

Weezevent Barometer 2024

TRENDS AND CONSUMPTION AT FESTIVALS



WEEZEVENT THIS YEAR

793

LARGE-SCALE EVENTS
777 IN EUROPE

15

COUNTRIES

15M

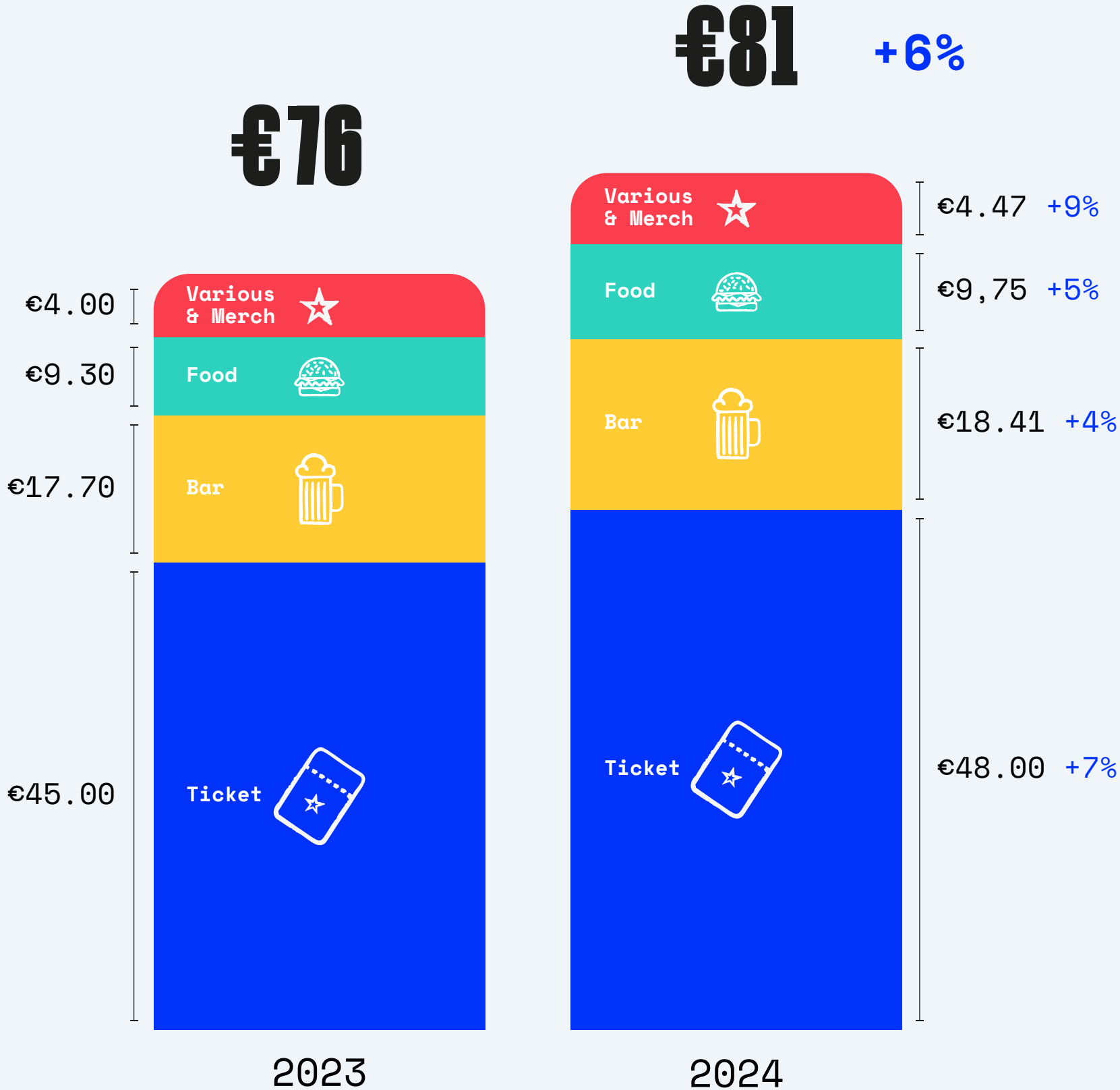
ISSUED
TICKETS

6M

ACTIVATED
CASHLESS WRISTBAND

Evolution of the average spending amount

PER DAY AND PER VISITOR



The increase in the average spending amount is mainly due to higher ticket prices, more premium consumption habits of participants, and greater participation in paid activities on-site.

F&B: Menu card in 2024



REGULAR BEER (50CL)

VS 2023

VS 2022

€7.13

€6.60
+8%

€6.30
+13%



PREMIUM BEER (50CL)

€8.34

€8.10
+3%

€7.80
+7%



SOFTDRINK (33CL)

€3.40

€3.30
+3%

€3.00
+13%

PLANT-BASED FOOD: WHAT PERCENTAGE OF SALES IN THE FOOD INDUSTRY?

11%

Veggie : 6%

Vegan : 5%

The rise of plant-based options presents an opportunity to attract a broader audience and enhance the ecological responsibility of festivals.

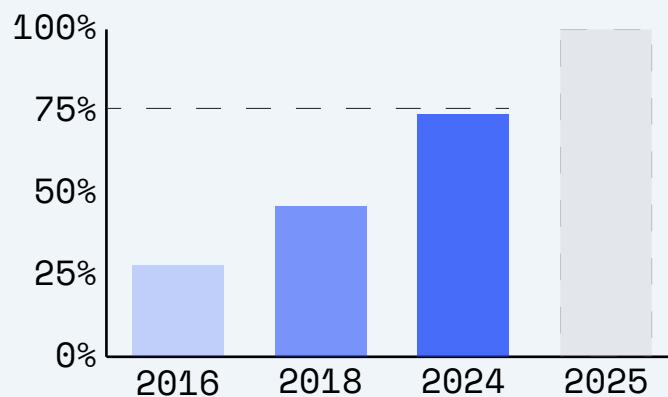
Cashless in 2024

ONLINE TOP-UP: AN ESTABLISHED STANDARD

Share of online cashless top-up

In 2024 blijft het aandeel van online cashless opladen toenemen, tot 74% (ten opzichte van 70% in 2023).

Met minder contant geld in omloop op de locatie worden besparingen gerealiseerd op infrastructuur en veiligheid.

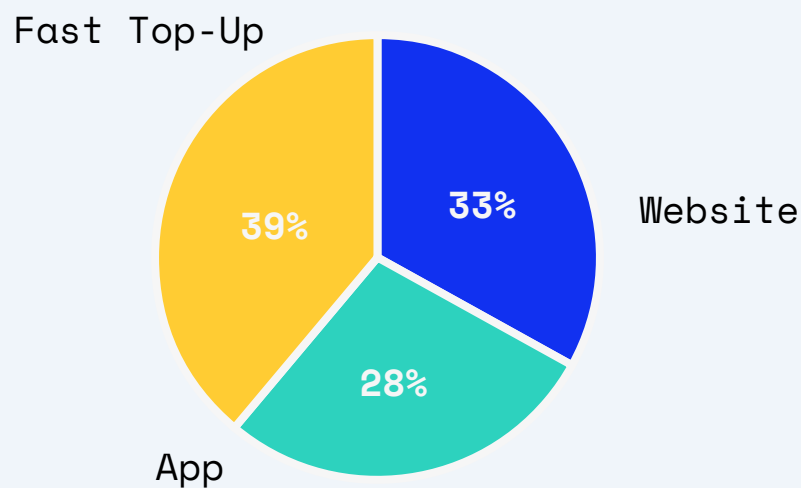


Origin of online top-ups

39% of the top-ups are done via "fast top-up": with a unique QR code on the cashless support (+11% compared to 2023).

28% of the online top-ups are via the festivals' mobile apps (+12% compared to 2023), while **33%** come from the website or pre-loaded amounts after ticket purchase (-18% compared to 2023).

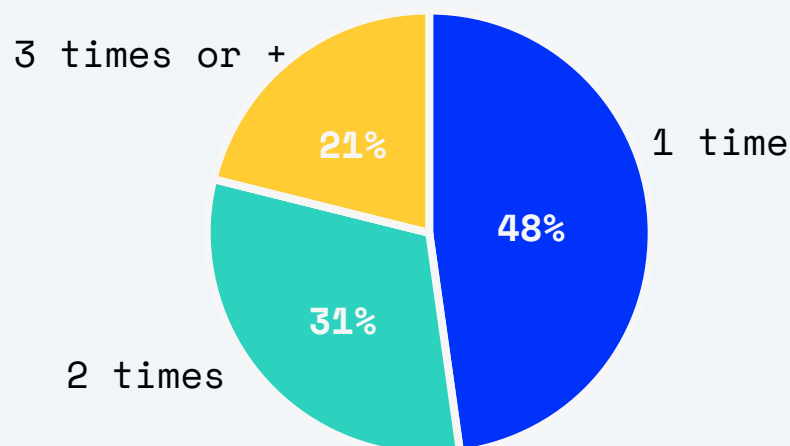
There is a noticeable shift towards faster and more intuitive top-up solutions.



Number of top-ups per account

79% of festivalgoers top up their account 2 times or less (of which 48% only once).

Compared to 2023, festivalgoers are still topping up less frequently, but with higher amounts.



After online top-ups have become the standard, the next step for organizers is to maximize this share before the event.

By encouraging festivalgoers to pre-load their accounts, they secure more revenue and improve their cash flow management.

Methodology

- Data collected through our solutions
weezticket
weezaccess
weezpay
- Prices displayed include VAT, converted to € at the average exchange rate of July-August 2024.
- Prices adjusted to 0.5l for beers and 0.33l for soft drinks.
- Festival size: considered "large" from 15,000 attendees per day.
- Day ticket: calculated based on a standard access ticket for a Saturday.
- Variations "Small, Large, Rural, Urban" data in % relative to the average.