



**Press Release March 15, 2019**

**Yourope Announce Members Annual Report 2018**

- In-depth report on the state and performance of European Music Festivals associated with Yourope
- Analysis of European Artists and Audiences on Popular Music Festivals
- Results for the Festival Season 2018 by Yourope Festivals

**Yourope**, the pan-European association of music festivals, publishes the results of its members survey for 2018. The study provides an evaluation of the settings and conditions of its member festivals, with reports on the characteristics of popular music festivals in general, including artistic profile and audience observations for these events. The report furthermore underlines the relevance of popular music festivals as culture indicators for young Europeans on a European level.

Yourope represents nearly 100 music festivals and associated members in 26 European countries. The events associated with Yourope range from large scale festivals with more than 70.000 visitors to small and medium sized events with less than 5.000 visitors. The current survey is one of the very first research reports on a European level, investigating in detail the main age groups for popular music festivals, findings on cross border effects on events attracting an international audience and the resulting accumulated economic results.

Christof Huber, General Secretary of Yourope, comments: "In particular reference to the overall development in the number of events, festivals have become a very meaningful cultural phenomenon in Europe. Taking into consideration the fact that the main age group for festival attendants is between 25 and 29 years, it is clear that popular music festivals are supporting cultural exchange between young Europeans by providing essential stages and performance spaces for artists and their audiences."

Along with other observations, the survey revealed that up to 70 percent of festivals associated with Yourope promote their events outside their domestic markets, with 54 percent of their artistic programmes predominantly featuring European artists.

The study is now available for download on the website [Yourope.org](http://Yourope.org).

For further information please contact

YOUROPE - The European Festival Association  
Christof Huber - General Secretary  
Phone: +41 71 223 41 01  
E-mail: [yourope@yourope.org](mailto:yourope@yourope.org)