



EUROPEAN  
FESTIVALS  
ASSOCIATION

Gloucester 23 November 2022

Gert Naessens, Director Business Development

# Some numbers

- potential of 40.000 European festivals
- an average of 55.000 people visit a festival every day
- In Finland, one on two people visit a festival
- 4000 festivals in UK?
- €1 investment in a festival yields a €10 return

**Collective force**

**Immense diversity**



# Trend 1

A bigger context of societal development

- Are the arts a suitable medium/instrument to transform societies?
- Festivals became a very sexy format for cities, businesses, academia, the tourism sector
- The agendas of festivals are the problems of our world today.

# Trend 2

The group of responsible public actors or activists became bigger recently

- Next to the performances and their message, the festival also wants to express its own message
- It is not a choice just of artists. but also of personal messages.

# Trend 3

Audience development is becoming more and more a community building exercise

- Festivals become dialogue partners in the urban fabric
- It is about interaction, co-creation and inclusion
- Values define if audiences feel addressed

# Trend 4

Is the local global community replacing the big trends in mobility?

- The singularity of each festival exists also thanks to or because of the collectiveness
- The human environment, the physical being together will always have a huge added value
- we ambition even more in the future to train ourselves well in intercultural communication.

# EFA's initiatives

- 70-Years-on agenda. [Download it here](#)
- [EFFEA - European Festivals Fund for Emerging Artists](#)
- [EFFE SEAL for Festival Cities and Regions](#)
- Arts Festivals Summit 2023 – 23-26 April in Peralada/Girona

Please contact me on [gert@efa-aef.eu](mailto:gert@efa-aef.eu) for any question!

