



**dutch live  
music venues  
and festivals  
facts & figures  
2016**

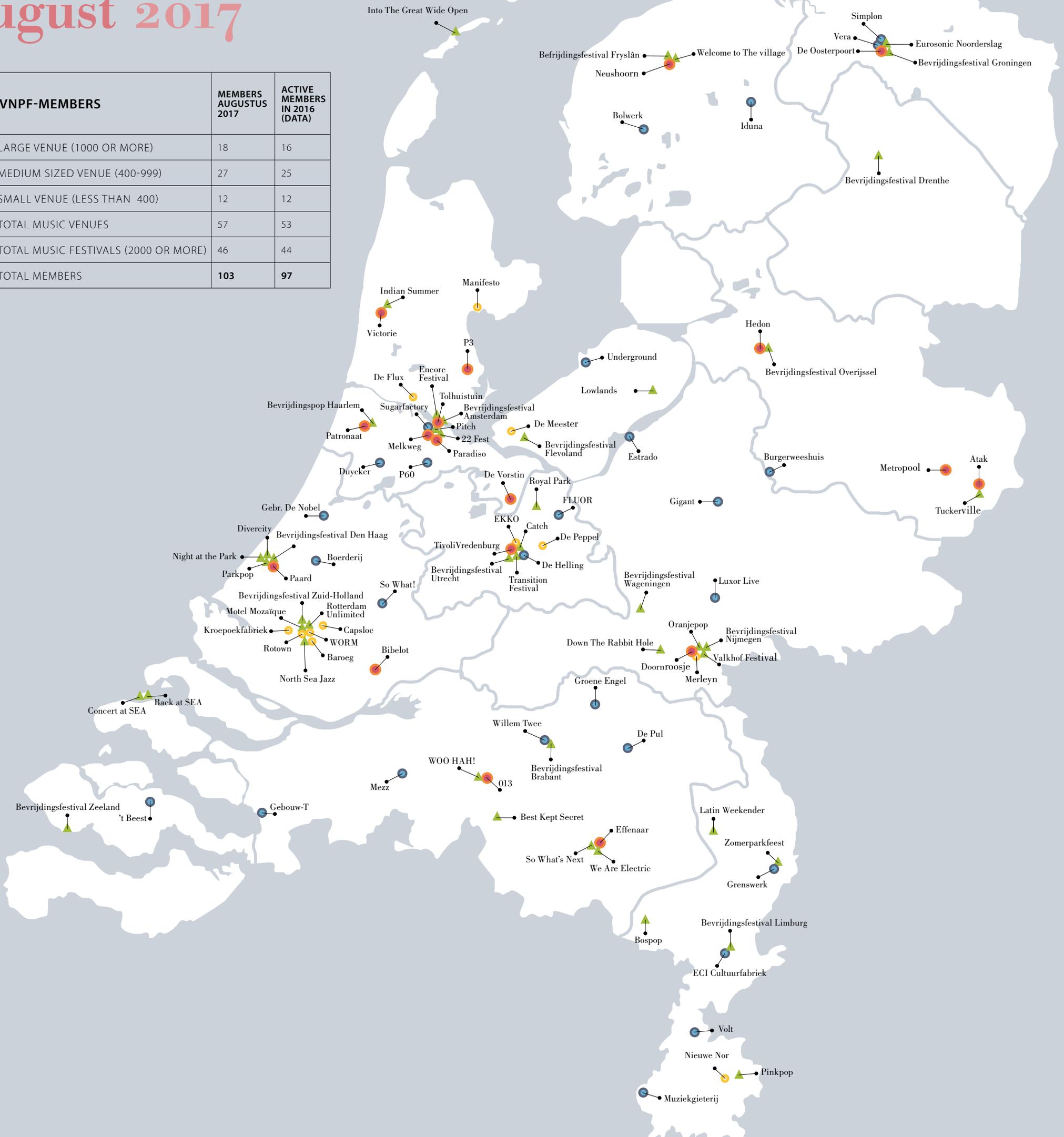
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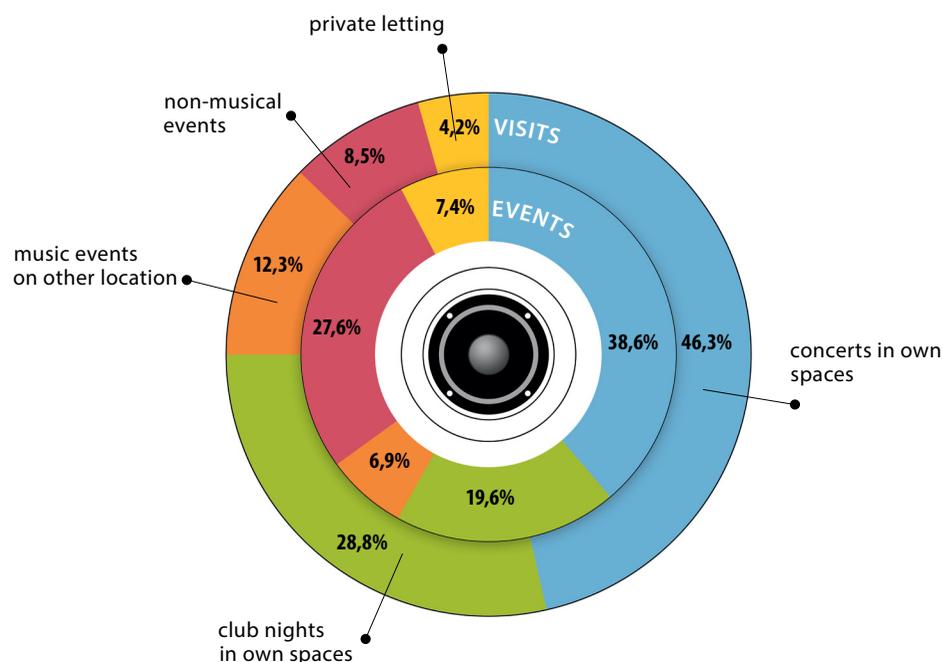
# vnpf-members

## august 2017

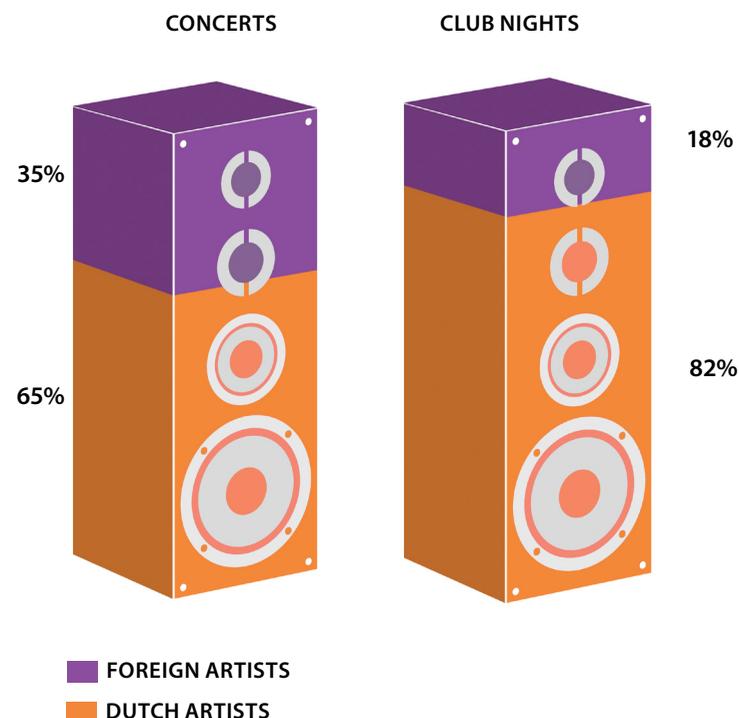
VNPF-MEMBERS	MEMBERS AUGUSTUS 2017	ACTIVE MEMBERS IN 2016 (DATA)
● LARGE VENUE (1000 OR MORE)	18	16
● MEDIUM SIZED VENUE (400-999)	27	25
● SMALL VENUE (LESS THAN 400)	12	12
▲ TOTAL MUSIC VENUES	57	53
TOTAL MUSIC FESTIVALS (2000 OR MORE)	46	44
TOTAL MEMBERS	<b>103</b>	<b>97</b>



# events & visits



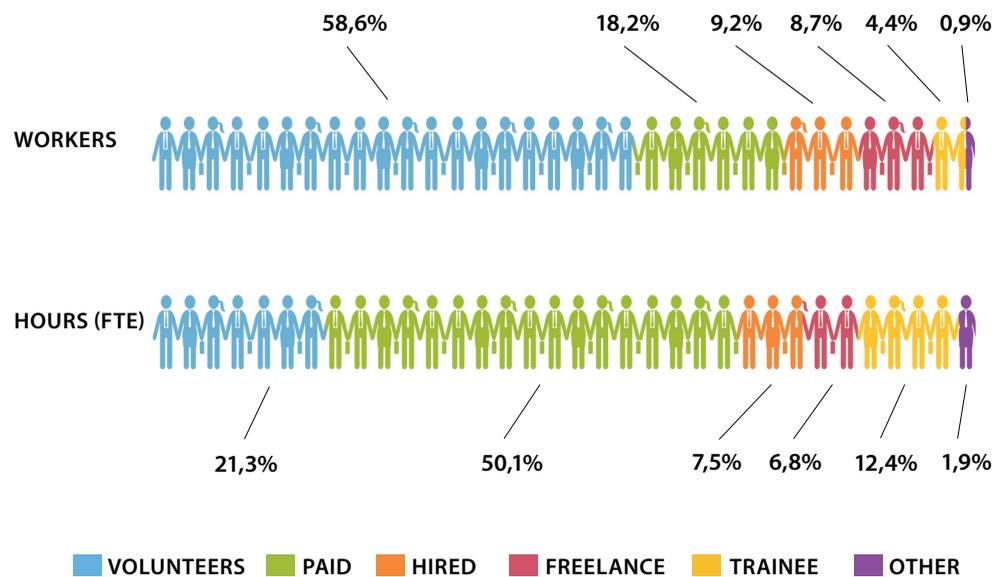
- In 2016 the VNPF music venues organized a total of 17.559 events, visited by the public well over 4.8 million times.
- Of these events 93% took place in the venues own buildings, which attracted 88% of all audience. The other concerts and club nights were located elsewhere in the city and region.
- Of all events 65% consisted of music events, mostly live concerts (39%) and club nights (20%). The music events drew well over 87% of all visitors.
- The high share of non-musical events (28%) was mainly caused by a number of venues that screened many films. But non-musical events accounted for only 8.5% of the public. Next to film screenings it's events such as theatre, poetry, comedy and talk shows.
- Apart from all public events, the spaces were let to external parties 1,291 times (7% of all events). In the event of private letting the spaces are used amongst other things for education, rehearsals, receptions and parties. Private letting events accounted for 4% of the public.



- The music venues organized a total of music performances. Almost two thirds of the concerts featured Dutch artists and on club nights 82% of the performing acts were Dutch. Large venues and small venues in bigger cities programme relatively more foreign acts.
- Of all visits admission was paid well over 3.6 million times (81.3%). The other visits were to freely accessible events (8.4%) or as guest of artist or venue (10.3%).
- In total 19% of all the music events were sold out. The percentage of sold out shows is not much different between small (19%), medium (17%) and large venues (20%).



# work

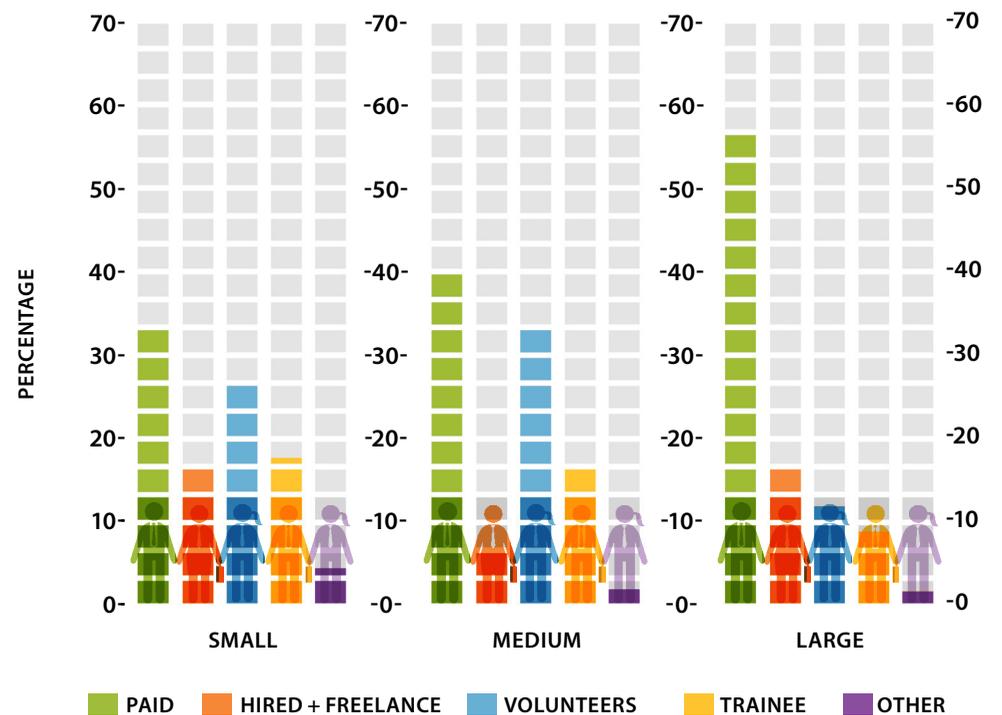


- In 2016 7,348 people worked in the VNPF music venues. This concerned staff (including management, marketing, program, pre-production) and employees working during events (including catering, production and security). This is excluding well over 50,000 artists and crew.
- Volunteers are very important to most music venues. Of all workers 59% were volunteers. Together they accounted for 21% of all working hours.
- 18% of the workers were in paid employment of the music venues, but together they handled 50% of all the work. Well over half of these workers are part of the collective bargaining agreement of the Dutch music venues (CAO Nederlandse Poppodia en -Festivals).
- In addition, the music venues made use of hired workers (payroll and temporary workers) and freelancers. This group also represents 18% of the workers, who jointly do 14% of all the work.
- An important contribution is also made by trainee(s). They only represent 4% of the total number of workers but do 12% of all the work.

## • Male/female % workers

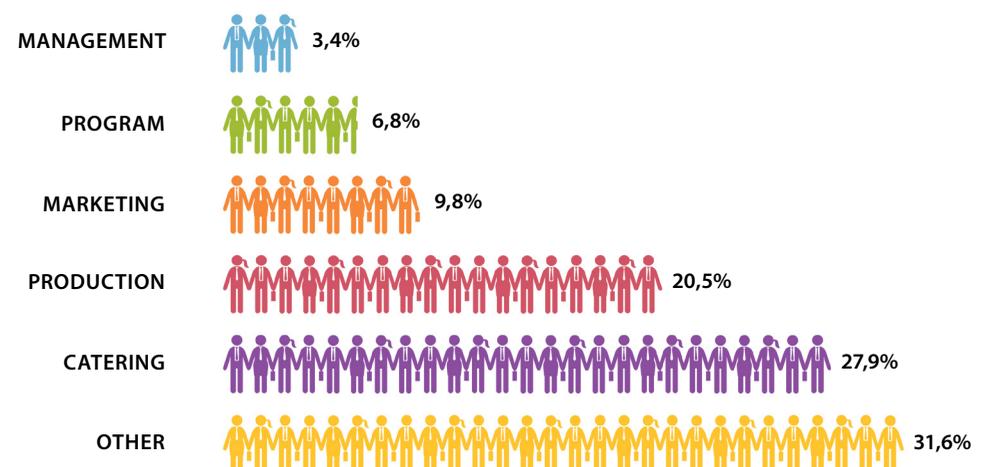
	MANAGEMENT	PROGRAM	MARKETING	CATERING	PRODUCTION
<b>FEMALE</b> 	25%	24%	42%	32%	28%
<b>MALE</b> 	75%	76%	58%	68%	72%

## • Distribution of full-time jobs (FTE)

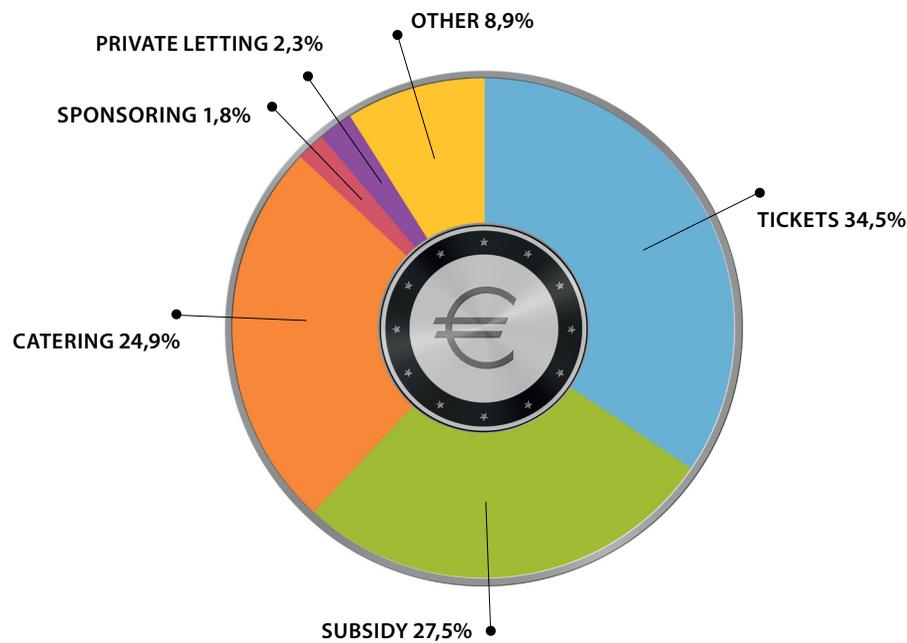


- The management of the music venues is mostly paid work, but smaller venues depend quite heavily on volunteers, especially for the catering production and technical support during opening hours. Most larger music venues work almost exclusively with paid workers, also during events.
- Of all the working hours in music venues over half of the working hours was spend on catering (28%) and production (21%). In addition time was invested in management (3%), program (7%) and marketing (10%). The other working hours (32%) were used differently, for example for box office, cloakroom, security, administration and cleaning.

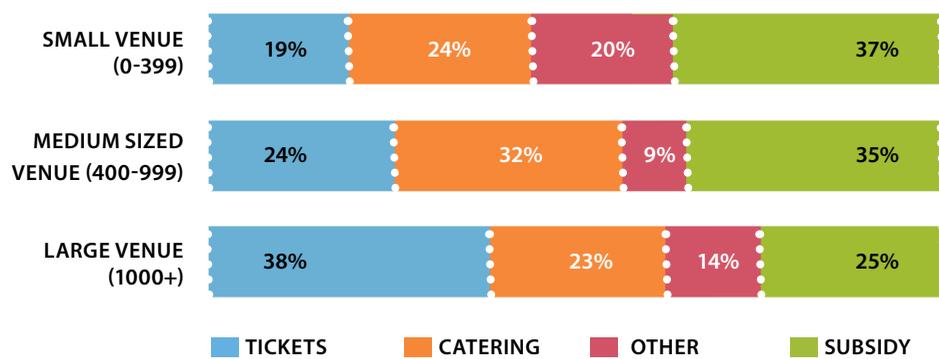
## • Full time jobs (FTE) per function



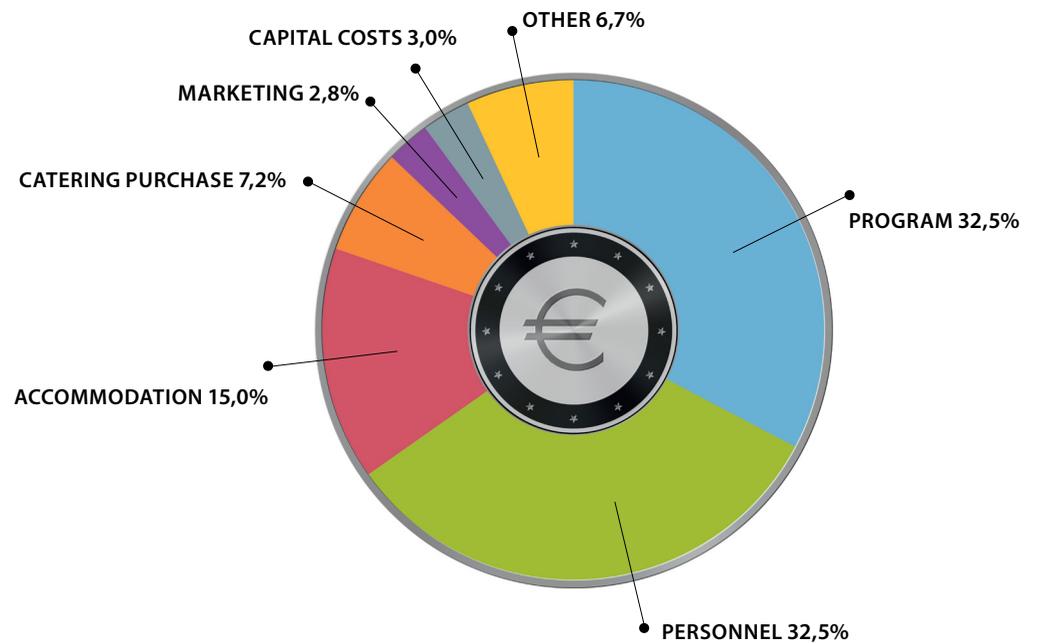
# income



- In 2016 the Dutch music venues achieved joint turnover of €139.8 million.
- The music venues generated income of the public for 60% by ticket sales (35%) and catering (25%). Together with income from private letting (2%), sponsoring (2%) and other income (9%) it means the music venues generated 72.5% of their own income.
- Larger music venues generated a higher share of income by ticket sales. Better-known artists performed there more frequently, as a result of which the admission fee was higher and there was more public. Smaller venues programmed more regional and local artists for a lower admission fee.
- To make all events possible the other income consists of subsidies from authorities (27.5% of the total income). Of these subsidies 97% came from municipalities, mainly intended for housing and exploitation costs. Large venues often receive larger amounts of subsidy, but the smaller the venue the larger the subsidy share is on the total income.
- At the box office an average admission fee of €15.98 was paid. The average catering sales per visitor amounted to €9.51.

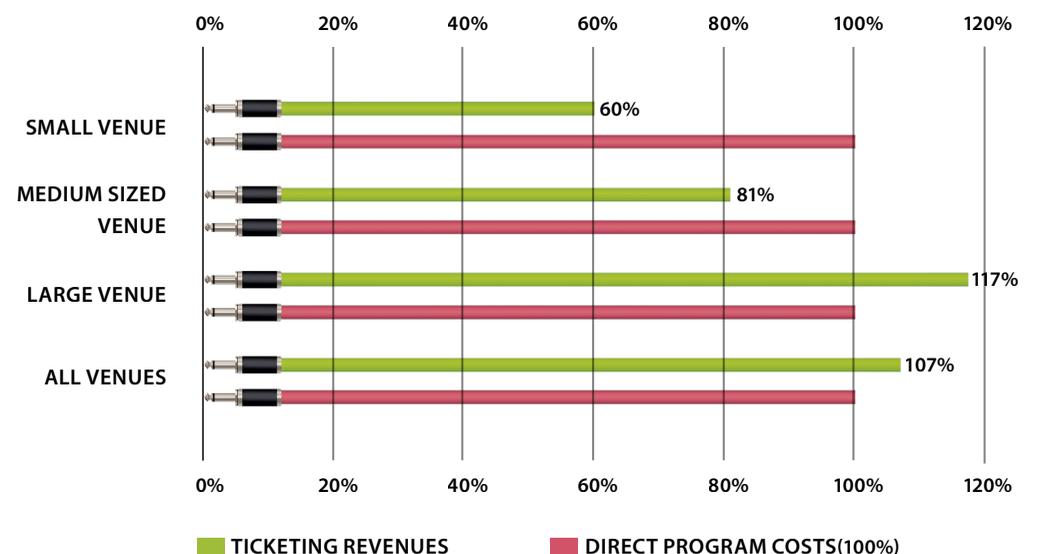


# expenditure



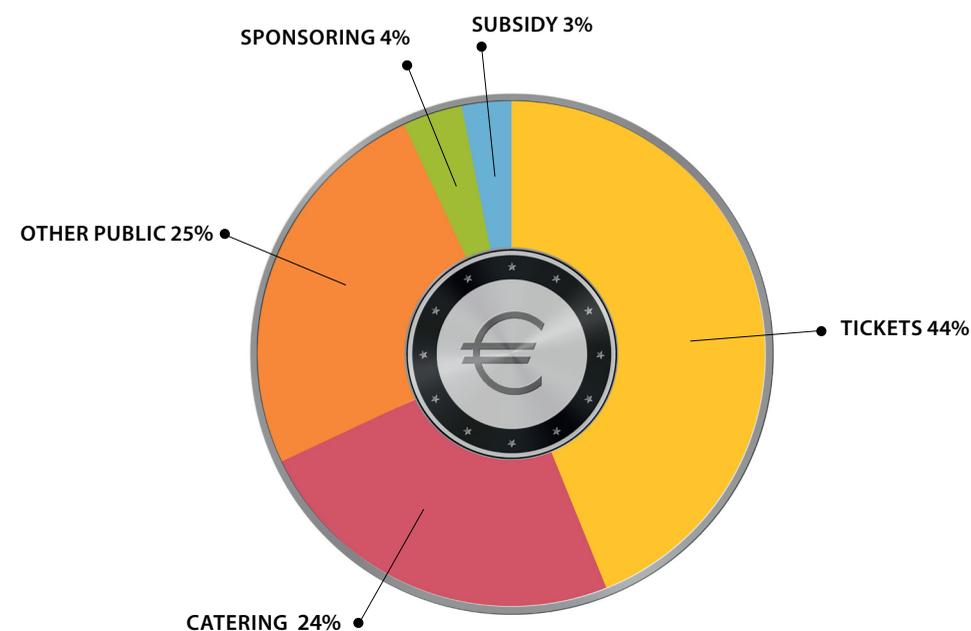
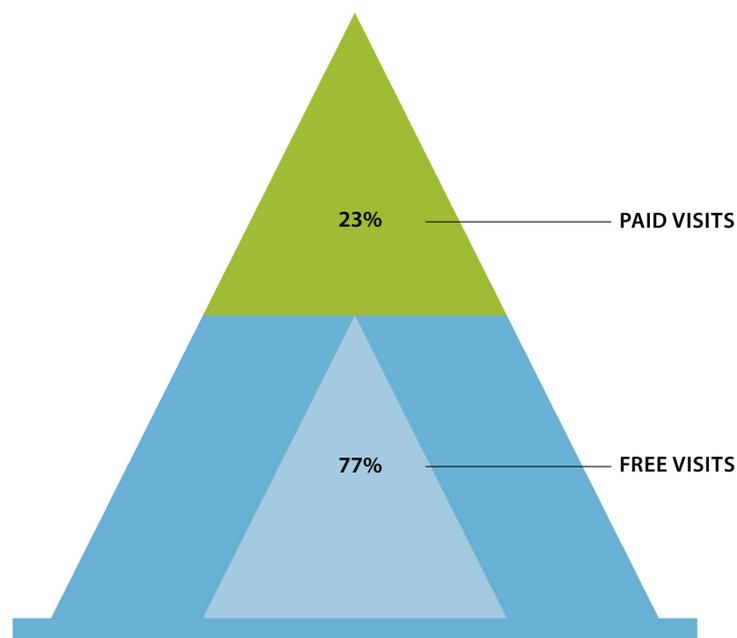
- In 2016 the total expenditure of the Dutch music venues amounted to €138.1 million. Of all VNPF music venues 98% are non-profit organizations. On average there was a positive result of 1.2%, but 27% of the venues had a negative result.
- The Dutch music venues mainly spend their money on programme (33%), personnel costs (33%) and accommodation costs (15%). Other expenses were purchase of catering (7%), marketing costs excluding personnel (3%), capital costs (3%) and various costs (7%) such as cleaning and administration.
- An average of 94% of the proceeds from ticket sales went to the program costs, such as artist fees, author rights, hotels and catering for artists. Small venues only covered 60% of their program costs by ticket sales. 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 (subsidies) and the business community (sponsoring).

## Does the ticketing revenues cover the direct program costs in 2016?



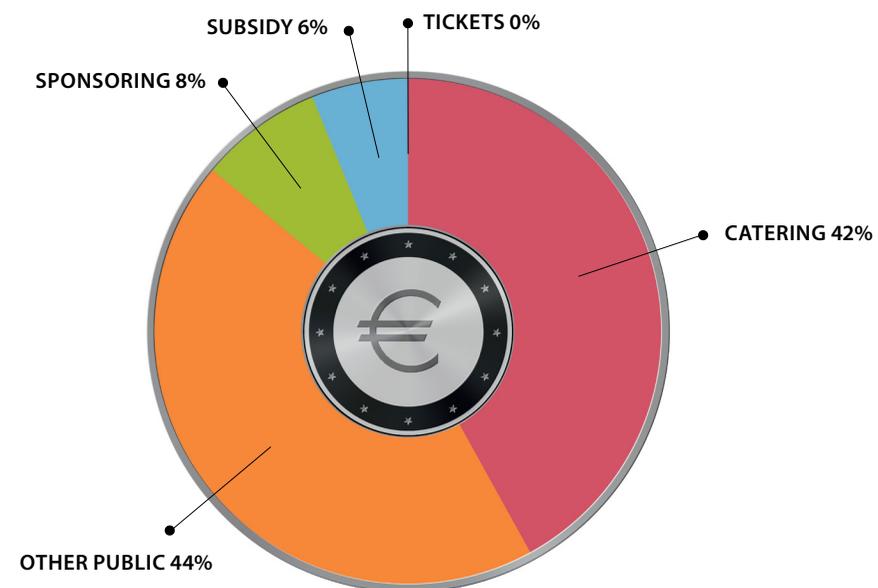
# music festivals

## • Income festivals with admission fee



- In August 2017 the VNPF had 46 music festivals as a member, of which 44 organised a festival in 2016. This is excluding music festivals that are organised by the music venues. It concerns independent organisations that organize an annual music event.
- Almost half (45%) of the music festivals were freely accessible, such as all the Liberty Festivals (Bevrijdingsfestivals), Parkpop, Zomerparkfeest and Valkhof Festival.
- The music festivals drew almost 2.5 million visitors. Of all visits 650,000 times admission was paid and the festivals had well over 1.9 million free visits. The average admission fee for a music festival was €68.40.

## • Income festivals freely accessible



- In 2016 the VNPF music festivals achieved joint turnover of well over €140 million, of which 72% was generated by the festivals with an admission fee.
- For freely accessible music festivals an average of 86% of their income comes from the public and for festivals with an admission fee even 93%.
- Music festivals that were freely accessible had obviously no income from ticket sales and therefore a higher share of income generated by catering (42%) and other public expenditure (44%) such as parking, merchandise, lockers and camping. In addition there were public funds like subsidies (6%) and private contributions such as sponsoring (8%).
- Music festivals with an admission fee generated 44% of their joint turnover by ticket sales. In addition income was made by catering sales (24%), other public expenditure (25%), sponsoring (4%) and subsidies (3%).



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<b>Boerderij</b> Zoetermeer <a href="http://www.cultuurpodiumboerderij.nl">www.cultuurpodiumboerderij.nl</a>	<b>Gigant</b> Apeldoorn <a href="http://www.gigant.nl">www.gigant.nl</a>	<b>Muziekgieterij</b> Maastricht <a href="http://www.muziekgieterij.nl">www.muziekgieterij.nl</a>	<b>Sugarfactory</b> Amsterdam <a href="http://www.sugarfactory.nl">www.sugarfactory.nl</a>	<b>Bevrijdingsfestival Brabant</b> Den Bosch <a href="http://www.bevrijdingsfestivalbrabant.nl">www.bevrijdingsfestivalbrabant.nl</a>	<b>Concert at Sea</b> Den Bosch <a href="http://www.concertatsea.nl">www.concertatsea.nl</a>	<b>Pitch</b> Amsterdam <a href="http://www.pitchfestival.nl">www.pitchfestival.nl</a>
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# What does the VNPF do?

The VNPF is the industry association of music venues and music festivals in the Netherlands and has existed since 1993. In August 2017 the VNPF had 103 members, consisting of 57 music venues and 46 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, prevention of hearing damage 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 VNPF office also runs the administration of the related employers' association WNPF that developed the industry's own collective bargaining agreement. The VNPF promotes knowledge exchange with an online social platform for members and different meetings such as members days, the annual VNPF Congress and a number of seminars at Eurosonic Noorderslag in Groningen. Here the VNPF also awards the annual prizes 'IJzeren Podiumdieren' to its members. For more info see [www.vnpf.nl](http://www.vnpf.nl)

In August 2017 57 music venues and 46 music festivals were members of the VNPF. The information in this publication is based on the figures of 53 of these music venues and 44 of these music festivals, that were active during the whole of 2016 and of which the figures were available. It concerns all music venues and festivals on the members list and map in this publication, except for venues 't Beest (Goes), Estrado (Harderwijk), ECI Cultuurfabriek (Roermond), Tolhuistuin (Amsterdam) and music festivals Catch (Utrecht) en Tuckerville (Enschede).

## Association of Dutch Music Venues and Festivals (Vereniging Nederlandse Poppodia en -Festivals, VNPF)

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