

The impact of music festivals on the tourism economy - Appendix

Figure I: Survey's template

1. Sex: Male Female 2. Age _____

3. Nationality _____ 4. Residence _____

5. Purpose of your visit:

- a) I love one/more artists in particular!
- b) I love one/more artists in particular and I want to visit Lisbon and Portugal
- c) I want to visit Lisbon and Portugal
- d) I am a fan of NOS Festival Alive in general

6: How long are you staying in Lisbon?

- a) only 1 night
- b) between 2 and 4 nights
- c) 5 or more nights
- d) not even 1 night

7. Type of accommodation

- a) hotel
- b) hostel
- c) b&b
- d) Airbnb
- e) camping
- f) friends/family house
- g) touristic apartments
- h) other

8. Have you planned other trips around Portugal?

- Yes
- No

9. Which means of transportation did you use to come to Lisbon?

- a) private car
- b) airplane
- c) train
- d) bus
- e) other

Flight Airline _____

10. Is it your first time at Festival NOS Alive?

- Yes
- No

11. How important were the following criteria in your decision of attending the NOS Alive?

(1= Not important at all; 2= not very important; 3= neutral; 4= quite important; 5= very important)

	1	2	3	4	5
a) Headline Act (main artists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Full Artist Line Up (all artists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Location (festival site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Location (city, proximity to tourist attractions..)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Ticket price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Popularity of the festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Infrastructure and facilities quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Which day are you attending?

7th July

8th July

9th July

13. What is your experience with music festivals?

- a) It's the first time I participate to a festival in general
- b) It's the first time I participate to a festival outside my country
- c) I participate to plenty of festival, both in my country and abroad
- d) I usually attend music festival more abroad than in my country
- e) I rarely go to music festivals

14. What is the name of best music festival you have been to? _____

15. Have you been to any of these festivals?

- a) Glanstonbury, Pilton, UK
- b) Primavera Sound, Barcelona, SP
- c) Sziget, Budapest, HU
- d) Tomorrowland, USA/BR/BE
- e) Reading Festival, UK
- f) Rock en Seine, Paris, FR
- g) Coachella, US
- h) Rock in Rio, PT/BR/US

16. How important are the following aspects when to choose a music festival to attend, assuming they propose a similar artist line up?

(1= not important at all, 2= not very important; 3= neutral; 4= quite important; 5= very important)

	1	2	3	4	5
a) Ticket price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Location (festival site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Location (country, city, proximity to beaches, tourist attractions etc..)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Infrastructures and facilities (stages, camping etc..)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Distance/Length of travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Services (food and beverage, toilets..)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Website Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Booking system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. How did you become aware of Festival NOS Alive?

- a) Official Website
- b) Radio
- c) Television
- d) Social media (Facebook, Twitter,..)
- e) Friends
- f) Blog/ Forum
- g) Search Engine (Google, Artist website, etc..)

18: Would you like to come back to Festival NOS Alive 2017?

Yes

No

➤ If you are interested in receiving news and promos for the NOS Alive 2017 please write here your email:

_____@_____.

Thank you! Obrigado!

Table I: NOS Alive History

Year	Dates	Artists	Ticket price (3 days)	Total visitors	Foreign visitors
2007	8-10 June	Pearl Jam, Linkin Park, The Smashing Pumpkins, The White Stripes, Beastie Boys	€ 90	70000	n.a
2008	10-12 June	Bob Dylan, Neil Young, Gogol Bordello, John Butler Trio, The National	€ 80	100000	6000
2009	9-11 July	Metallica, The Prodigy, Dave Matthews Band, Placebo, The Kooks	€ 90	110000	6000
2010	8-10 July	Faith No More, Deftones, LCD Sound System, Pearl Jam, Calvin Harris	€ 90	120000	12000
2011	7-9 July	Coldplay, Foo Fighters, The Chemical Brothers, Jane's addiction, TV on the radio, James Blake	€ 129	160000	7000
2012	13-15 July	Justice, The Stone Roses, The Cure, Radiohead, The Kills, Metronomy, Mazzy Star	€ 105	155000	16000
2013	12-14 July	Green Day, Two Doors Cinema Club, Depeche Mode, Editors, Kings of Leon, Phoenix, Tame Impala, Alt-J, Vampire Weekend	€ 105 (with camping)	150000	15000
2014	10-12 July	Arctic Monkeys, Imagine Dragons, The Black Keys, MGMT, Foster the People, The Libertines, Bastille	€ 105	155000	15000
2015	9-11 July	Muse, Alt-J, The Prodigy, Mumford & Sons, Disclosure, Chet Faker, Ben Harper & The Innocent	€ 109	155000	15000
2016	7-9 July	The Chemical Brothers, Pixies, Robert Plant, Radiohead, Tame Impala, Foals, Arcade Fire, M83, Band of Horses	€ 119	165000	32000
2017	6-8 July	N.a	-	-	-

Graph I: *International visitors at NOS Alive - Evolution from 2007 to 2016*

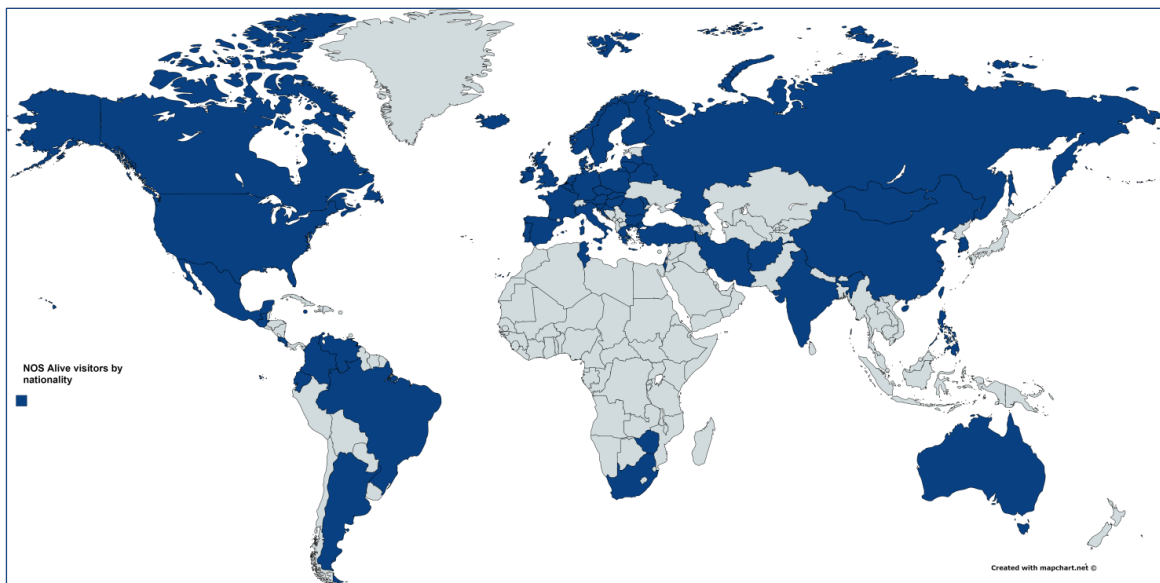


Table II: *Age groups at NOS Alive '16.*

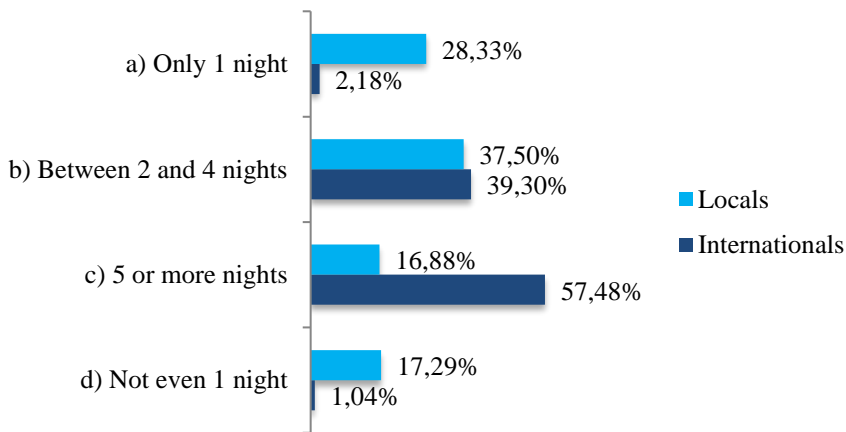
Age	Locals	Internationals
10-14	3%	0%
15-19	55%	12%
20-24	22%	27%
25-29	10%	25%
30-34	6%	15%
35-39	3%	10%
40-44	1%	4%
45-49	1%	3%
50-44	1%	2%
+55	0%	1%

Figure II: *Sample composition based on visitor nationality*

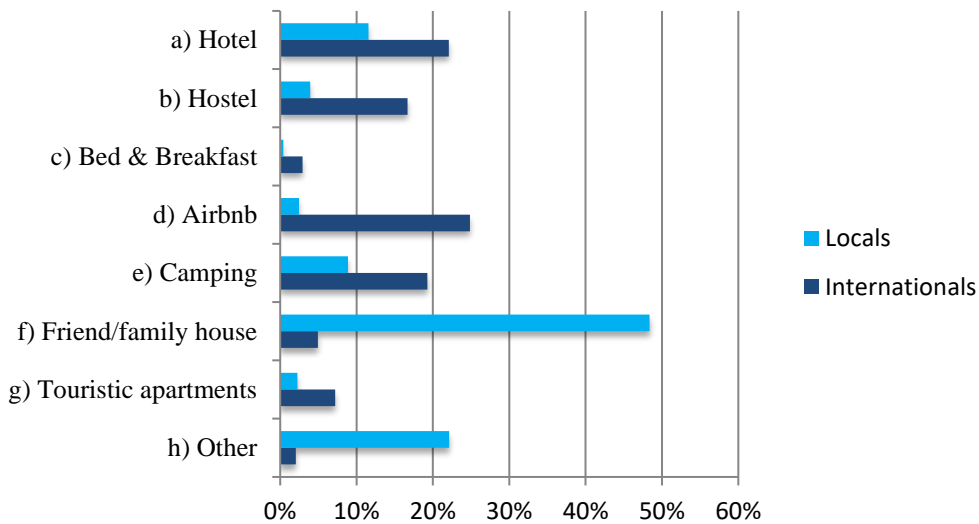
Portuguese	838	Brazilian	15	Polish	5	Zimbabwean	2
British	376	Georgian	14	Argentinean	4	Danish	2
Spanish	120	Swiss	14	Chinese	3	Costa Rican	1
French	79	Colombian	11	Guatemalan	3	Czech	1
Italian	51	Canadian	10	Hungarian	3	Belarusian	1
Belgian	44	South Korean	10	Indian	3	Filipino	1
Irish	32	Austrian	9	Venezuelan	3	Icelandic	1
Israelis	26	Ecuadorian	9	Croatian	2	Jamaican	1
Norwegian	25	Mexican	8	Finnish	2	Latvian	1
American	24	Romanian	8	Iranian	2	Moldovan	1
Dutch	22	Swedish	8	Lithuanian	2	Mongolian	1
German	22	South African	7	Slovak	2	Singaporean	1
Australian	19	Turkish	7	Taiwanese	2		
Russian	20	Greek	5	Tunisian	2		



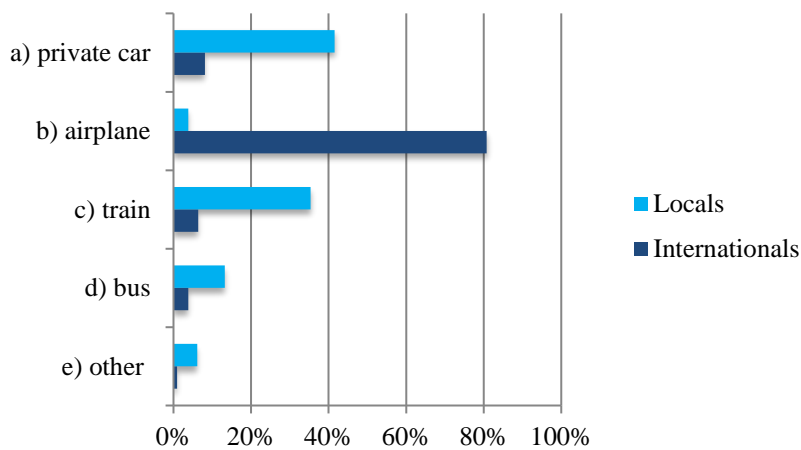
Graph II: Overnight stays according to Locals and Internationals



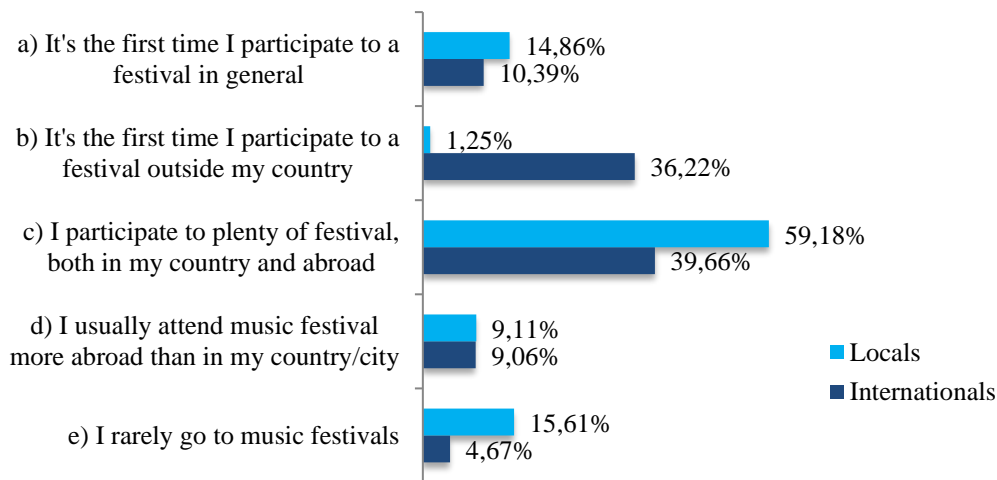
Graph III: Type of accommodation according to Locals and Internationals



Graph IV: Means of transportation according to Locals and Internationals



Graph V: Experience with music festivals according to Locals and Internationals



Graph VI: Source of information according to Locals and Internationals

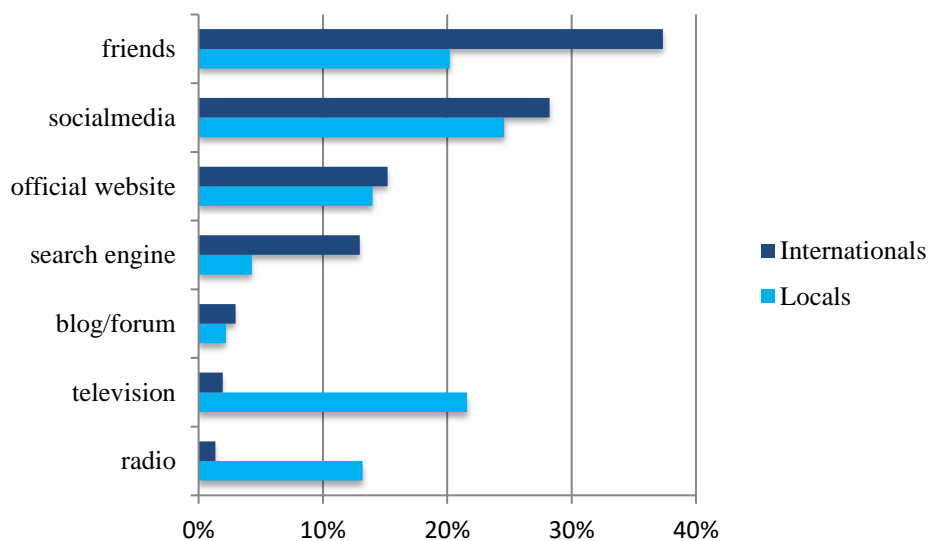


Table III: The total off-site visitor expenditures at NOS Alive '16.

Type of visitors	N° of visitors	Off-site Daily Exp.	Av. overnights stay	Off-site Tot. Exp.
Residents in Portugal	58177,59	€ 46,99	2,72	€ 7.436.157,46
Internationals	30400	€ 76,57	4,12	€9.590.239,36
Total				€17.026.396,82

Table IV: The total on-site visitor expenditure at NOS Alive'16.

Type of visitors	N° of visitors	On-site Daily Exp.	On-site Tot Exp.
Residents in the Region of Lisbon	63091,77	€35,796	€ 4.516.866,42 (€ 4.516.866,42)
Residents in Portugal	69908,22	€ 43,38	€ 5.235.744,43
Internationals	32000	€ 50,84	€4.126.987,84
Total			€ 9.362.732,27

Table V: The estimation of weighted multipliers

	Expenditures	Weight	Multipliers	Weighted Multipliers
Festival	€ 9.000.000,00	25,43%	0,25	0,0636
on-site	€ 9.362.732,27	48,11%	0,25	0,0661
off-site	€ 17.026.396,82	26,46 %	0,6 ÷ 0,9	0,2887 ÷ 0,4330
Total	€ 35.389.129,09			

Table VI: The total Economic Impact at NOS Alive'16

Combined multipliers	Indirect and Induced impact	Total Economic Impact
0,4184	€ 14.806.521,16	€ 50.195.650,25
÷	÷	÷
0,5627	€ 19.914.440,21	€ 55.303.569,30