



2019

Dutch Live
Music Venues
and Festivals
Facts & Figures

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This publication provides insight into the facts and figures for the year 2019 of 53 of the 59 music venues, and of all 52 festivals, that are members of the VNPF in October 2020. The year 2019 was a record year for the music venues and music festivals in every respect. Never before did the venues and festivals programme so many events and artist performances, and attracted so much audience, as in 2019. Never before did so many employees work so many hours to make all of this possible. This resulted in both artistic and financial records.

At the time of the publication (October 2020) of these 2019 annual figures, we are still in the middle of a pandemic. COVID-19 is perhaps the biggest spoiler in the history of the live music sector in the Netherlands. Mid March 2020, all music venues had to close their doors abruptly. Events and festivals were banned. No activities could be organized by order of the government. The effects of this are still devastating: artists can no longer perform, workers no longer have a job, the audience can enjoy less live music. A great deal of damage is suffered in our experience economy. The Dutch government sees that - especially now - the cultural sector is important and, together with local governments, has generously supported parts of the live music sector during this crisis. The live music sector is very grateful to the government for this. From the summer of 2020, on a limited scale and under all kinds of restrictions, only mostly unprofitable activities are possible. Venue organizations and live music organizers are nevertheless in survival mode. They depend on limited, and otherwise very welcome, financial support from the government and are forced to reorganize and lay off personnel on a large scale.

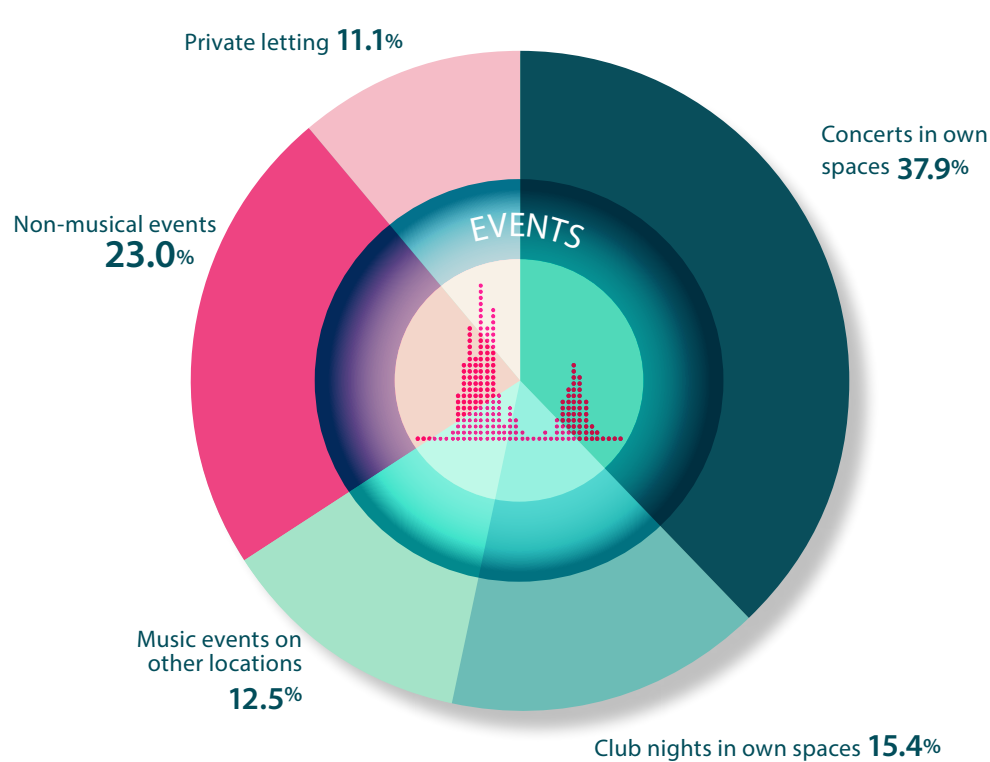
Almost all VNPF music festivals had to reschedule their festival edition 2020 to the, now increasingly uncertain, next year. This leads to an enormous loss of performances, visits, income and therefore damage, for the festivals and the entire ecosystem of suppliers. We can safely say that 2020 is the year of missed opportunities.

VNPF members 2020

VNPF members October 2020	Members in 2020	Data members 2019
 Large music venues (1000 or more)	18	17
 Medium sized music venues (400-999)	25	21
 Small music venues (less than 400)	16	15
 Total music venues	59	53
 Total music festivals	52	52
TOTAL MEMBERS	111	105



Venues: events and visits

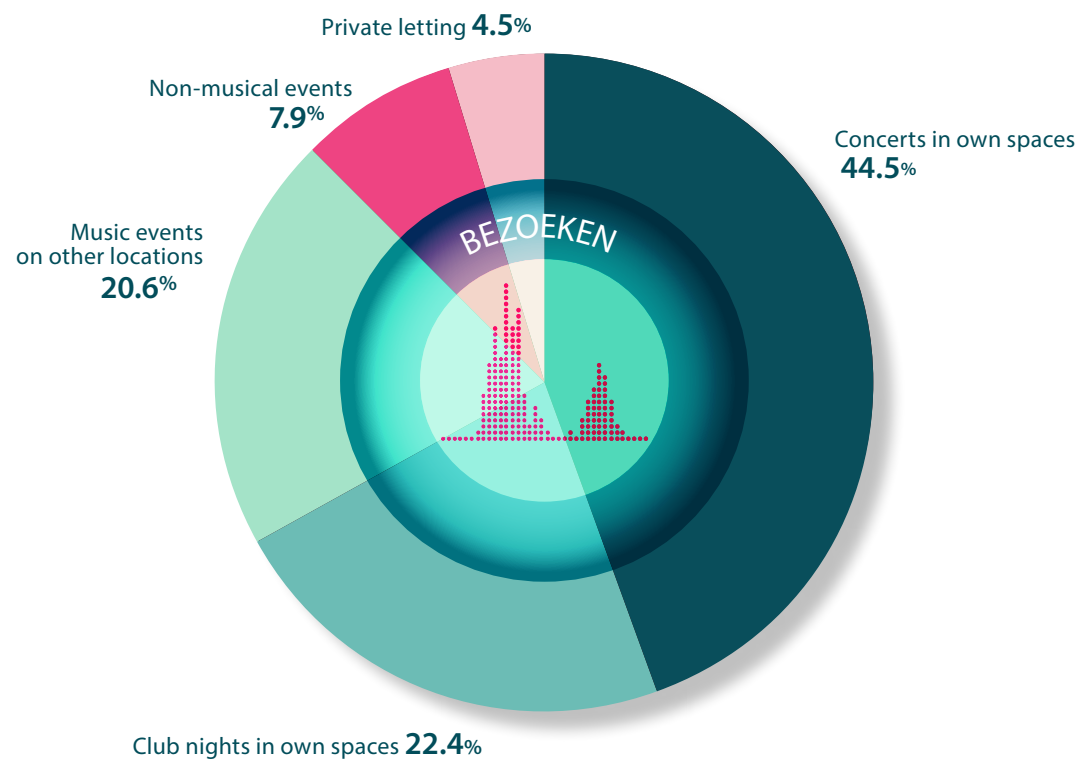


18,093 events, of which **66%** music events.

28,862 artist performances.

Mostly Dutch acts, especially during club nights:
at concerts **61%** and at club nights **87%**.

Non-musical is mainly cinema, theatre and debates.



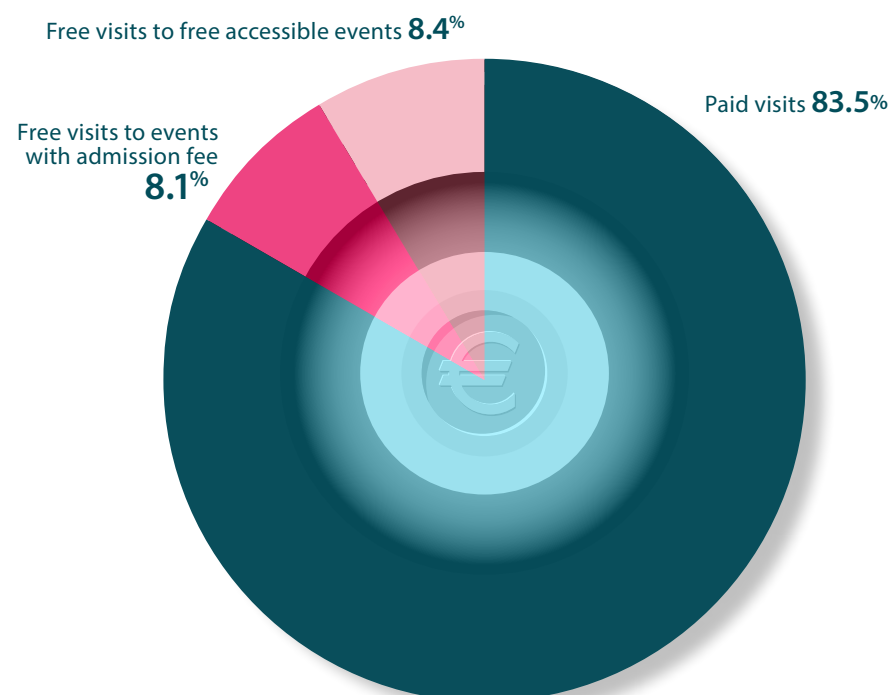
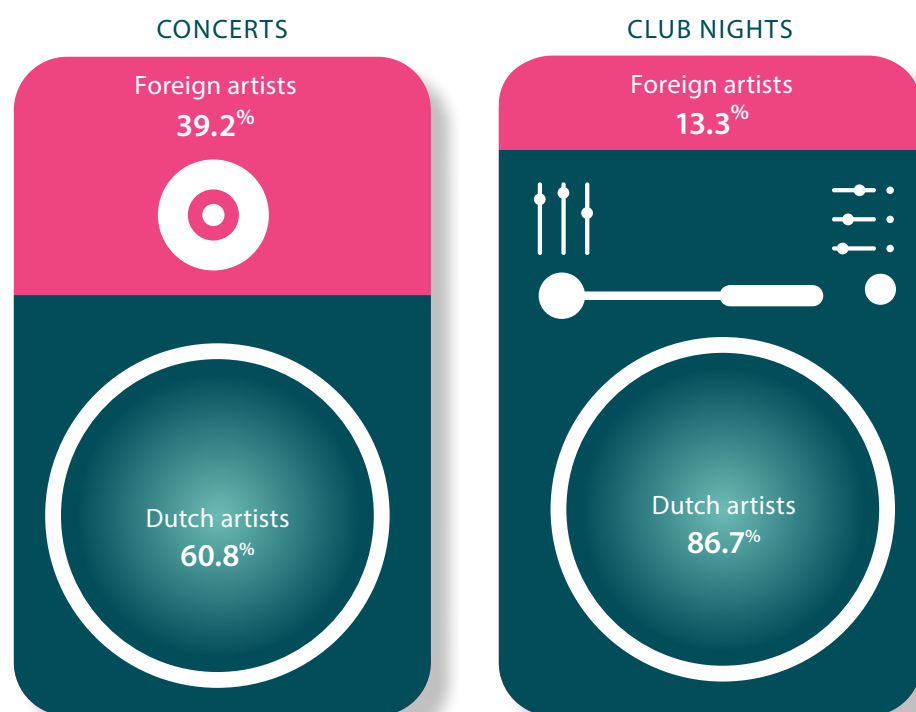
5,467,628 visits, of which **88%** to music events.

Live concerts attract most audience in total.

Club nights attract most audience per event.

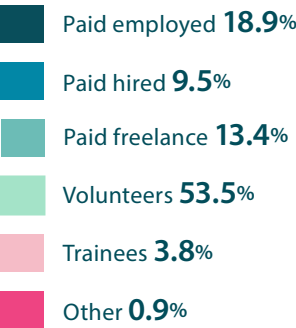
84% of the audience pay an admission fee.

19% of concerts and **21%** of club nights is sold out.

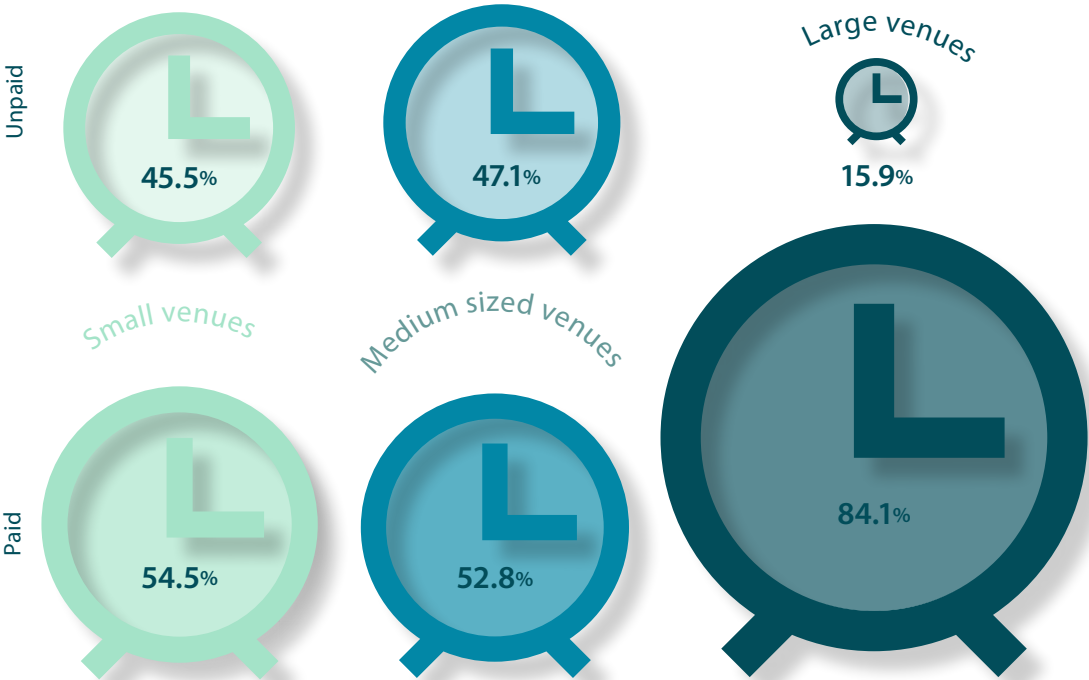


Venues: work(ers)

DISTRIBUTION OF WORKERS PER TYPE OF EMPLOYMENT



DISTRIBUTION OF WORKING HOURS (FTE) PAID / UNPAID



8,596 workers in total.

43% is paid worker: employed (19%) hired (10%) and freelance (13%).

54% is volunteer and **4%** is trainee.

Volunteers work less hours per week in average than paid workers.

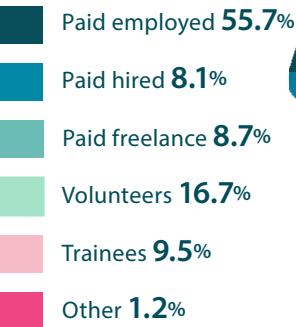
74% of all working hours (FTE) is paid.

In large music venues almost all work is paid. Small and medium sized venues work more often with volunteers. Volunteers work is mostly done during music events, such as catering and production.

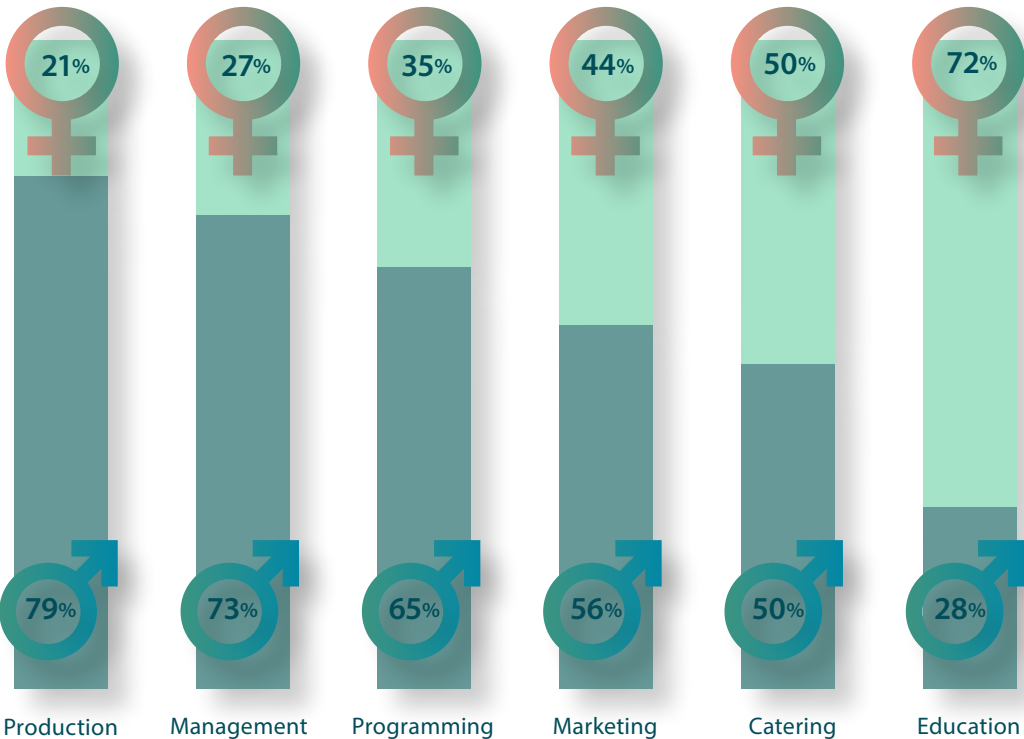
22% of all working hours are used for management, programming, marketing and education, **23%** for production, **28%** for catering, and **28%** for other work such as box office, cloakroom, security, cleaning and administration.

42% of all workers is female.

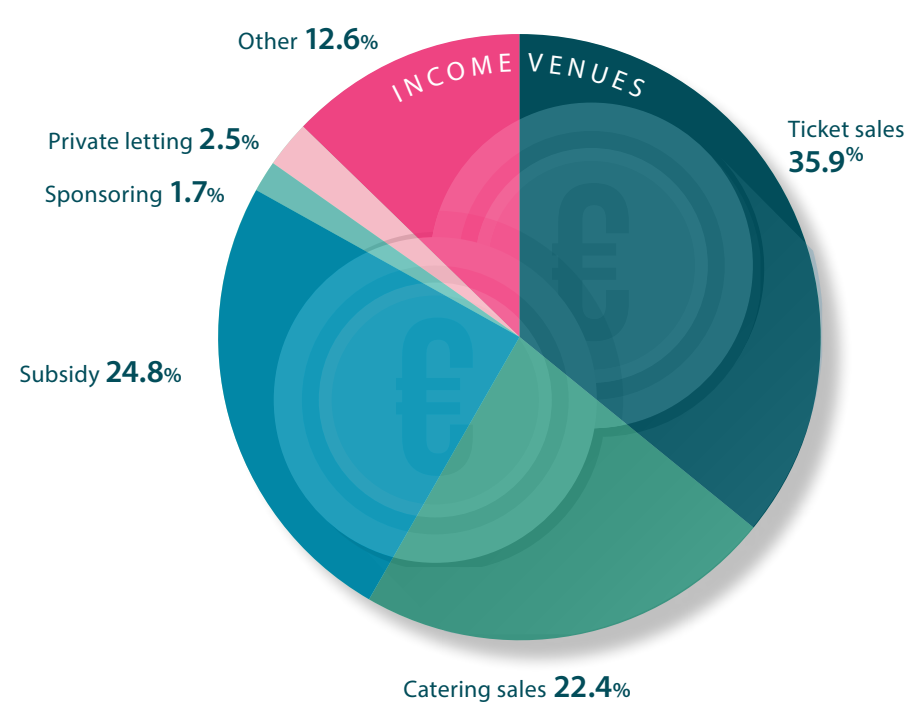
DISTRIBUTION OF WORKING HOURS (FTE) PER TYPE OF EMPLOYMENT



DISTRIBUTION MALE/FEMALE WORKERS PER TYPE OF WORK



Venues: income and expenditure



€ 169.9 million total income.

100% of the music venues is non-profit.

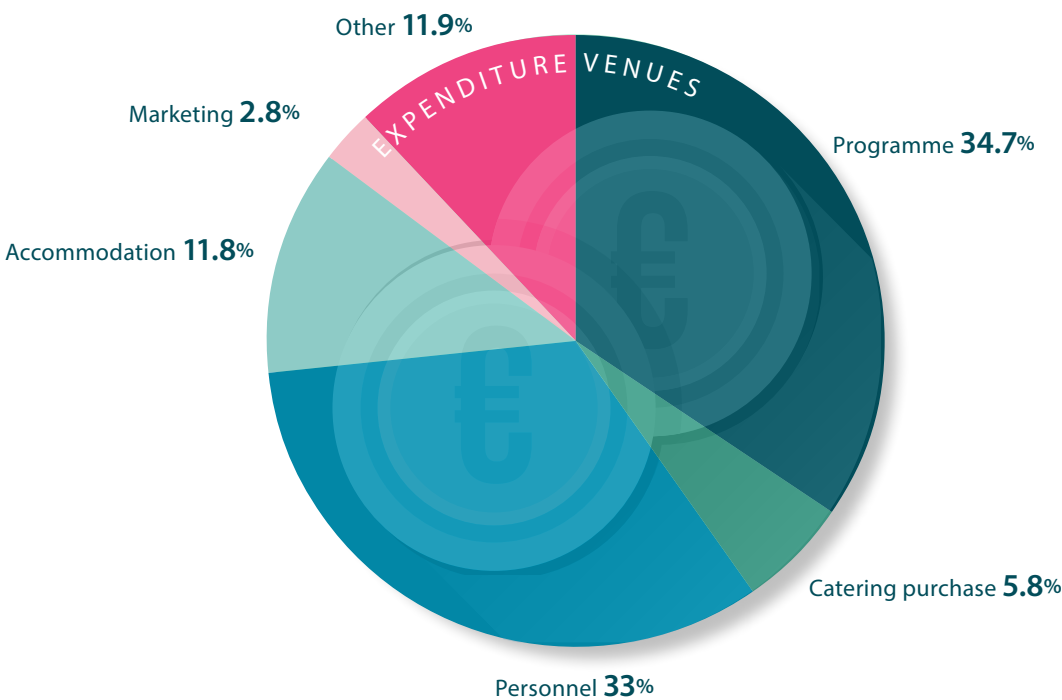
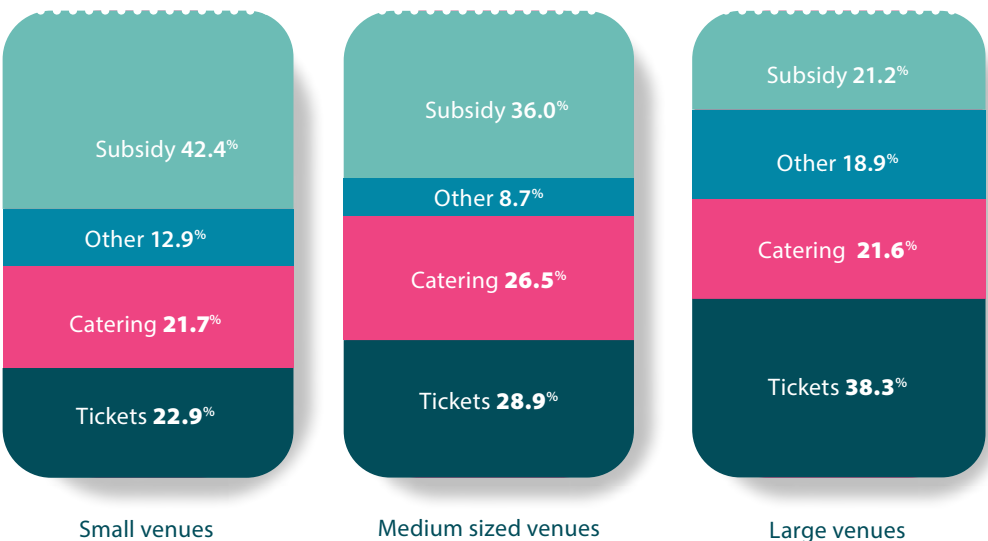
24.8% of the total income is subsidy, of which 96.1% comes from municipalities.

Large venues have a larger share of audience income. Smaller venues have a larger share of subsidy.

€ 19.48 ticket sales per paid visit.

€ 9.83 catering sales per visit.

DISTRIBUTION INCOME PER AUDIENCE CAPACITY



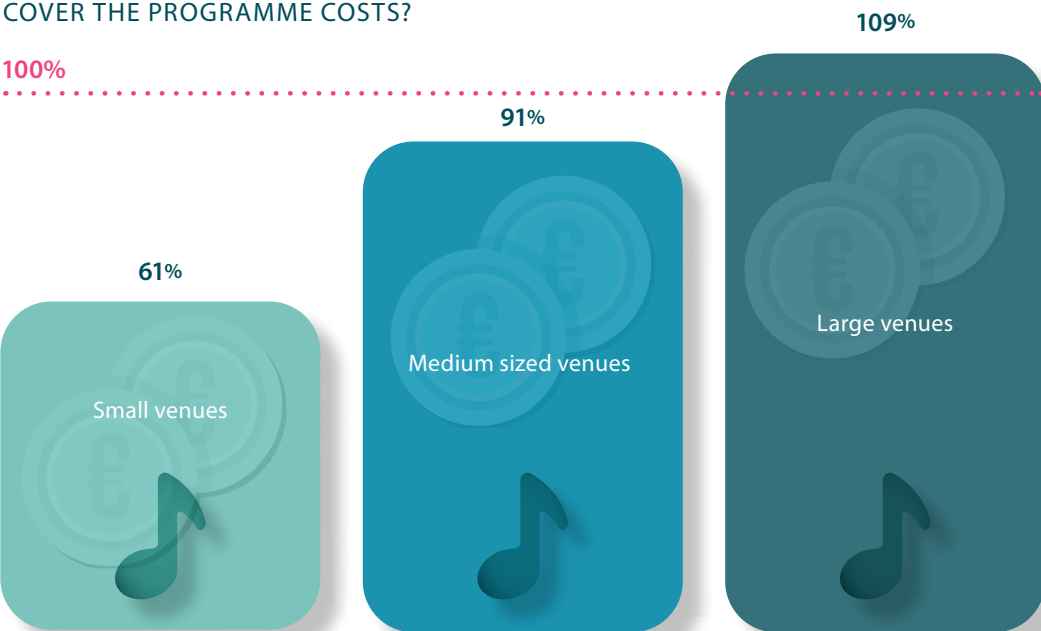
€ 169.7 million total expenditure.

Audience capacity has not much influence on the distribution of expenditure. Large music venues do have a higher share of programme costs.

62% of the programme costs concern artist fees. Other programme costs include copyright, booking fees, hotel, catering and backline.

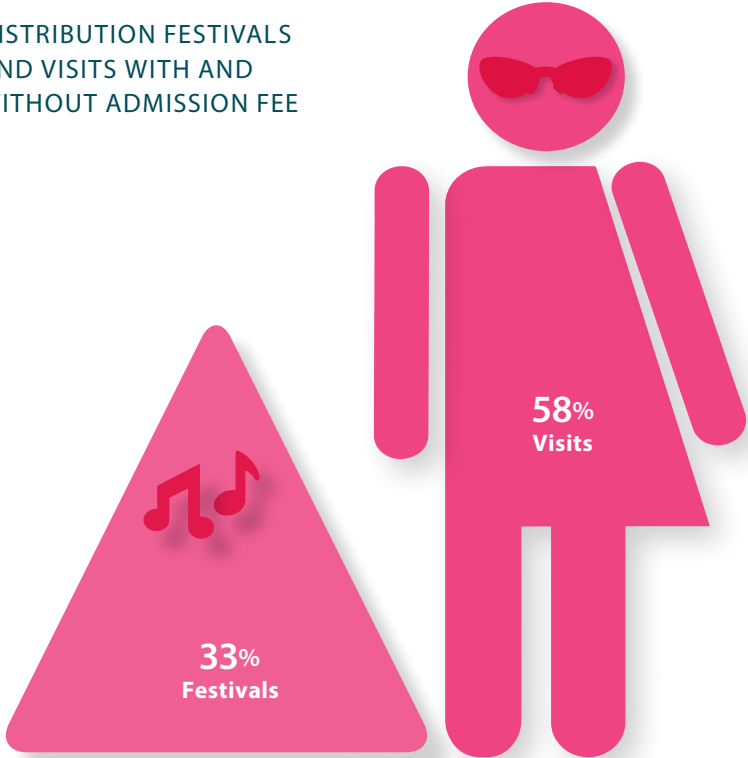
97% of the total income from ticket sales is spent on programme costs. The programme costs are only partly covered by the ticket sales at medium sized venues (91%) and small venues (61%).

TO WHAT EXTENT DO TICKET SALES COVER THE PROGRAMME COSTS?

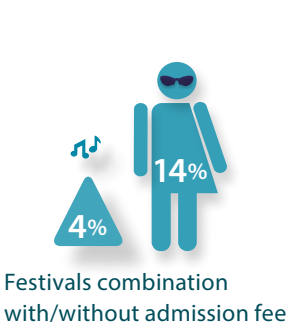


Festivals: events and visits

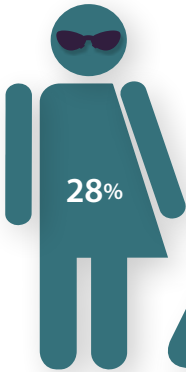
DISTRIBUTION FESTIVALS
AND VISITS WITH AND
WITHOUT ADMISSION FEE



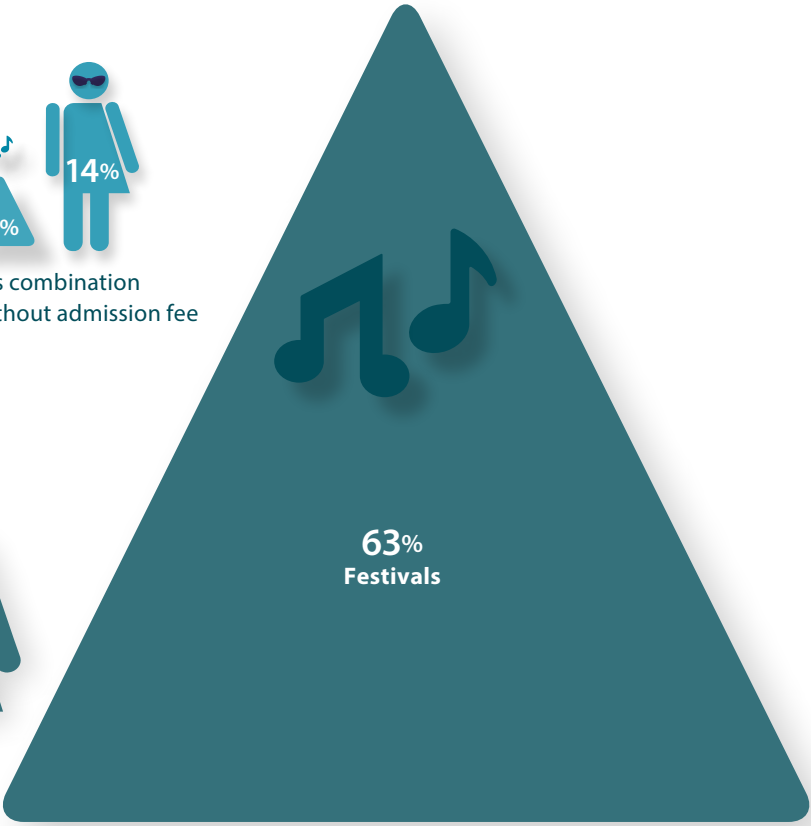
Festivals without admission fee



Festivals combination with/without admission fee



Festivals with admission fee

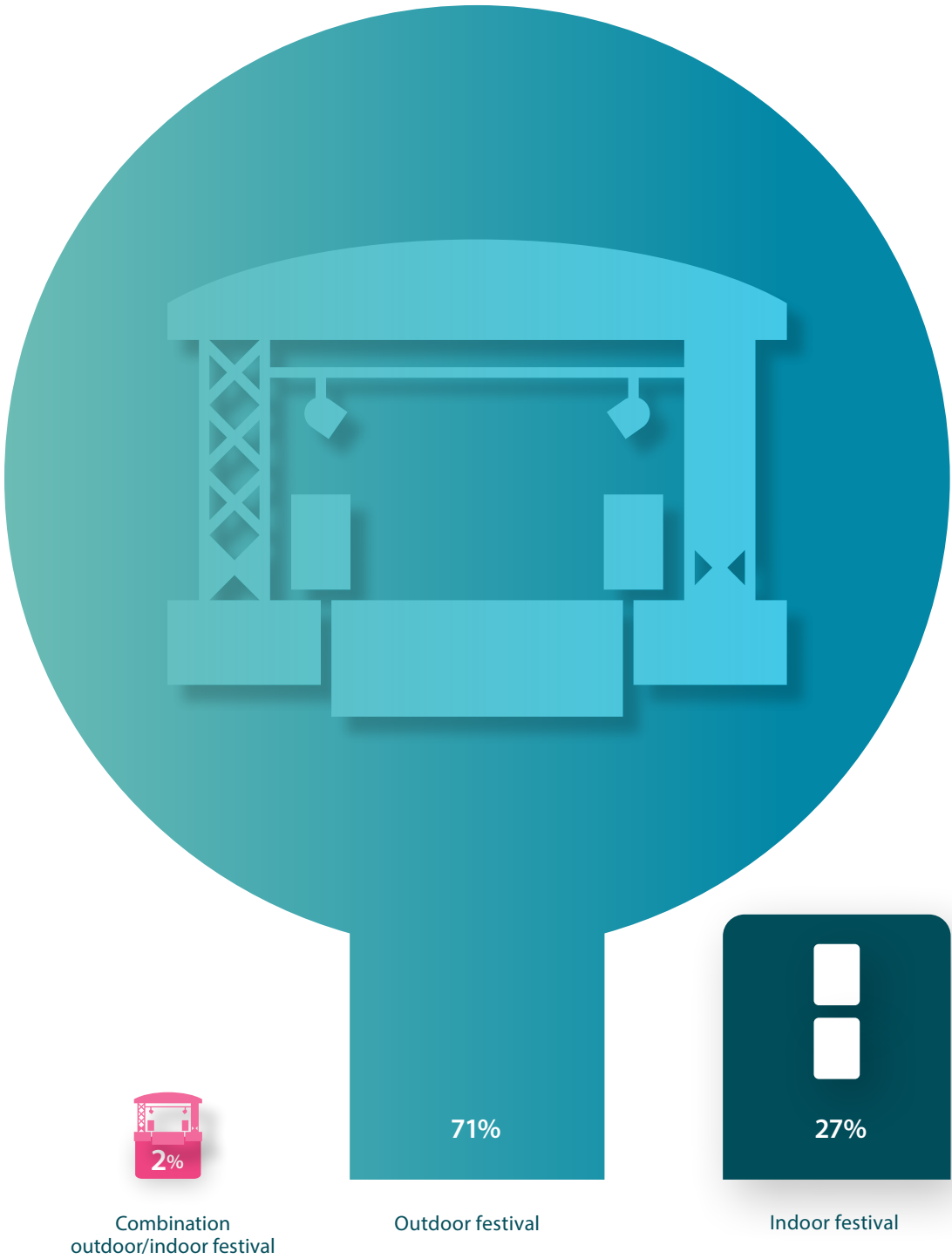


Festivals with admission fee

363 music stages.
3,210 performing artists.
Average **62** music acts per festival.

2.1 million visitors at one-day and multi-day festivals.
3.2 million visits at all festival days.

DISTRIBUTION INDOOR/OUTDOOR FESTIVALS



Combination outdoor/indoor festival

Outdoor festival

Indoor festival

73% of the music festivals is (partly) outdoor.

43% of the music festivals has (partly) free entrance.
These festivals attract **72%** of the total audience.

46% of the music festivals is a multi-day festival.
These festivals attract **43%** of the total audience.



VNPF music venues October 2020

013 Tilburg www.013.nl	Grenswerk Venlo www.grenswerk.nl	Paradiso Amsterdam www.paradiso.nl
Baroeg Rotterdam www.baroeg.nl	Groene Engel Oss www.groene-engel.nl	Patronaat Haarlem www.patronaat.nl
Beest, 't Goes www.tbeest.nl	Hall of Fame Tilburg www.hall-fame.nl	Peppel, De Zeist www.peppel-zeist.nl
Bibelot Dordrecht www.bibelot.net	Hedon Zwolle www.hedon-zwolle.nl	Pop- en Cultuurhuis PX Volendam www.pxvolendam.nl
BIRD Rotterdam www.bird-rotterdam.nl	Helling, De Utrecht www.dehelling.nl	Pul, De Uden www.livepul.com
Boerderij Zoetermeer www.cultuurpodiumboerderij.nl	Iduna Drachten www.iduna.nl	Rotown Rotterdam www.rotown.nl
Bolwerk, Het Sneek www.hetbolwerk.nl	Kroepoekfabriek Vlaardingen www.kroepoekfabriek.nl	Simplon Groningen www.simplon.nl
Burgerweeshuis Deventer www.burgerweeshuis.nl	Luxor Live Arnhem www.luxorlive.nl	So What! Gouda www.so-what.nl
Capsloc Capelle aan den IJssel www.capsloc.nl	Manifesto Hoorn www.manifesto-hoorn.nl	Spot, De Middelburg www.despotmiddelburg.nl
Corneel Lelystad www.corneel.nl	Meester, De Almere www.demeesteralmere.nl	SPOT / De Oosterpoort Groningen www.spotgroningen.nl
Doornroosje Nijmegen www.doornroosje.nl	Melkweg Amsterdam www.melkweg.nl	TivoliVredenburg Utrecht www.tivolivredenburg.nl
Duycker Hoofddorp www.duycker.nl	Merleyn Nijmegen www.doornroosje.nl/merleyn	Tolhuistuin Amsterdam www.tolhuistuin.nl
ECI Cultuurfabriek Roermond www.ecicultuurfabriek.nl	Metropool Hengelo www.metropool.nl	Vera Groningen www.vera-groningen.nl
Effenaar Eindhoven www.effenaar.nl	Mezz Breda www.mezz.nl	Victorie Alkmaar www.podiumvictorie.nl
EKKO Utrecht www.ekko.nl	Muziekgieterij Maastricht www.muziekgieterij.nl	Volt Sittard www.poppodium-volt.nl
FLUOR Amersfoort www.fluor033.nl	Neushoorn Leeuwarden www.neushoorn.nl	Vorstin, De Hilversum www.devorstin.nl
Flux, De Zaandam www.podiumdeflux.nl	Nieuwe Nor Heerlen www.nieuwenor.nl	Willemveen Arnhem www.willemveen.nl
Gebouw-T Bergen op Zoom www.gebouw-t.nl	P3 Purmerend www.p3purmerend.nl	Willem Twee Den Bosch www.willem-twee.nl
Gebr. De Nobel Leiden www.gebrdenobel.nl	P60 Amstelveen www.p60.nl	WORM Rotterdam www.worm.org
Gigant Apeldoorn www.gigant.nl	Paard Den Haag www.paard.nl	



VNPF music festivals October 2020

Baroeg Open Air Rotterdam www.baroegopenair.nl	Catch Utrecht www.catchfestival.nl	Pinkpop Landgraaf www.pinkpop.nl
Best Kept Secret Hilvarenbeek www.bestkeptsecret.nl	Concert at SEA Brouwersdam www.concertatsea.nl	Popronde diverse steden www.popronde.nl
Bevrijdingsfestival Amsterdam Het Vrije Westen Amsterdam www.4en5meiamsterdam.nl	Down The Rabbit Hole Beuningen www.downtherabbithole.nl	Rewire Den Haag www.rewirefestival.nl
Bevrijdingsfestival Brabant Den Bosch www.bevrijdingsfestivalbrabant.nl	Eurosonic Noorderslag Groningen www.noorderslag.nl	Roadburn Festival Tilburg www.roadburn.com
Bevrijdingsfestival Den Haag Den Haag www.bevrijdingsfestivaldenhaag.nl	Haringrock Katwijk www.haringrock.nl	Rockit Groningen www.spotgroningen.nl/events/rockit
Bevrijdingsfestival Flevoland Almere www.bevrijdingsfestivalflevoland.nl	Holland International Blues Festival Grollo www.hollandinternationalbluesfestival.com	Rotterdam Unlimited Rotterdam www.rotterdamunlimited.com
Bevrijdingsfestival Fryslân Leeuwarden www.bevrijdingsfestivalfryslan.nl	Indian Summer Langedijk www.indiansummerfestival.nl	Royal Park Baarn www.royalparklive.nl
Bevrijdingsfestival Gelderland Wageningen www.bevrijdingsfestival gelderland.nl	Into The Great Wide Open Vlieland www.intothegreatwideopen.nl	So What's Next? Eindhoven www.sowhatsnext.nl
Bevrijdingsfestival Groningen Groningen www.bevrijdingsfestival groningen.nl	Jera On Air Ysselsteyn www.jeraonair.nl	Stadspark Live Groningen www.stadsparklive.nl
Bevrijdingsfestival Limburg Roermond www.bevrijdingsfestival limburg.nl	Latin Weekender America www.latinweekender.com	Strawberry Fields Festival Dedemsvaart www.strawberryfieldsfestival.eu
Bevrijdingsfestival Nijmegen Nijmegen www.4en5mei-nijmegen.nl	Le Guess Who? Utrecht www.leguesswho.nl	Transition Festival Utrecht www.tivolivredenburg.nl
Bevrijdingsfestival Overijssel Zwolle www.bevrijdingsfestival overijssel.nl	Left of the Dial Rotterdam www.leftofthedial.nl	Tuckerville Enschede www.tuckerville.nl
Bevrijdingsfestival Utrecht Utrecht www.bevrijdingsfestival utrecht.nl	Lowlands Biddinghuizen www.lowlands.nl	Valkhof Festival Nijmegen www.valkhoffestival.nl
Bevrijdingsfestival Zeeland Vlissingen www.bevrijdingsfestivalzeeland.nl	Motel Mozaïque Rotterdam www.motelmozaïque.nl	Welcome to The Village Leeuwarden www.welcometothevillage.nl
Bevrijdingsfestival Zuid-Holland Rotterdam www.bevrijdingsfestivalzh.nl	NN North Sea Jazz Festival Rotterdam www.northseajazz.com	WOO HAH! Hilvarenbeek www.woohahfestival.com
Bevrijdingspop Haarlem Haarlem www.bevrijdingspop.nl	Once In A Blue Moon Amsterdam www.onceinabluemoonfestival.nl	Zomerparkfeest Venlo www.zomerparkfeest.nl
Bospop Weert www.bospop.nl	Oranjepop Nijmegen www.oranjepop-nijmegen.nl	
C2C: Country to Country Amsterdam www.c2c-countrytocountry.nl	Parkpop Weekend Den Haag www.parkpop.nl	

VNPF information

The ‘Vereniging Nederlandse Poppodia en -Festivals’ (VNPF) is the industry association of music venues and music festivals in the Netherlands. In October 2020 the VNPF has 111 members, consisting of 59 venues and 52 festivals. In the interest of its members the VNPF exerts influence on legislation and (government) policy that concern music venues and festivals. Important topics are, amongst others, cultural policy, working conditions, sustainability, professionalization, safety, diversity and inclusion.

The VNPF optimizes (pre)conditions for members where possible. The association develops services for its members to improve their performances. Thanks to collective agreements with suppliers venues may receive discounts on different products and services. The VNPF organizes together with partners the annual ‘Congres Podia | Festivals | Evenementen’, a well-attended and leading conference for the Dutch live music sector. In doing so, it promotes knowledge exchange and connects people and organizations.

For more info see **www.vnpf.nl**

WNPF

The VNPF office also runs the secretariat of the sister association ‘Werkgeversvereniging Nederlandse Poppodia en -Festivals’ (WNPF), which deals with employment conditions and has developed the industry’s own collective bargaining agreement NPF.

For more info see **www.caopoppodia.nl**

Association of Dutch Music Venues and Festivals

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In October 2020, 59 music venues and 52 music festivals are member of the VNPF. The information in this publication is based on the figures of 53 of these music venues and 52 of these music festivals, that were active during 2019 and of which data are collected.

All amounts in this publication are excluded VAT.

In spite of all the care devoted to the editing of this publication, the publisher cannot accept liability for any damage that is the result of any error in this publication. The VNPF also wants to emphasize that the figures are totals and averages and therefore no statements can be made about individual music venues and festivals.

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