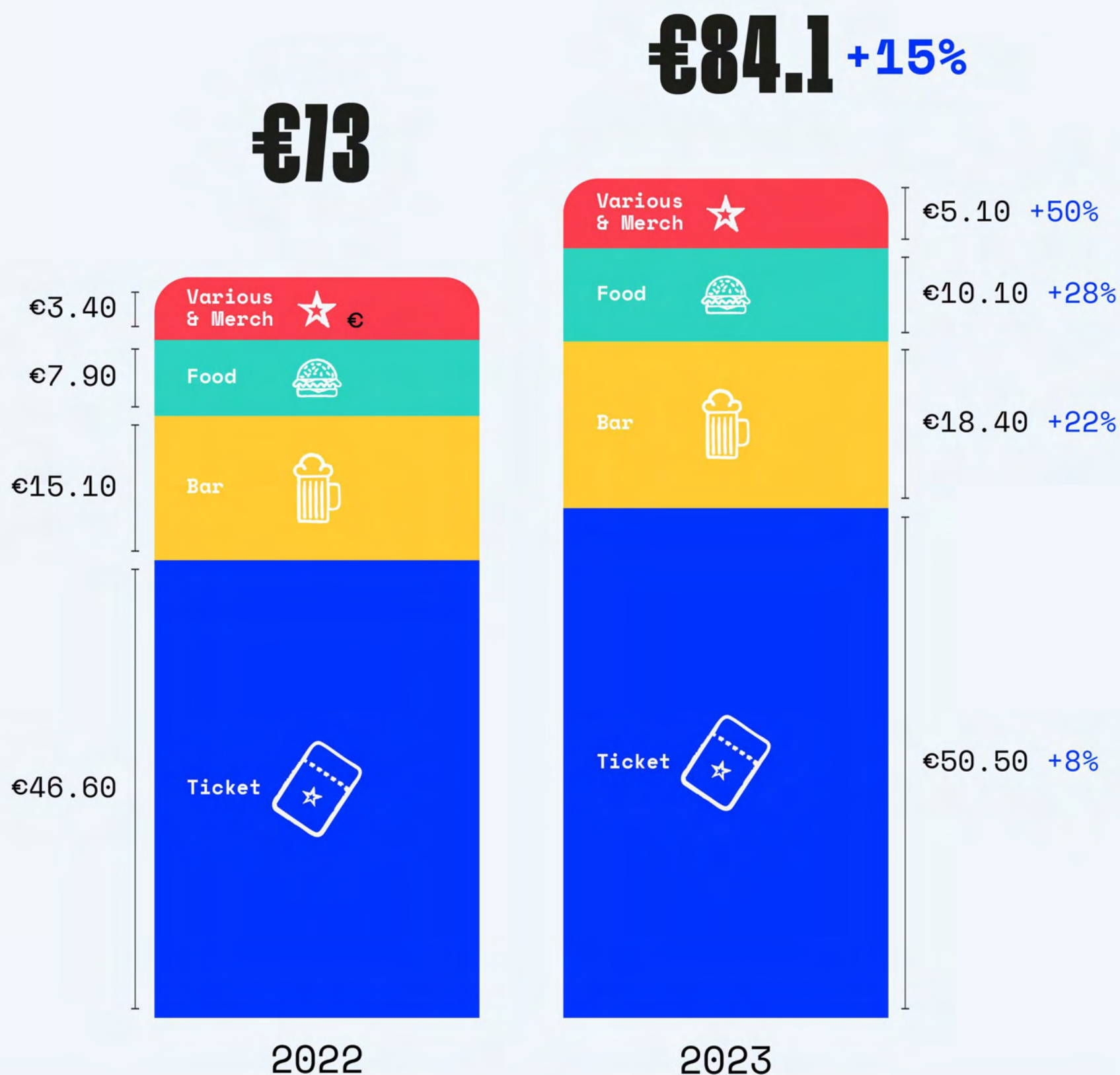
TICKETS ISSUED

6M

CASHLESS CHIPS
ACTIVATED

Evolution of the average basket

PER DAY AND PER FESTIVALGOER IN EUROPE



The increase in the average basket is mainly due to the rise in prices (which remain below inflation) and attendees' consumption habits towards more premium options.

Bar: the standard offer



REGULAR BEER PINT

VS 2022

DEVIATION
FROM THE AVERAGE

€6.60

€6.20
+6%



SMALL -4% | LARGE +1%

RURAL -2% | URBAN +4%



PREMIUM BEER PINT

€8.10

€7.70
+5%



SMALL -7% | LARGE +3%

RURAL -1% | URBAN +4%



SOFT DRINK 33CL

€3.30

€3.20
+3%



SMALL -1% | LARGE +2%

RURAL -1% | URBAN +3%

BEER SALES: PREMIUM BEER'S MARKET SHARE

36% +4 pts
vs 2022

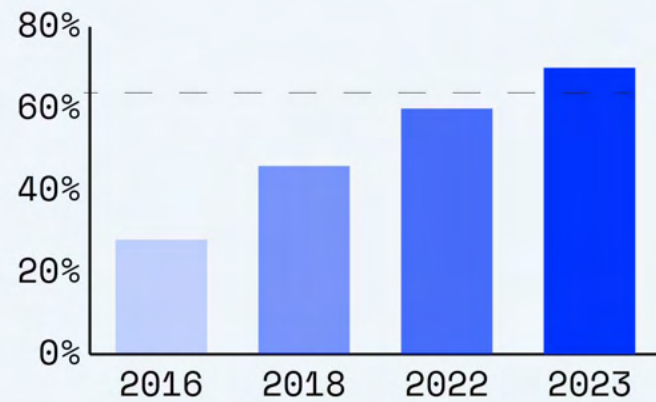
There is a tendency to move upmarket, not only in terms of drinks at the bars, but also in other areas such as food, merch and the experiences offered. This reflects a profound transformation in festivalgoers' expectations and preferences.

Cashless in 2023

AN INCREASINGLY DIGITAL EXPERIENCE

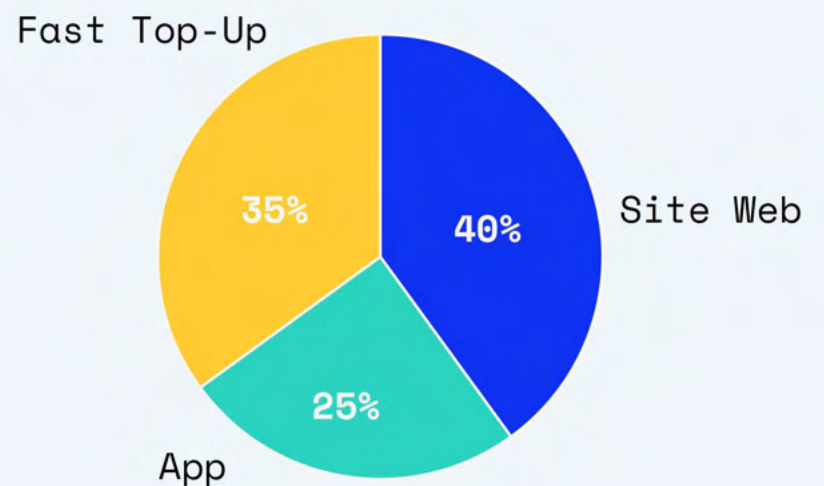
Share of online cashless top-ups

In 2023, online cashless top-ups represented **70%** of the total, tripling their share since 2016, reflecting the successful adoption of the cashless system.



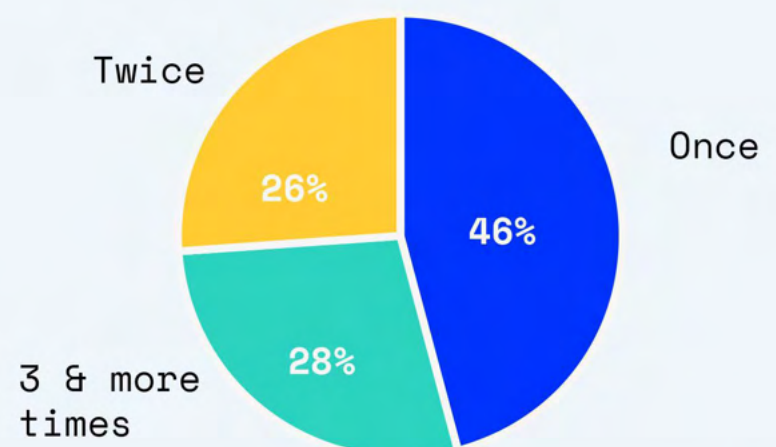
Origin of online top-ups

40% of online top-ups are made via the festivals' website, while **25%** come from their mobile app. The remaining **35%** come from "fast top-ups" using a QR code placed on the cashless wristbands.



Number of top-ups per account

72% of festivalgoers top-up their account twice or fewer (48% only once).



Cashless accelerates digital practices around events. It creates new opportunities for organisers, including:

- The introduction of innovative solutions such as "Click & Collect".
- The development of partnerships around new points of contact (online account, mobile app & cashless supports).
- Collecting data to target audiences more accurately.

Methodology

- Data collected using our solutions
weezticket
weezaccess
weezpay
- Prices shown including VAT, converted into € at the average exchange rate for July-August 2023.
- Prices adjusted to 0.5l for beers and 0.33l for soft drinks.
- Festival size: considered 'large' from 15,000 attendees/day.
- Day ticket: calculated on the basis of a standard Saturday day ticket.
- Variations 'Small, Large, Rural, Urban' given in % compared to the average.