



vereniging
nederlandse
pop|podia
en festivals

**dutch music
venues and festivals
facts and figures
2014**

This publication gives a review of 49 live music venues and 34 music festivals in the Netherlands that were active in 2014 and are members of the Association of Dutch Music Venues and Festivals (Vereniging Nederlandse Poppodia en -Festivals (VNPF)) in 2015.

- In 2015 58 music venues were members of the VNPF. Of this number 9 music venues were not active or only partly active in 2014 owing to reconstruction or new building. The information in this publication is therefore based on the figures of the 49 Dutch music venues that were active during the whole of 2014. The information only relates to the activities in the concert halls of the Dutch music venues.
- In 2015 34 Dutch pop festivals were members of the VNPF. The information in this publication is based on the 34 festival editions that were held in 2014. The information has been collected by Respons, by order of the VNPF.

**ASSOCIATION OF DUTCH MUSIC VENUES AND FESTIVALS
(VERENIGING NEDERLANDSE POPPODIA EN -FESTIVALS (VNPF))**

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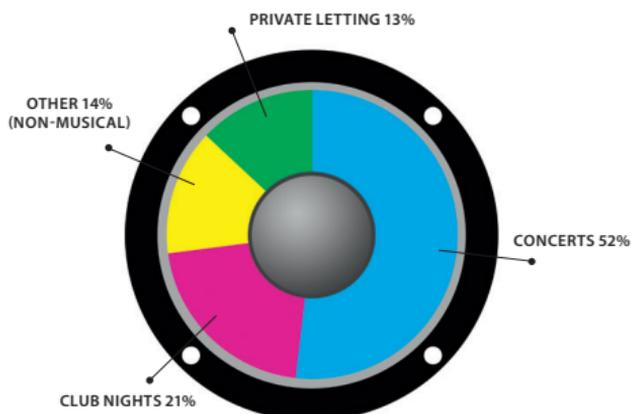
Front: The Benelux – W2 Poppodium ('s-Hertogenbosch) – ©Natasja Spierings
Back: Max Cooper – Planet Rose / Doornroosje (Nijmegen) – ©Mark Ooms

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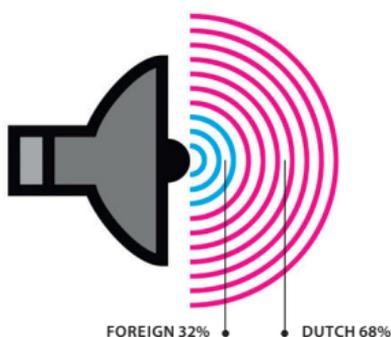
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events

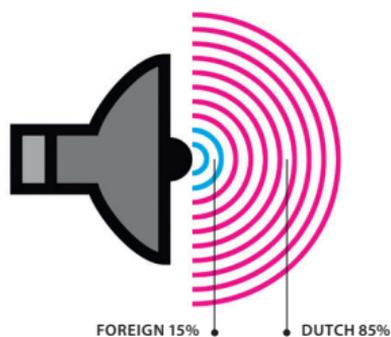


- In 2014 the 49 VNPF music venues organized a total of 9,443 events in their performance spaces, where 17,363 performances were given. Of these performances 84% consisted of music
- More than half (52%) of these events consisted of live concerts and well over twenty per cent of club nights with live shows and DJs. Non-musical events such as film, theatre, poetry and talk shows made up 14% of the programme.
- Apart from all public events the spaces were let to external parties 1,207 times (13% of all activities). In the event of private letting the spaces are used amongst other things for education, rehearsals, receptions and parties.

(inter)national performances live concerts



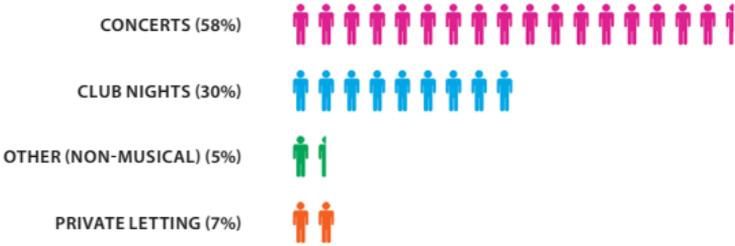
(inter)national performances club nights



- More than two thirds of the concerts featured Dutch artists and almost one third foreign acts. In large venues almost half of all performing artists were foreign.
- On club nights 15% of the performing acts were foreign and 85% Dutch.

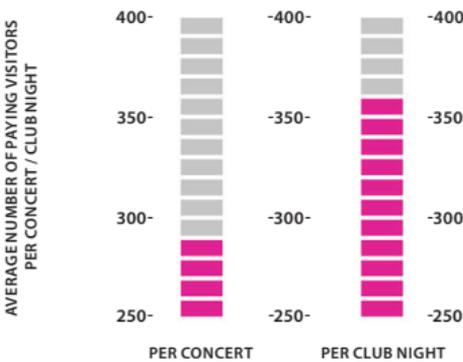
visits

visits



- In 2014 the public visited one of the 49 VNPF music venues well over 2.9 million times, while admission was paid well over 2.2 million times.
- Music programming accounted for 88% of all the public that visited a music venue in 2014. In total 58% of the visitors visited a concert. Club nights drew 30% of the total public.
- In addition non-musical events accounted for 5% of the public and private letting for the remaining 7% of the visits to the music venues.

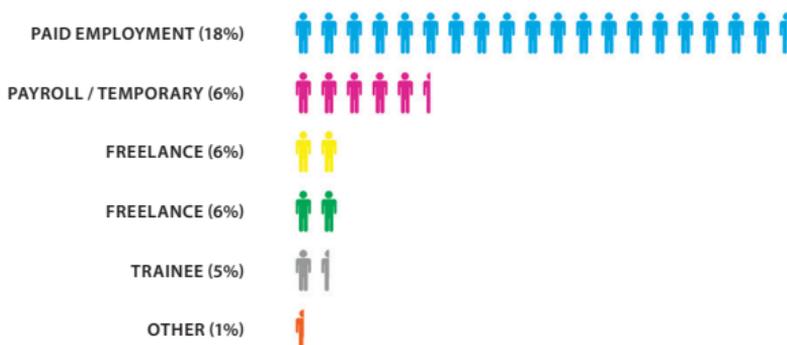
average number of paying visitors per concert / club night



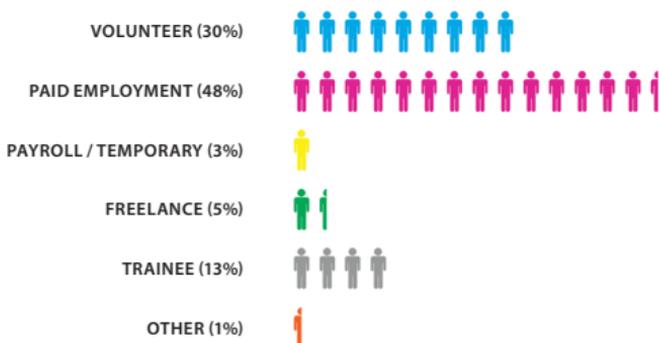
- Concerts drew an average of 287 people and club nights an average of 355 paying visitors.
- In total 16% of all the concerts and club nights were sold out.

work

distribution of number of staff all venues

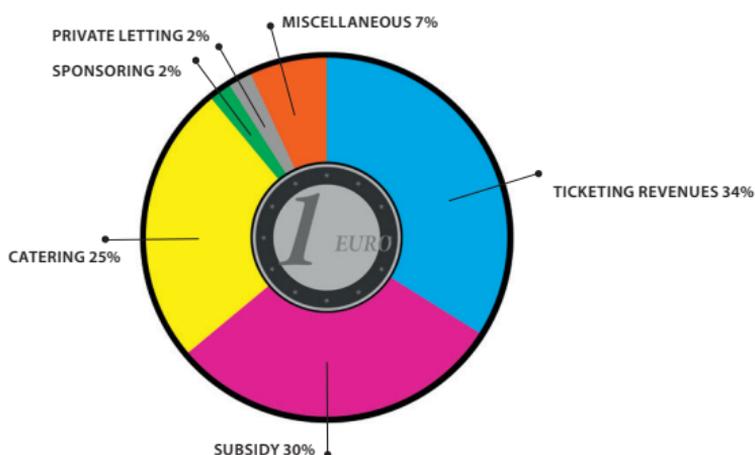


distribution of full-time jobs all venues



- In 2014 5,849 people worked in the 49 VNPF music venues.
- Of these workers 65% were volunteers. Together they accounted for 30% of all the hours worked.
- Only 18% of the workers were in paid employment of the music venues, but together they handled 48% of all the work.
- In addition, the Dutch music venues made use of hired workers (payroll and temporary workers) and freelancers. This group represents 12% of all the workers, who jointly do 8% of all the work in the music venues.
- An important contribution is also made by trainee(s). They only represent 5% of the total number of workers but do 13% of all the work.
- The total capacity of the music venue affects the number of paid workers and volunteers used. Small venues depend quite heavily on volunteers, especially for the catering, production and technical support during opening hours, while large music venues work almost exclusively with paid workers.

income

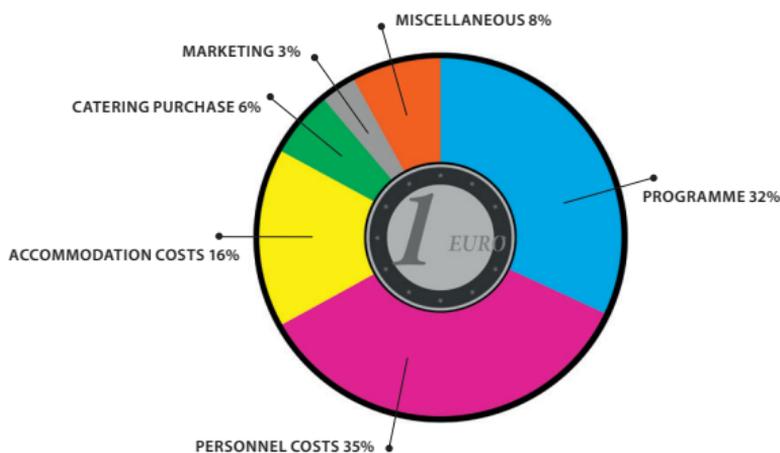


vnpf-venues subsidy 2014

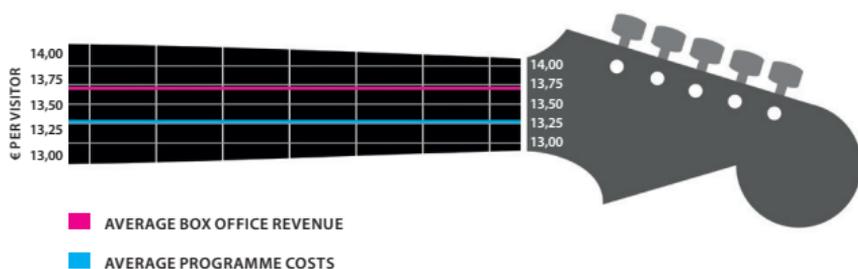
TOTAL SUBSIDY	TOTAL €	ALL VENUES
MUNICIPAL	26,02 MLN	96,3 %
REGIONAL/PROVINCIAL	0,42 MLN	1,5 %
NATIONAL	0,02 MLN	0,1 %
PUBLIC FUNDS	0,53 MLN	2,0 %
EUROPEAN	0,03 MLN	0,1%
TOTAL	27,02 MLN	100 %

- In 2014 the 49 Dutch music venues achieved joint turnover of €90.4 million.
- The music venues generated their own income for 70%, among other things by ticket sales (34%), catering (25%) and income from private letting and sponsoring (4%). The other income consists of subsidies from authorities (30%), mainly from municipalities (see table).
- At the box office an average admission fee of €13.72 (ex VAT) was paid by every visitor. The average catering sales per visitor amounted to €8.14 (ex VAT).
- The division of income differed for each type of music venue. Large venues generated their own income to an average level of 74% (some even more than 90%). Medium-sized venues generated 62% of their own income and small venues 59%.
- Large music venues achieved most income from ticket sales, while small and medium-sized music venues received most turnover from catering. In large venues better-known artists performed more frequently, as a result of which the admission fee was higher, while smaller venues programmed more regional and local artists for a lower admission fee.

expenditure



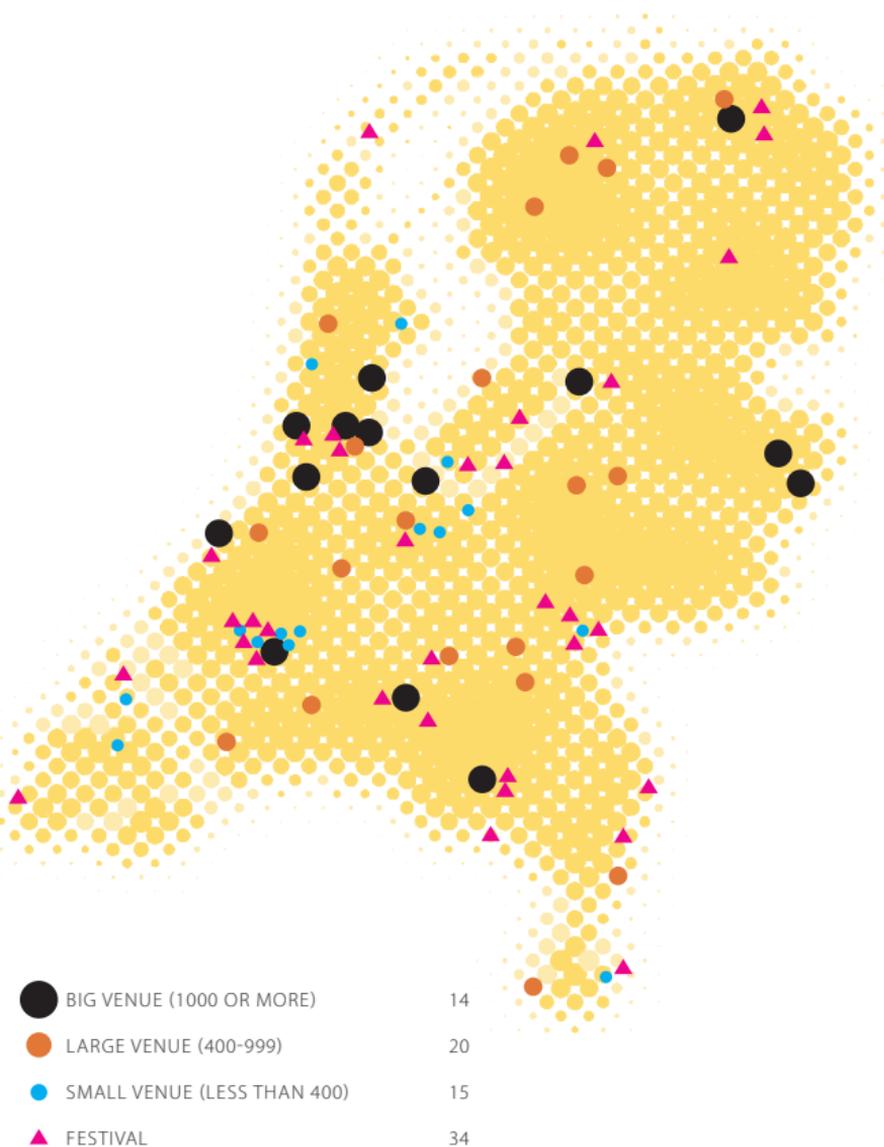
average programme costs and box office revenues per paying visitor



- In 2014 the total expenditure of the 49 Dutch music venues amounted to €92.3 million.
- All VNPF music venues are non-profit organizations. On average there was a negative result of €38,753 but that is less than half a per cent of the average turnover.
- The Dutch music venues mainly spend their money on programme (32%), personnel costs (35%) and accommodation costs (16%). It's notable that the accommodation costs have risen on average in the last few years, owing to the many venues that have been reconstructed or newly built.
- The direct programme costs amount to €13.26 (ex VAT) per visitor. At the box office the public spent an average of €13.72 (ex VAT) on admission tickets. This means that on an average 97% of the proceeds from ticket sales went to the performing artists or their representatives. The venue must therefore be able to recover the operating costs, such as accommodation and personnel by means of catering sales and investments of authorities and the business community.
- For small music venues the programme was less expensive on average than for large music venues. For large venues the programme costs consequently amounted to 33% of the total expenditure, for medium-sized venues this was 31% and for small venues 28%.

distribution

vnpf music venues and festivals active in 2014



- Of the 49 music venues 14 venues had a total capacity of 1,000 or more. The average capacity of the venues was 795, but three quarters were smaller than average.
- In total the venues had 74 performance spaces, with an average capacity of 531 visitors per space.
- More than half of the music venues are located in the west of the Netherlands. The west also programmes most performances and receives most visitors.
- Music venues in large (university) towns have larger performance spaces and their programmes more often feature foreign artists and established names who draw larger crowds.

vnpf music venues september 2015

013 Popcentrum
Tilburg
www.013.nl

Apollo
Emmen
www.poppodiumapollo.nl

Atak
Enschede
www.atak.nl

Bakkerij, De
Castricum
www.vriendenvandebakkerij.nl

Baroeg
Rotterdam
www.baroeg.nl

Beest, 't
Goes
www.tbeest.nl

Bibelot
Dordrecht
www.bibelot.net

Boerderij
Zoetermeer
www.cultuurpodiumboerderij.nl

Bolwerk, Het
Sneek
www.hetbolwerk.nl

Brogum
Zierikzee
www.brogum.nl

Burgerweeshuis, Het
Deventer
www.burgerweeshuis.nl

Capsloc
Capelle aan den IJssel
www.capsloc.nl

Doornroosje
Nijmegen
www.doornroosje.nl

Duycker
Hoofddorp
www.duycker.nl

ECI Cultuurfabriek
Roermond
www.ecicultuurfabriek.nl

Effenaar
Eindhoven
www.effenaar.nl

Ekko
Utrecht
www.ekko.nl

Flux, De
Zaandam
www.podiumdeflux.nl

Gebouw-T
Bergen op Zoom
www.gebouw-t.nl

Gebr. De Nobel
Leiden
www.gebrdenobel.nl

Gigant
Apeldoorn
www.gigant.nl

Grenswerk
Venlo
www.grenswerk.nl

Groene Engel, De
Oss
www.groene-engel.nl

Hedon
Zwolle
www.hedon-zwolle.nl

Helling, De
Utrecht
www.tivoli.nl

Iduna
Drachten
www.iduna.nu

Kelder, De
Amersfoort
www.podiumdekelder.nl

Kroepoekfabriek
Vlaardingen
www.kroepoekfabriek.nl

Luxor Live
Arnhem
www.luxorlive.nl

Manifesto
Hoorn
www.manifesto-hoorn.nl

Meester, De
Almere
www.demeesteralmere.nl

Melkweg
Amsterdam
www.melkweg.nl

Merleyn
Nijmegen
www.merleyn.nl

Metropool
Hengelo
www.metropool.nl

Mezz Concerts & Dance
Breda
www.mezz.nl

Muziegieterij, De
Maastricht
www.muziegieterij.nl

Neushoorn
Leeuwarden
www.neushoorn.nl

NIEUWE NOR
Heerlen
www.nieuwenor.nl

Oosterpoort, De
Groningen
www.de-oosterpoort.nl

P3, Pop & Cultuurpodium
Purmerend
www.p3purmerend.nl

P60
Amstelveen
www.p60.nl

Paard van Troje
Den Haag
www.paard.nl

Paradiso
Amsterdam
www.paradiso.nl

Patronaat
Haarlem
www.patronaat.nl

Peppel, De
Zeist
www.peppel-zeist.nl

Pul, De
Uden
www.livepul.com

Rotown
Rotterdam
www.rotown.nl

Simplon
Groningen
www.simplon.nl

So What!
Gouda
www.so-what.nl

TivoliVredenburg
Utrecht
www.tivolivredenburg.nl

Tolhuistuin
Amsterdam
www.tolhuistuin.nl

Underground
Lelystad
www.undergroundlelystad.nl

Vera
Groningen
www.vera-groningen.nl

Victorie
Alkmaar
www.podiumvictorie.nl

Volt
Sittard
www.poppodium-volt.nl

Vorstin, De
Hilversum
www.devorstin.nl

W2 Poppodium
Den Bosch
www.w2.nl

Worm
Rotterdam
www.worm.org

vnpf music festivals september 2015

Bevrijdingsfestival Fryslân
Leeuwarden
www.bevrijdingsfestivalfryslan.nl

Bevrijdingsfestival Zeeland
Vlissingen
www.bevrijdingsfestivalzeeland.nl

North Sea Jazz
Rotterdam
www.northseajazz.com

Best Kept Secret
FestivalHilvarenbeek
www.bestkeptsecret.nl

Bevrijdingsfestival Zuid-Holland
Rotterdam
www.bevrijdingsfestivalzh.nl

Pinkpop
Landgraaf
www.pinkpop.nl

Bevrijdingsfestival Amsterdam
Amsterdam
www.4en5meiamsterdam.nl

Bevrijdingspop Haarlem
Haarlem
www.bevrijdingspop.nl

Pitch
Amsterdam
www.pitchfestival.nl

Bevrijdingsfestival Brabant
Den Bosch
www.bevrijdingsfestivalbrabant.nl

Bospop
Weert
www.bospop.nl

So What's Next?
Eindhoven
www.sowhatsnext.nl

Bevrijdingsfestival Den Haag
Den Haag
www.bevrijdingsfestivaldenhaag.nl

Concert at Sea
Brouwersdam
www.concertatsea.nl

Songbird
Rotterdam
www.songbirdfestival.nl

Bevrijdingsfestival Drenthe
Assen
www.bevrijdingsfestivaldrenthe.nl

Down The Rabbit Hole
Beuningen
www.downtherabbithole.nl

Valkhof Festival
Nijmegen
www.valkhoffestival.nl

Bevrijdingsfestival Flevoland
Almere
www.bevrijdingsfestivalflevoland.nl

Eurosonic Noorderslag
Groningen
www.noorderslag.nl

We Are Electric
Eindhoven
www.we-are-electric.nl

Bevrijdingsfestival Groningen
Groningen
www.bevrijdingsfestivalgroningen.nl

Fortarock
Nijmegen
www.fortarock.nl

Where The Wild Things Are
Zeewolde
www.wtwt.nl

Bevrijdingsfestival Limburg
Roermond
www.bevrijdingsfestivallimburg.nl

Into The Great Wide Open
Vlieland
www.intothegreatwideopen.nl

WOO HAH!?
Tilburg
www.woohahfestival.com

Bevrijdingsfestival Overijssel
Zwolle
www.bevrijdingsfestivaloverijssel.nl

Lowlands
Biddinghuizen
www.lowlands.nl

Zomerparkfeest
Venlo
www.zomerparkfeest.nl

Bevrijdingsfestival Utrecht
Utrecht
www.bevrijdingsfestivalutrecht.nl

Metropolis Festival
Rotterdam
www.metropolisfestival.nl

Bevrijdingsfestival Wageningen
Wageningen
www.4en5meiwageningen.nl

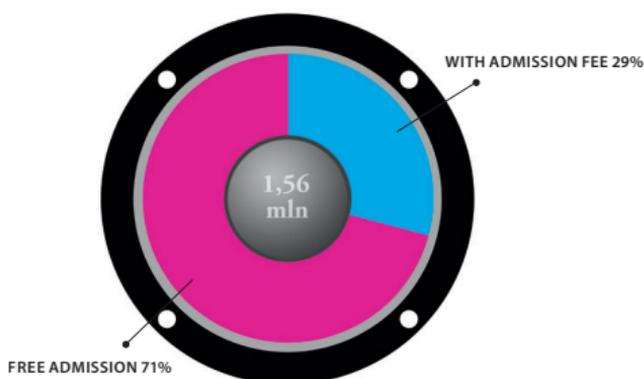
Motel Mozaïque
Rotterdam
www.motelmozaïque.nl

What does the Association of Dutch Music Venues and Festivals do?

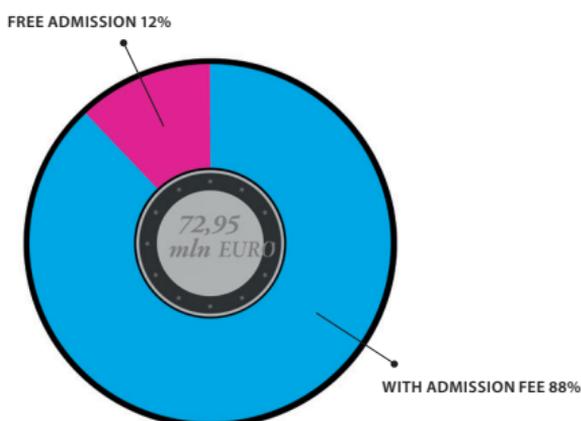
The VNPf is the industry association of music venues and music festivals in the Netherlands and has existed since 1993. In September 2015 the VNPf has 92 members, consisting of 58 music venues and 34 music festivals. In the interest of its members the VNPf exerts influence on legislation and (government) policy that concern music venues and festivals, such as cultural policy, working conditions legislation, taxes, copyrights, resale of tickets and regulations about public safety. The VNPf develops services for its members to improve their performances in that way. With the Music Venues Analysis System venues may compare the ways in which they run their business. Thanks to collective agreements with suppliers venues may receive discounts on different products and services. The separately formed employers' association WNPf is for the development of the industry's own collective bargaining agreement. Annually the VNPf organizes different meetings where knowledge about relevant subjects is exchanged, such as the VNPf Congress and a number of seminars. VNPf annually awards prizes to its members, during Eurosonic Noorderslag in Groningen. For more info see www.vnpf.nl

music festivals in figures

festivals/visits



festivals/sales



- In 2014 there were 34 music festivals in the Netherlands presented by organisations that are currently VNPf members. Half of these festivals were free of charge, such as all liberation festivals. The other 17 festivals asked for an admission fee
- 19 of the 34 music festivals were one day events. The other music festivals lasted for several days, while the public was usually also offered the possibility of overnight stays.
- In 2014 the public visited one of the 34 VNPf music festivals almost 1.6 million times. Out of this number admission was paid more than 450,000 times and there were well over 1.1 million free visits.
- The 34 music festivals had total turnover of almost € 73 million. Of this amount 88% (€ 63.9m) was generated by the festivals with admission fees and only 12% (well over € 9m) by the festivals with free admission.

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VNPF is a member of
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Live DMA
European Network

Linking Initiatives & Venues In Europe [Developing Musical Actions]