



vereniging  
nederlandse  
**pop**|podia  
en festivals

# dutch music venues and festivals facts and figures 2014

This publication gives a review of 49 live music venues and 34 music festivals in the Netherlands that were active in 2014 and are members of the Association of Dutch Music Venues and Festivals (Vereniging Nederlandse Poppodia en -Festivals (VNPF)) in 2015.

- In 2015 58 music venues were members of the VNPF. Of this number 9 music venues were not active or only partly active in 2014 owing to reconstruction or new building. The information in this publication is therefore based on the figures of the 49 Dutch music venues that were active during the whole of 2014. The information only relates to the activities in the concert halls of the Dutch music venues.
- In 2015 34 Dutch pop festivals were members of the VNPF. The information in this publication is based on the 34 festival editions that were held in 2014. The information has been collected by Respons, by order of the VNPF.

**ASSOCIATION OF DUTCH MUSIC VENUES AND FESTIVALS  
(VERENIGING NEDERLANDSE POPPODIA EN -FESTIVALS (VNPF))**

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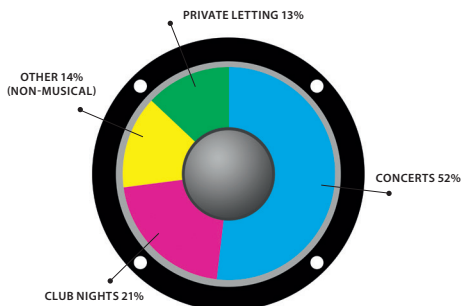
Front: The Benelux – W2 Poppodium (\*s-Hertogenbosch) – ©Natasja Spierings  
Back: Max Cooper – Planet Rose / Doornroosje (Nijmegen) – ©Mark Ooms

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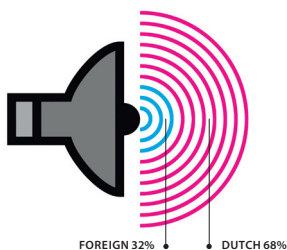
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# events

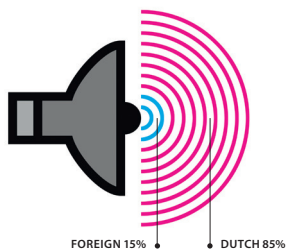


- In 2014 the 49 VNPF music venues organized a total of 9,443 events in their performance spaces, where 17,363 performances were given. Of these performances 84% consisted of music
- More than half (52%) of these events consisted of live concerts and well over twenty per cent of club nights with live shows and DJs. Non-musical events such as film, theatre, poetry and talk shows made up 14% of the programme.
- Apart from all public events the spaces were let to external parties 1,207 times (13% of all activities). In the event of private letting the spaces are used amongst other things for education, rehearsals, receptions and parties.

(inter)national performances  
live concerts



(inter)national performances  
club nights



- More than two thirds of the concerts featured Dutch artists and almost one third foreign acts. In large venues almost half of all performing artists were foreign.
- On club nights 15% of the performing acts were foreign and 85% Dutch.

# visits

## visits

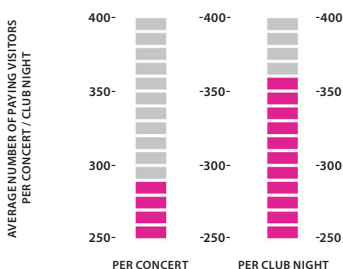
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- In 2014 the public visited one of the 49 VNPF music venues well over 2.9 million times, while admission was paid well over 2.2 million times.
- Music programming accounted for 88% of all the public that visited a music venue in 2014. In total 58% of the visitors visited a concert. Club nights drew 30% of the total public.
- In addition non-musical events accounted for 5% of the public and private letting for the remaining 7% of the visits to the music venues.

## average number of paying visitors per concert / club night

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- Concerts drew an average of 287 people and club nights an average of 355 paying visitors.
- In total 16% of all the concerts and club nights were sold out.

# work

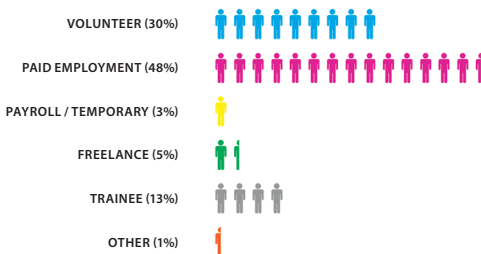
## distribution of number of staff all venues

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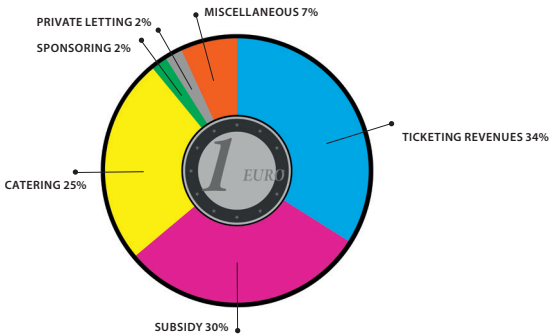
## distribution of full-time jobs all venues

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- In 2014 5,849 people worked in the 49 VNPF music venues.
- Of these workers 65% were volunteers. Together they accounted for 30% of all the hours worked.
- Only 18% of the workers were in paid employment of the music venues, but together they handled 48% of all the work.
- In addition, the Dutch music venues made use of hired workers (payroll and temporary workers) and freelancers. This group represents 12% of all the workers, who jointly do 8% of all the work in the music venues.
- An important contribution is also made by trainee(s). They only represent 5% of the total number of workers but do 13% of all the work.
- The total capacity of the music venue affects the number of paid workers and volunteers used. Small venues depend quite heavily on volunteers, especially for the catering, production and technical support during opening hours, while large music venues work almost exclusively with paid workers.

# income

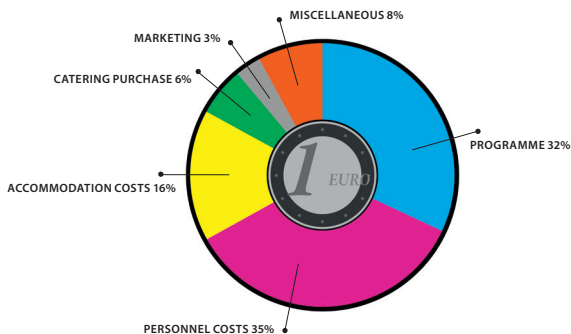


vnpf-venues subsidy 2014

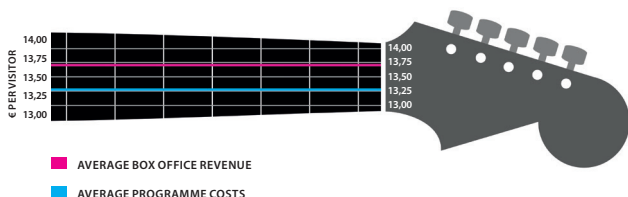
TOTAL SUBSIDY	TOTAL €	ALL VENUES
MUNICIPAL	26,02 MLN	96,3 %
REGIONAL/PROVINCIAL	0,42 MLN	1,5 %
NATIONAL	0,02 MLN	0,1 %
PUBLIC FUNDS	0,53 MLN	2,0 %
EUROPEAN	0,03 MLN	0,1%
TOTAL	27,02 MLN	100 %

- In 2014 the 49 Dutch music venues achieved joint turnover of €90.4 million.
- The music venues generated their own income for 70%, among other things by ticket sales (34%), catering (25%) and income from private letting and sponsoring (4%). The other income consists of subsidies from authorities (30%), mainly from municipalities (see table).
- At the box office an average admission fee of €13.72 (ex VAT) was paid by every visitor. The average catering sales per visitor amounted to €8.14 (ex VAT).
- The division of income differed for each type of music venue. Large venues generated their own income to an average level of 74% (some even more than 90%). Medium-sized venues generated 62% of their own income and small venues 59%.
- Large music venues achieved most income from ticket sales, while small and medium-sized music venues received most turnover from catering. In large venues better-known artists performed more frequently, as a result of which the admission fee was higher, while smaller venues programmed more regional and local artists for a lower admission fee.

# expenditure



average programme costs and box office revenues per paying visitor

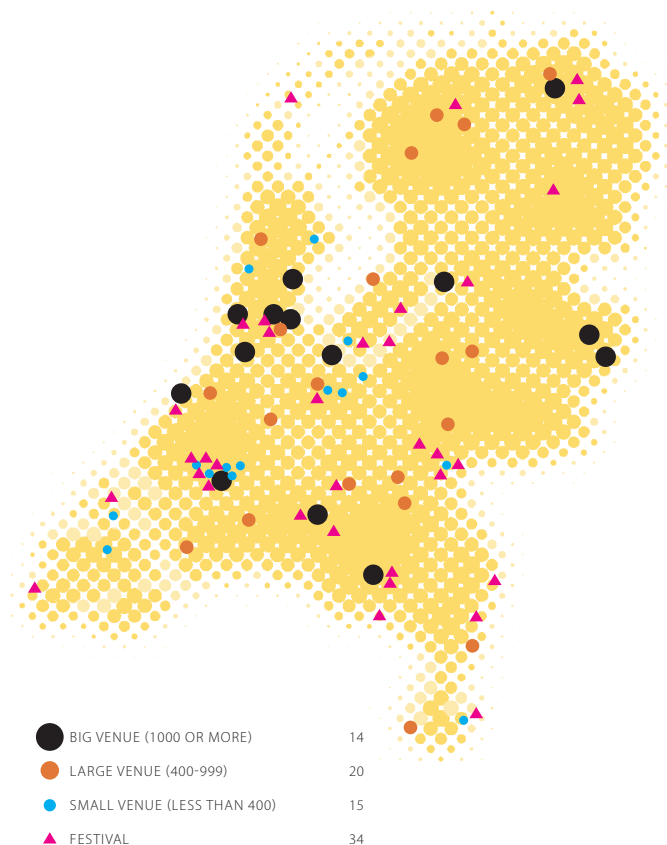


- In 2014 the total expenditure of the 49 Dutch music venues amounted to € 92.3 million.
- All VNPF music venues are non-profit organizations. On average there was a negative result of € 38,753 but that is less than half a per cent of the average turnover.
- The Dutch music venues mainly spend their money on programme (32%), personnel costs (35%) and accommodation costs (16%). It's notable that the accommodation costs have risen on average in the last few years, owing to the many venues that have been reconstructed or newly built.
- The direct programme costs amount to € 13.26 (ex VAT) per visitor. At the box office the public spent an average of € 13.72 (ex VAT) on admission tickets. This means that on an average 97% of the proceeds from ticket sales went to the performing artists or their representatives. 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 and the business community.
- For small music venues the programme was less expensive on average than for large music venues. For large venues the programme costs consequently amounted to 33% of the total expenditure, for medium-sized venues this was 31% and for small venues 28%.

# distribution

vnpf music venues and festivals active in 2014

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- Of the 49 music venues 14 venues had a total capacity of 1,000 or more. The average capacity of the venues was 795, but three quarters were smaller than average.
- In total the venues had 74 performance spaces, with an average capacity of 531 visitors per space.
- More than half of the music venues are located in the west of the Netherlands. The west also programmes most performances and receives most visitors.
- Music venues in large (university) towns have larger performance spaces and their programmes more often feature foreign artists and established names who draw larger crowds.



# vnpf music venues september 2015

013 Popcentrum  
Tilburg  
[www.013.nl](http://www.013.nl)

Apollo  
Emmen  
[www.poppodiumapollo.nl](http://www.poppodiumapollo.nl)

Atak  
Enschede  
[www.atak.nl](http://www.atak.nl)

Bakkerij, De  
Castricum  
[www.vriendenvandebakkerij.nl](http://www.vriendenvandebakkerij.nl)

Baroeg  
Rotterdam  
[www.baroeg.nl](http://www.baroeg.nl)

Beest, 't  
Goes  
[www.tbeest.nl](http://www.tbeest.nl)

Bibelot  
Dordrecht  
[www.bibelot.net](http://www.bibelot.net)

Boerderij  
Zoetermeer  
[www.cultuurpodiumboerderij.nl](http://www.cultuurpodiumboerderij.nl)

Bolwerk, Het  
Sneek  
[www.hetbolwerk.nl](http://www.hetbolwerk.nl)

Brogum  
Zierikzee  
[www.brogum.nl](http://www.brogum.nl)

Burgerweeshuis, Het  
Deventer  
[www.burgerweeshuis.nl](http://www.burgerweeshuis.nl)

Capsloc  
Capelle aan den IJssel  
[www.capsloc.nl](http://www.capsloc.nl)

Doornroosje  
Nijmegen  
[www.doornroosje.nl](http://www.doornroosje.nl)

Duycker  
Hoofddorp  
[www.duycker.nl](http://www.duycker.nl)

ECI Cultuurfabriek  
Roermond  
[www.ecicultuurfabriek.nl](http://www.ecicultuurfabriek.nl)

Effenaar  
Eindhoven  
[www.effenaar.nl](http://www.effenaar.nl)

Ekko  
Utrecht  
[www.ekko.nl](http://www.ekko.nl)

Flux, De  
Zaandam  
[www.podiumdeflux.nl](http://www.podiumdeflux.nl)

Gebouw-T  
Bergen op Zoom  
[www.gebouw-t.nl](http://www.gebouw-t.nl)

Gebr. De Nobel  
Leiden  
[www.gebrdenobel.nl](http://www.gebrdenobel.nl)

Gigant  
Apeldoorn  
[www.gigant.nl](http://www.gigant.nl)

Grenswerk  
Venlo  
[www.grenswerk.nl](http://www.grenswerk.nl)

Groene Engel, De  
Oss  
[www.groene-engel.nl](http://www.groene-engel.nl)

Hedon  
Zwolle  
[www.hedon-zwolle.nl](http://www.hedon-zwolle.nl)

Helling, De  
Utrecht  
[www.tivoli.nl](http://www.tivoli.nl)

Iduna  
Drachten  
[www.iduna.nu](http://www.iduna.nu)

Kelder, De  
Amersfoort  
[www.podiumdekelder.nl](http://www.podiumdekelder.nl)

Kroepoekfabriek  
Vlaardingen  
[www.kroepoekfabriek.nl](http://www.kroepoekfabriek.nl)

Luxor Live  
Arnhem  
[www.luxorlive.nl](http://www.luxorlive.nl)

Manifesto  
Hoorn  
[www.manifesto-hoorn.nl](http://www.manifesto-hoorn.nl)

Meester, De  
Almere  
[www.demeesteralmere.nl](http://www.demeesteralmere.nl)

Melkweg  
Amsterdam  
[www.melkweg.nl](http://www.melkweg.nl)

Merleyn  
Nijmegen  
[www.merleyn.nl](http://www.merleyn.nl)

Metropool  
Hengelo  
[www.metropool.nl](http://www.metropool.nl)

Mezz Concerts & Dance  
Breda  
[www.mezz.nl](http://www.mezz.nl)

Muziekgieterij, De  
Maastricht  
[www.muziekgieterij.nl](http://www.muziekgieterij.nl)

Neushoorn  
Leeuwarden  
[www.neushoorn.nl](http://www.neushoorn.nl)

NIEUWE NOR  
Heerlen  
[www.nieuwenor.nl](http://www.nieuwenor.nl)

Oosterpoort, De  
Groningen  
[www.de-oosterpoort.nl](http://www.de-oosterpoort.nl)

P3, Pop & Cultuurpodium  
Purmerend  
[www.p3purmerend.nl](http://www.p3purmerend.nl)

P60  
Amstelveen  
[www.p60.nl](http://www.p60.nl)

Paard van Troje  
Den Haag  
[www.paard.nl](http://www.paard.nl)

Paradiso  
Amsterdam  
[www.paradiso.nl](http://www.paradiso.nl)

Patronaat  
Haarlem  
[www.patronaat.nl](http://www.patronaat.nl)

Peppel, De  
Zeist  
[www.peppel-zeist.nl](http://www.peppel-zeist.nl)

Pul, De  
Uden  
[www.livepul.com](http://www.livepul.com)

Rotown  
Rotterdam  
[www.rotown.nl](http://www.rotown.nl)

Simplon  
Groningen  
[www.simplon.nl](http://www.simplon.nl)

So What!  
Gouda  
[www.so-what.nl](http://www.so-what.nl)

TivoliVredenburg  
Utrecht  
[www.tivolivredenburg.nl](http://www.tivolivredenburg.nl)

Tolhuistuin  
Amsterdam  
[www.tolhuistuin.nl](http://www.tolhuistuin.nl)

Underground  
Lelystad  
[www.undergroundlelystad.nl](http://www.undergroundlelystad.nl)

Vera  
Groningen  
[www.vera-groningen.nl](http://www.vera-groningen.nl)

Victorie  
Alkmaar  
[www.podiumvictorie.nl](http://www.podiumvictorie.nl)

Volt  
Sittard  
[www.poppodium-volt.nl](http://www.poppodium-volt.nl)

Vorstin, De  
Hilversum  
[www.devorstin.nl](http://www.devorstin.nl)

W2 Poppodium  
Den Bosch  
[www.w2.nl](http://www.w2.nl)

Worm  
Rotterdam  
[www.worm.org](http://www.worm.org)

# **vnpf music festivals september 2015**

Befrijdingsfestival Fryslân  
Leeuwarden  
[www.befrijdingsfestivalfryslan.nl](http://www.befrijdingsfestivalfryslan.nl)

Bevrijdingsfestival Zeeland  
Vlissingen  
[www.bevrijdingsfestivalzeeland.nl](http://www.bevrijdingsfestivalzeeland.nl)

North Sea Jazz  
Rotterdam  
[www.northseajazz.com](http://www.northseajazz.com)

Best Kept Secret  
FestivalHilvarenbeek  
[www.bestkeptsecret.nl](http://www.bestkeptsecret.nl)

Bevrijdingsfestival Zuid-Holland  
Rotterdam  
[www.bevrijdingsfestivalzh.nl](http://www.bevrijdingsfestivalzh.nl)

Pinkpop  
Landgraaf  
[www.pinkpop.nl](http://www.pinkpop.nl)

Bevrijdingsfestival Amsterdam  
Amsterdam  
[www.4en5meiamsterdam.nl](http://www.4en5meiamsterdam.nl)

Bevrijdingspop Haarlem  
Haarlem  
[www.bevrijdingspop.nl](http://www.bevrijdingspop.nl)

Pitch  
Amsterdam  
[www.pitchfestival.nl](http://www.pitchfestival.nl)

Bevrijdingsfestival Brabant  
Den Bosch  
[www.bevrijdingsfestivalbrabant.nl](http://www.bevrijdingsfestivalbrabant.nl)

Bospop  
Weert  
[www.bospop.nl](http://www.bospop.nl)

So What's Next?  
Eindhoven  
[www.sowhatsnext.nl](http://www.sowhatsnext.nl)

Bevrijdingsfestival Den Haag  
Den Haag  
[www.bevrijdingsfestivaldenhaag.nl](http://www.bevrijdingsfestivaldenhaag.nl)

Concert at Sea  
Brouwersdam  
[www.concertatsea.nl](http://www.concertatsea.nl)

Songbird  
Rotterdam  
[www.songbirdfestival.nl](http://www.songbirdfestival.nl)

Bevrijdingsfestival Drenthe  
Assen  
[www.bevrijdingsfestivaldrenthe.nl](http://www.bevrijdingsfestivaldrenthe.nl)

Down The Rabbit Hole  
Beuningen  
[www.downtherabbithole.nl](http://www.downtherabbithole.nl)

Valkhof Festival  
Nijmegen  
[www.valkhoffestival.nl](http://www.valkhoffestival.nl)

Bevrijdingsfestival Flevoland  
Almere  
[www.bevrijdingsfestivalflevoland.nl](http://www.bevrijdingsfestivalflevoland.nl)

Eurosonic Noorderslag  
Groningen  
[www.noorderslag.nl](http://www.noorderslag.nl)

We Are Electric  
Eindhoven  
[www.we-are-electric.nl](http://www.we-are-electric.nl)

Bevrijdingsfestival Groningen  
Groningen  
[www.bevrijdingsfestivalgroningen.nl](http://www.bevrijdingsfestivalgroningen.nl)

Fortarock  
Nijmegen  
[www.fortarock.nl](http://www.fortarock.nl)

Where The Wild Things Are  
Zeewolde  
[www.wtwtla.nl](http://www.wtwtla.nl)

Bevrijdingsfestival Limburg  
Roermond  
[www.bevrijdingsfestivallimburg.nl](http://www.bevrijdingsfestivallimburg.nl)

Into The Great Wide Open  
Vlieland  
[www.intothegreatwideopen.nl](http://www.intothegreatwideopen.nl)

WOO HAH!?  
Tilburg  
[www.woohahfestival.com](http://www.woohahfestival.com)

Bevrijdingsfestival Overijssel  
Zwolle  
[www.bevrijdingsfestivaloverijssel.nl](http://www.bevrijdingsfestivaloverijssel.nl)

Lowlands  
Biddinghuizen  
[www.lowlands.nl](http://www.lowlands.nl)

Zomerparkfeest  
Venlo  
[www.zomerparkfeest.nl](http://www.zomerparkfeest.nl)

Bevrijdingsfestival Utrecht  
Utrecht  
[www.bevrijdingsfestivalutrecht.nl](http://www.bevrijdingsfestivalutrecht.nl)

Metropolis Festival  
Rotterdam  
[www.metropolisfestival.nl](http://www.metropolisfestival.nl)

Bevrijdingsfestival Wageningen  
Wageningen  
[www.4en5meiwageningen.nl](http://www.4en5meiwageningen.nl)

Motel Mozaïque  
Rotterdam  
[www.motelmozaïque.nl](http://www.motelmozaïque.nl)

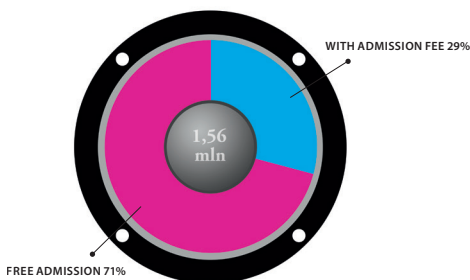
## **What does the Association of Dutch Music Venues and Festivals do?**

The VNPF is the industry association of music venues and music festivals in the Netherlands and has existed since 1993. In September 2015 the VNPF has 92 members, consisting of 58 music venues and 34 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, resale of tickets 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 separately formed employers' association WNPF is for the development of the industry's own collective bargaining agreement. Annually the VNPF organizes different meetings where knowledge about relevant subjects is exchanged, such as the VNPF Congress and a number of seminars. VNPF annually awards prizes to its members, during Eurosonic Noorderslag in Groningen. For more info see [www.vnpf.nl](http://www.vnpf.nl)

# music festivals in figures

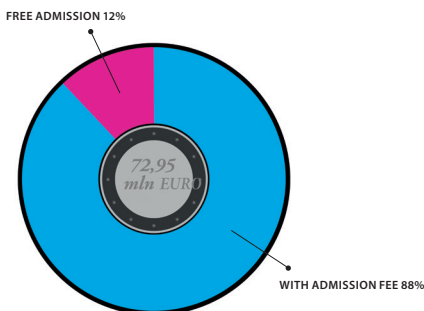
## festivals/visits

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## festivals/sales

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- In 2014 there were 34 music festivals in the Netherlands presented by organisations that are currently VNPF members. Half of these festivals were free of charge, such as all liberation festivals. The other 17 festivals asked for an admission fee
- 19 of the 34 music festivals were one day events. The other music festivals lasted for several days, while the public was usually also offered the possibility of overnight stays.
- In 2014 the public visited one of the 34 VNPF music festivals almost 1.6 million times. Out of this number admission was paid more than 450,000 times and there were well over 1.1 million free visits.
- The 34 music festivals had total turnover of almost € 73 million. Of this amount 88% (€ 63.9m) was generated by the festivals with admission fees and only 12% (well over € 9m) by the festivals with free admission.

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VNPF is a member of  
[www.live-dma.eu](http://www.live-dma.eu)



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