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Introduction

As of July 2025, the Association of Dutch Music Venues and Festivals (VNPF) has 74 venues and 47 festivals as members. Figures for 2023 and 2024 have been collected of 59 of the music venues. This publication shows the development regarding their programming, audiences, employment, income and expenditure. Additionally, figures are presented about the programming and audiences of 41 of the festival members in 2024.

Compared to 2023, the following was particularly noticeable in 2024 for the music venues: a significant increase in the number of concerts and audience visits, more paid employment, much higher costs,

and an increase in the number of venues with a negative financial result. Especially costs for programming, employment, and accommodation increased a lot. On the other hand, there were also higher audience revenues and more subsidies, but for most music venues the expenditure increased more than the income. Additionally, for a part of the music venues, audience visits to club nights and catering sales were disappointing in 2024.

These financial developments may result in more frequent financial shortages in the future and force venues to make necessary cuts. Limited financial capacity makes it harder for music venues to take risks, which affects both the diversity of programming and the development of emerging artists. Another concern of the VNPF is that concerts, club nights, and festivals are becoming less finanical accessible to an increasing number of people, due to the forced higher prices for tickets and catering. It is therefore of great importance that the situation is carefully assessed for each venue. Only then can shortfalls in subsidies be addressed and can venues continue to play their important role as vital links in the cultural ecosystem. The music venues curate programming, stimulate talent development and diversity, connect art and society, develop audience relationships, strengthen the local cultural climate, contribute to innovation, and take responsibility as an employer and client in the cultural sector.

Events

Music venues organize various events for audiences, primarily focused on presenting (live) music. A music event is a programme of a music venue where one or more artists perform for a live audience. We distinguish two types of music events: Concerts usually take place in the evening and attract audiences that mainly visit the music event for the musical performance of a specific artist. **Club nights** mostly occur later in the evening and after midnight. In addition to presenting live performances (by DJs, producers, acts), club nights fulfill a broader function: they provide space for dance and socializing, as well as for subcultures that are less visible elsewhere. Nightlife culture thus contributes to identity formation, social cohesion, and the safeguarding of inclusive, safe cultural environments. During one music

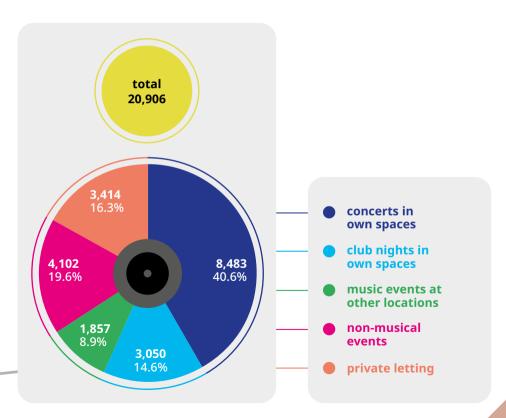
event, various music performances can take place, such as a support act and a headliner at a concert, or a lineup of DJs/producers at a club night.

In 2024, **64**% of the programme at the music venues consisted of music. Of all events, **41**% were live concerts, **15**% club nights, and **9**% music events at other locations. Additionally, **20**% of the programme consisted of nonmusical public events, such as cinema, theater, and debates. Private letting events such as education and business rentals accounted for **16**% of all events.





Distribution by type of event



Events and performances development

In 2024, the venues organized **20,906 events** with live audiences, during which **30,831 music performances** were given by artists. This represented a **2%** increase in events and a **3%** increase in performances compared to 2023.

Notably, more concerts were organized by the venues, both in their own spaces (+5%) and on location (+10%). There were also 3% more non-musical events organized in 2024. However, the number of club nights decreased by 1%. Also the number of private events decreased by 6%, likely due to the

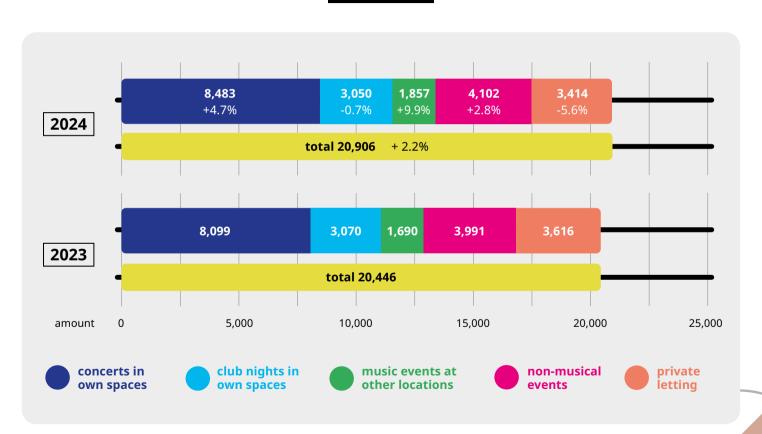
increase in public events, which made venues less frequently available for private letting.

In 2024, there were **2.8%** more performances by artists during concert and club nights than in 2023. An average of **1.9** artist performances per concert event took place in 2024, for example a support and main act. This was similar to 2023. During club nights, an average of **3.2** acts performed in 2024, for example a lineup of multiple DJs. In 2023, there had been an average of **3** performances per club night.



Development by type of event

2023 - 2024



music venues (Inter)national artists

During concert events, the share of performances by international artists increased from 31% in 2023 to 36% in 2024. This moves the share of foreign artists closer to the level before the pandemic, although it remains slightly lower than in 2019 and the years before. Possible causes are higher costs for international tours, more limited travel options (for example, due to Brexit), and the increasing success of Dutch artists.

Club nights have shown a relatively stable ratio between Dutch and foreign artists for years. In both 2023 and 2024, 15% of the performing acts during club nights came from abroad.

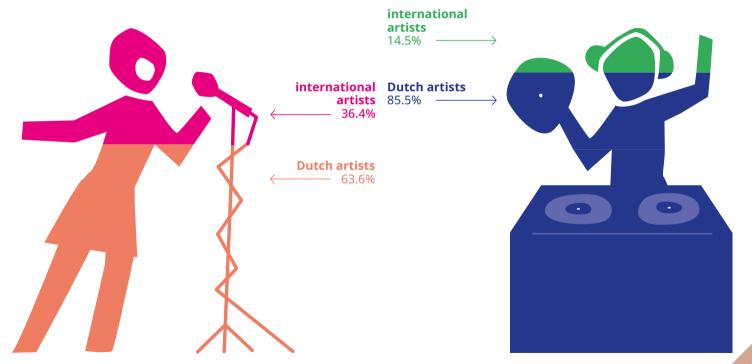


Share of (inter)national artists

2024

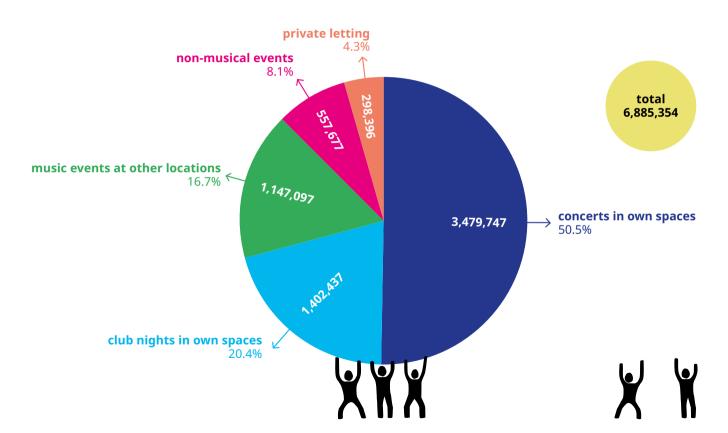
concerts

club nights





Distribution of visits by type of event



Audience visits development

In 2024, there were **6,885,354** audience visits to the music venues. This represents an 8% increase in audience compared to 2023.

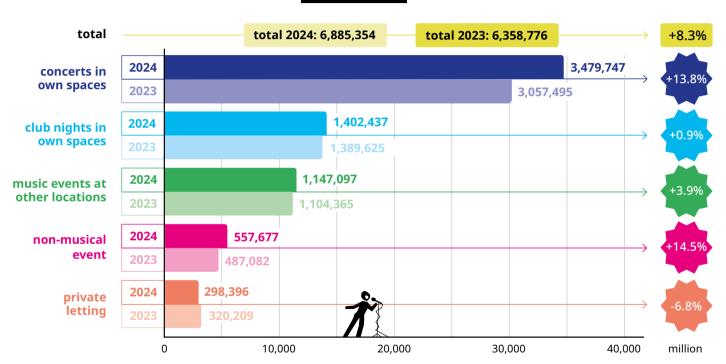
Attendance at concerts increased by 14% in 2024, while attendance at club nights increased by 1%. Attendance at non-musical public events also saw a significant rise, with an increase of 15%.

Only regarding private events there was a decrease in visits in 2024, with a **7%** decline compared to 2023. This decrease is linked to the decline in the number of private events and the increase in public events, which resulted in venues being less available for private lettings.



Development of visits by type of event





Paid visits, sold out and online views

In 2024, **85%** of the audience of music venues paid an entrance fee, compared to **87%** in 2023. The number of paid visits increased slightly, by **1%** compared to the previous year. At the same time, the number of free visits increased by **22%**, especially at free concerts.

The share of sold-out concerts and club nights decreased somewhat compared to a year earlier. In 2024, **22**% of all concerts and **25**% of all club nights in the music venues were sold out. In 2023, this was still **26**% and **28**%, respectively.

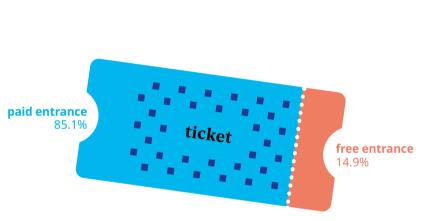
This brings the share of sold-out events in 2024 back to the level of the years before the pandemic.

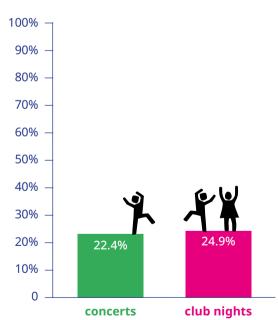
The number of music venues organizing online events has rapidly declined since the end of pandemic. In 2024, only **5%** of the music venues organized hybrid events (**12%** in 2023), and **7%** organized online events without a live audience (**5%** in 2023). The number of online views increased by **6%** from 120,710 views in 2023 to 127,472 views in 2024.



Share of paid and free visits

Share of sold out concerts and club nights





Employment

In 2024, nearly half of the workers of the music venues were volunteers (47%). Almost a quarter of the staff was employed by the venues (24%), and another quarter was hired (24%). Other workers, such as trainees, accounted for 4% of all workers at music venues.

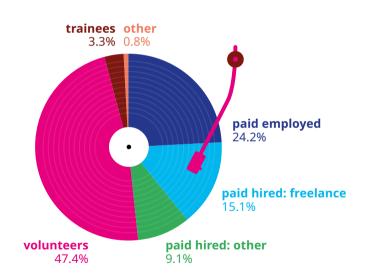
Most of the work in the music venues was done by paid workers. In 2024, 67% of the work was performed by employees of the venues. Hired freelancers accounted for 10% of the work, 8% was done by trainees, and 3% by temporary hired workers and workers hired through a payroll organization. The share of volunteers' work was 11% in 2024.

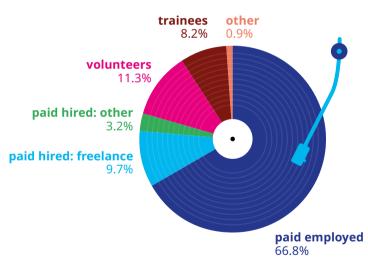


Distribution of workers by type of employment

Distribution of working hours by type of employment

2024









Workers development

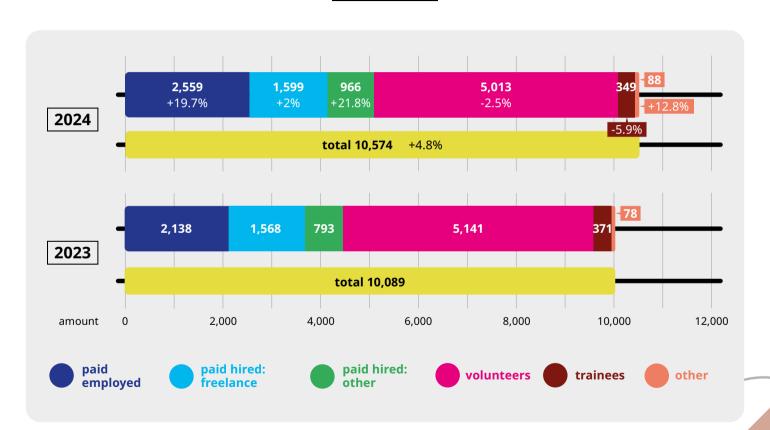
In 2024, 10,574 people worked at the music venues. This includes paid employees, hired personnel such as freelancers and temporary workers, trainees, and volunteers. The total number of workers at music venues increased by 5% in 2024 compared to 2023.

There was an increase in the number of paid employees and a decrease in the number of unpaid employees. In 2023, **45**% of the workers were paid, and this share increased to **49**% in 2024.

Compared to 2023, the number of paid employees increased by **20**% in 2024, and the number of hired employees by **9**%. During the same period, there were **3**% fewer volunteers and **6**% fewer trainees working in the music venues.

Development of workers by type of employment

2023 - 2024



Working hours development

In 2024, the workers at the music venues accounted for a total of **1,919 FTE** of work. This was **2%** more working hours than in 2023, likely as a result of more events in the music venues in 2024 (see page 8).

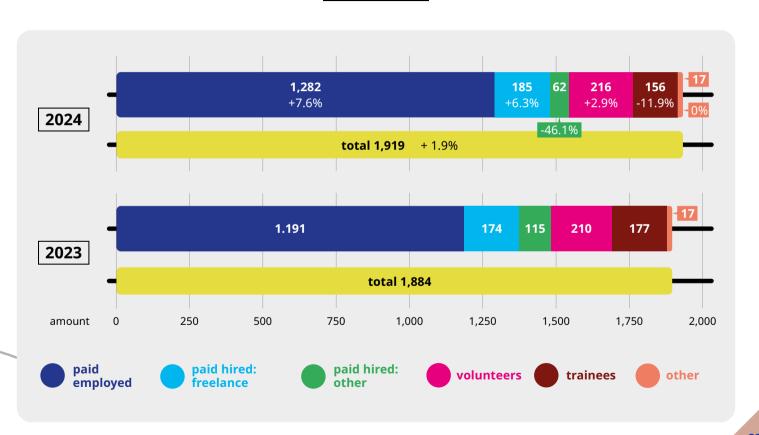
In recent years, there has been a trend towards more paid work and less unpaid work at the music venues. In 2023, **79%** of all working hours were paid, and in 2024, this share increased to **81%**.

Among the paid workers, there was a shift towards more employed staff and less hired personnel. Compared to 2023, there was an increase of **8%** in working hours for employed staff in 2024 and a decrease of **15%** in work for hired personnel. This decline was mainly caused by less work for hired temporary workers. However, the work for hired freelancers still grew by **6%**.



Development of working hours (in FTE) by type of employment







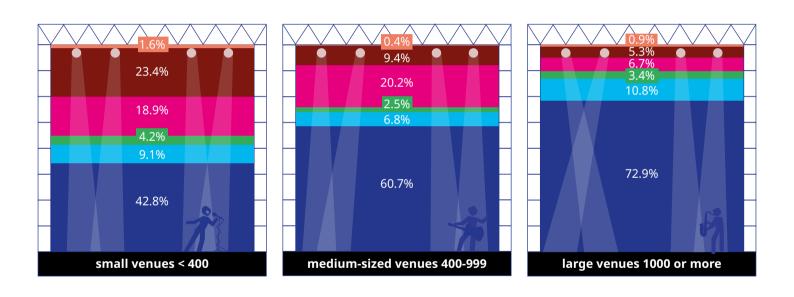
Working hours by venue size

At the large music venues, **88**% of the work was paid in 2024, at the mediumsized venues this was **70**%, and at the small venues, **58**%.

Large music venues rely less on volunteers. Some of the large venues do not work with volunteers at all. In 2024, **7%** of all working hours at the large venues were performed by volunteers, while this was **19%** and **20%** respectively for small and medium-sized venues. Volunteers are usually deployed for tasks during public events, for example in catering and technical support.

Small music venues work the most with trainees. In 2024, **23**% of all work at the small venues was carried out by interns. At medium-sized venues, this was **9**%, and at large venues, **5**%.

Distribution of working hours by venue size















Working hours by type of employment

In 2024, **28%** of all working hours in the music venues were spent on catering activities and **25%** on production and technology. Together, these two functions represent more than half of the total work.

In total, 17% of all working hours were dedicated to programming and marketing, while the management accounted for 3% of all work.

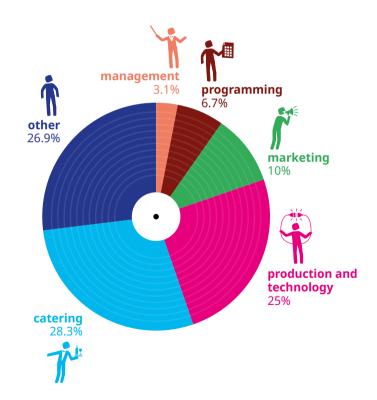
Other functions (27% of all working hours in 2024) included tasks such as education, wardrobe, cash register, security, and cleaning.

The distribution of working hours by function has not changed much in recent years, but compared to 2023, the share of working hours for catering, production, and technology slightly increased in 2024, likely due to the rise in the number of events and visits.





Distribution of working hours by type of employment



Expenditure

The largest expenditure of music venues in 2024 was programme costs and employment costs, each accounting for **35**% of the total. Other expenses were for accomodation costs (11%), catering purchases (6%), marketing (2%), and other costs (11%).

The distribution of expenditure of the music venues in 2024 was quite similar to that in 2023. There was a slight increase in the share of programme and employment costs, and a slight decrease in the share of accommodation costs.

Of all employment costs in 2024, **73%** went to employed staff, **14%** to free-lancers, and **7%** to temporary hired workers and workers hired through a payroll organization.

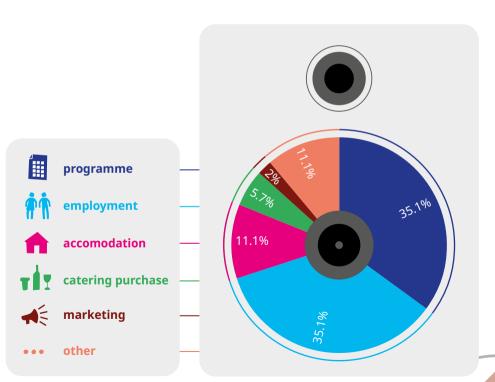
The direct programme costs consisted of **64**% of artists' fees, **5**% of copyright payments, and **31**% of other artists' expenses, such as costs for travel, catering, hotel, backline, decor, and booking fees.

There is little difference in the distribution of expenses between small, medium-sized, and large venues. In large venues, the share of programme costs is slightly larger, while in small venues, the share of employment costs and accomodation costs is slightly larger.





Distribution of expenditure



Expenditure development

The **total expenses** of the music venues amounted to **€255.3 million** in 2024, an increase of **14**% compared to 2023.

In particular, variable costs increased at the music venues. Due to more performances and higher artists' fees, **programme** costs increased by **17**% in one year, to **€89.6 million**. The purchasing costs for catering increased by **12**%.

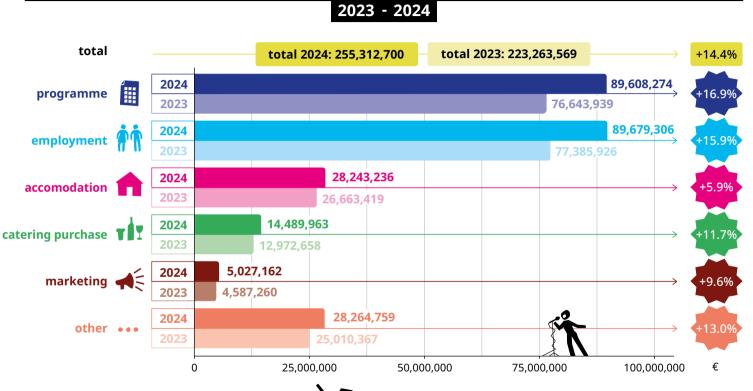
Employment costs increased by **16%**, to **€89.7 million**. This partly involves variable costs for workers during concerts and club nights and partly fixed costs for office personnel. The increase in employment costs is partly because the number of paid FTEs was

3% higher in 2024 than in 2023. On the other hand, higher wages for employed workers and higher rates for hired freelancers contributed to the increase in employment costs.

Other fixed costs such as for **accomodation**, including rent and energy costs, increased by **6%**.



Development of expenditure in €



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Income

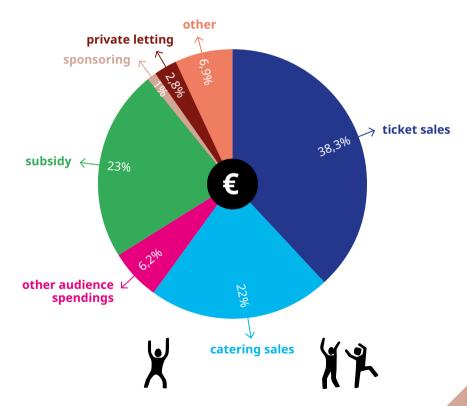
In 2024, **66**% of the income of the music venues came from audience spendings. Ticket sales accounted for **38**% of the total income (**36**% in 2023) and catering sales **22**% (this was **23**% in 2023). Other audience income, such as income from wardrobes, lockers, earplugs. service fees, memberships, and merchandise, accounted for **6**% of the total income in 2024, the same as in 2023. For large venues, the share of audience spendings can rise to over **90**% of their total income (see page 36).

Subsidies averaged **23**% of the total income of the music venues. This primarily involved subsidies from municipalities (see page 38). Additionally, there was also income from sponsorship **(1%)**, private letting **(3%)**, and other income **(7%)**.





Distribution of income



Income development

In 2024, the **total income** of the music venues amounted to € **253.1 million**, an increase of **12**% compared to 2023.

The income increase in 2024 was primarily driven by higher audience spendings, which included a **20**% increase in ticket sales revenue, **8**% more from catering sales, and **9**% from other audience spendings, compared to 2023. In total, these audience spendings were € **168.1 million** in 2024.

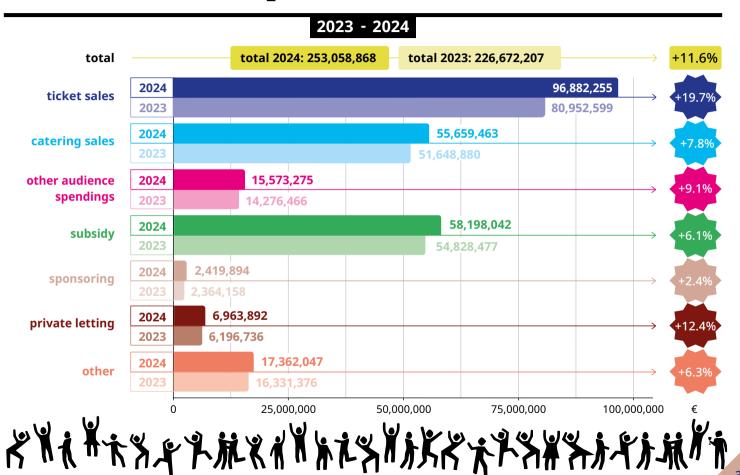
Despite a decline in the number of private events at the venues, income from these increased by **12%** in 2024 compared to 2023. Sponsoring income increased by **2%** during the same period. In 2024, there was also a rise in

government-related income. Subsidies increased by **6**% compared to 2023, reaching a total amount of **€ 58.2 million** (see also page 38).

The average catering sales per visit slightly decreased from € 8.12 in 2023 to € 8.08 in 2024. The average ticket sales per paid visit to a music venue increased by 11% from € 16.74 in 2023 to € 18.64 in 2024. These amounts are exclusive of VAT and include ticket prices for concerts, club nights, and other non-musical public events.

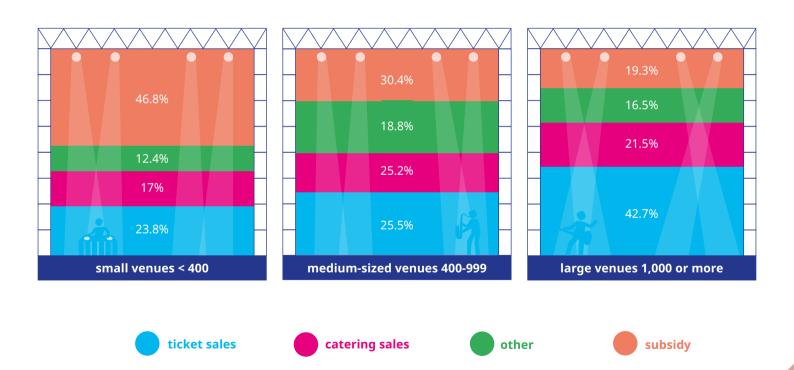


Development of income in €





Distribution of income by venue size



music venues

Subsidies

The total subsidy amount that the music venues received in 2024 increased by 6% compared to 2023, reaching a total of €58.2 million.

In 2024, **93**% of all subsidies received by the music venues came from municipalities, **5**% from the national government through schemes such as the Performing Arts Fund NL, **1**% from provinces, and **1**% from European project subsidies.

In 2024, **15%** of the music venues did not receive an indexation of municipal subsidy compared to 2023. For 2025, **36%** of the music venues expect not to receive an indexation of municipal subsidy. For the music venues that did receive an indexation in 2024, there was an average increase of **6%** in the municipal subsidy. The average

indexation of municipal subsidy for all venues in 2024 was 5%.

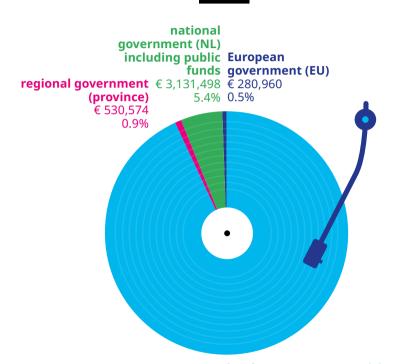
Since a number of municipalities do not increase the subsidies in line with inflation, the rising fixed costs of the music venues are not fully compensated. As a result, it is becoming increasingly difficult for some venues to offer performance opportunities for artists and thus contribute to their talent development, as well as to retain good staff.





Distribution of subsidy in €

2024



平航代

local government (municipality) € 54,255,009 93.2% music venues

Financial result

All music venues included in this publication are non-profit organizations. The venue organizations do not aim for a positive financial result in their operations but instead focus on fulfilling their public mission: presenting artistic quality and diversity and promoting talent development.

Despite more visitors and higher income, the music venues achieved an average negative financial result of **0.9**% of their total income in 2024, compared to a positive financial result of **1.5**% in 2023. More than half (**58**%) of the music venues reported a negative financial result. For most music venues, costs have increased faster than income. For some music venues, attendance at club nights and sales in the catering were disappointing in 2024. This may lead to more frequent

deficits in the future and forces venues to make necessary cuts to programmes and staff.

The extent to which the programme costs were covered by ticket sales income in 2024 varied by venue size. At small venues, ticket sales covered 84% of the total programme costs, at medium-sized venues this was 97%, and at large venues it was 111%.





Do ticket sales cover programme costs?



music festivals

Events and performances

In 2024, 41 of the 47 festival members of the VNPF organized a festival edition. Of these, **34**% were a one-day festival and **66**% were a multi-day festival.

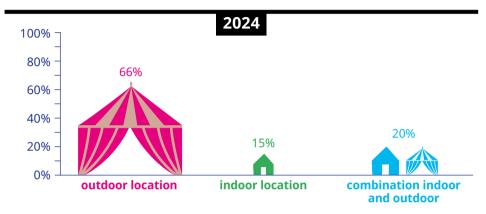
66% of these festival editions took place entirely outdoors, **15%** entirely indoors, and the remaining festivals used a combination of indoor and outdoor locations.

In total, **3,245 music performances** were presented on **328 festival** stages. In addition to presenting music, many festivals also offer social and educational functions and other cultural forms such as theater, dance, comedy, exhibitions, film, and audiovisual art.





Share of indoor and outdoor festivals





Share of one-day and multi-day festivals









Share of festivals with free admission

2024







paid admission
49%



combination free admission / paid admission 17%

Share of audience visits with free admission

2024



free admission 56%



paid admission 44%

Members map

Mu	Cic v	ven	ues	

Music festivals

Total VNPF members

121



Festivals

- Baroeg Open Air Rotterdam www.baroegopenair.nl
- Best Kept Secret
 Hilvarenbeek
 www.bestkeptsecret.nl
- Bevrijdingsfestival Amsterdam
 Het Vrije Westen
 Amsterdam
 www.hetvrijewesten.eu
- Bevrijdingsfestival Brabant
 Den Bosch
 www.bevrijdingsfestivalbrabant.nl
- Bevrijdingsfestival Flevoland
 Almere
 www.bevrijdingsfestivalflevoland.nl

- Bevrijdingsfestival Fryslân
 Leeuwarden
 www.bevrijdingsfestivalfryslan.nl
- Bevrijdingsfestival Gelderland
 Wageningen
 www.bevrijdingsfestivalgelderland.nl
- Bevrijdingsfestival Groningen
 Groningen
 www.bevrijdingsfestivalgroningen.nl
- Bevrijdingsfestival Overijssel
 Zwolle
 www.bevrijdingsfestivaloverijssel.nl
- Bevrijdingsfestival Utrecht
 Utrecht
 www.bevrijdingsfestivalutrecht.nl

- Bevrijdingsfestival Zeeland
 Vlissingen
 www.bevrijdingsfestivalzeeland.nl
- Bevrijdingsfestival Zuid-Holland
 Rotterdam
 www.bevrijdingsfestivalzh.nl
- Bevrijdingspop Haarlem Haarlem www.bevrijdingspop.nl
 - Booster Festival
 Enschede
 www.boosterfestival.nl
 - **Bospop**Weert
 www.bospop.nl

Bridge Eindhoven Guitar Festival
Eindhoven
www.bridgefestival.com

C2C: Country to Country

Amsterdam

www.c2c-countrytocountry.nl

Concert at SEA
Brouwersdam
www.concertatsea.nl

Down The Rabbit Hole

Beuningen

www.downtherabbithole.nl

ESNS
Groningen
www.esns.nl

Grauzone

Den Haag

www.grauzonefestival.nl

Holland International
Blues Festival
Grolloo
www.hollandinternational
bluesfestival.com

In Het Volkspark
Enschede
www.inhetvolkspark.nl

Indian Summer

Langedijk

www.indiansummerfestival.nl

Into The Great Wide Open
Vlieland
www.intothegreatwideopen.nl

Jera On Air Ysselsteyn www.jeraonair.nl

Le Guess Who?
Utrecht
www.leguesswho.nl

Left of the Dial
Rotterdam
www.leftofthedial.nl

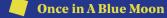
Lowlands
Biddinghuizen
www.lowlands.nl

Motel Mozaïque
Rotterdam
www.motelmozaique.nl

Moulin Blues Festival
Ospel
www.moulinblues.nl

Nationaal Comité 4 en 5 mei 12 provincies hoofd- & hofstad www.4en5mei.nl

NN North Sea Jazz Festival
Rotterdam
www.northseajazz.nl



Den Haag www.onceinabluemoonfestival.nl

Pinkpop

Landgraaf www.pinkpop.nl

Popronde

Diverse steden www.popronde.nl

Rewire

Den Haag www.rewirefestival.nl

Roadburn Festival

Tilburg www.roadburn.com

Rotterdam Bluegrass Festival

Rotterdam www.bluegrassfestival.nl

Rotterdam Unlimited

Rotterdam www.rotterdamunlimited.com

Royal Park

Baarn www.royalparklive.nl

Sencity Festival

Utrecht www.sowhatsnext.nl

Spoorpark Live

Tilburg www.spoorparklive.nl

VESTROCK

Hulst www.vestrock.nl

Valkhof Festival

Nijmegen www.valkhoffestival.nl

Zomerparkfeest

Venlo www.zomerparkfeest.nl





Music venues

013

Tilburg www.013.nl

Astrant

www.astrant-ede.nl

Baroeg

Rotterdam www.baroeg.nl

Beest, 't

Goes
www.tbeest.nl

Bibelot

Dordrecht www.bibelot.net

BIRD

Rotterdam www.bird-rotterdam.nl

Boerderij

Zoetermeer www.poppodiumboerderij.nl

Bolwerk

Sneek www.hetbolwerk.nl

Bosuil, De

Weert www.debosuil.nl

Burgerweeshuis

Deventer www.burgerweeshuis.nl

C. Poppodium

Hoofddorp www.cpunt.nl

Cacaofabriek, De

Helmond www.cacaofabriek.nl

Capsloc

Capelle aan den IJssel www.capsloc.nl

Cinetol

Amsterdam www.cinetol.nl

Corneel

Lelystad www.corneel.nl dB's
Utrecht

www.dbstudio.nl

Doornroosje

www.doornroosje.nl

ECI Cultuurfabriek

Roermond www.ecicultuurfabriek.nl

Effenaar

Eindhoven www.effenaar.nl

ЕККО

Utrecht www.ekko.nl

EM2

Groningen www.em2groningen.nl

Estrado

Harderwijk www.estrado.nl FLUOR

Amersfoort www.fluor033.nl

Flux, De

Zaandam www.podiumdeflux.nl

Gebouw-T

Bergen op Zoom www.gebouw-t.nl

Gelderlandfabriek, De

Culemborg www.degelderlandfabriek.nl

GIGANT

Apeldoorn www.gigant.nl

Grenswerk

Venlo www.grenswerk.nl

Groene Engel

Oss www.groene-engel.nl Hall of Fame

Tilburg www.hall-fame.nl

Hedon

Zwolle www.hedon-zwolle.nl

Helling, De

Utrecht www.dehelling.nl

Iduna

Drachten www.iduna.nl

Kroepoekfabriek, De

Vlaardingen www.kroepoekfabriek.nl

LantarenVenster

Rotterdam www.lantarenvenster.nl

Luxor Live

Arnhem www.luxorlive.nl

Manifesto

Hoorn

www.manifesto-hoorn.nl

Meester, De

Almere

www.demeesteralmere.nl

Melkweg

Amsterdam

www.melkweg.nl

Merleyn

Nijmegen

www.doornroosje.nl/merleyn

Metropool

Hengelo / Enschede / Almelo

www.metropool.nl

Mezz

Breda

www.mezz.nl

Musicon

Den Haag

www.musicon.nl

Muziekgieterij

Maastricht

www.muziekgieterij.nl

Neushoorn

Leeuwarden

www.neushoorn.nl

Nieuwe Nor

Heerlen

www.nieuwenor.nl

Nobel

Leiden

www.nobel.nl

P

P3

Purmerend

www.p3purmerend.nl

P60

Amstelveer

www.p60.nl

PAARD

Den Haag

www.paard.nl

Paradiso

Amsterdam

www.paradiso.nl

Patronaat

Haarlem

www.patronaat.nl

Peppel, De

Zeist

www.peppel-zeist.nl

Pit, De

Terneuzen

www.poppodiumdepit.nl

Podium, Het

Hoogeveen

www.hetpodium.nl

Porgy & Bess

Terneuzen

www.porgyenbess.nl

Pul, De

Uden

www.livepul.com



Volendam www.pxvolendam.nl



Amsterdam www.q-factory.com

Rotown

Rotterdam www.rotown.nl

Simplon

Groningen www.simplon.nl

Slachthuis

Haarlem www.slachthuishaarlem.nl

So What!

Gouda www.so-what.nl

SPOT / De Oosterpoort

Groningen www.spotgroningen.nl

Spot, De

Middelburg www.despotmiddelburg.nl

TivoliVredenburg

Utrecht www.tivolivredenburg.nl

Tolhuistuin

Amsterdam www.tolhuistuin.nl

Vera

Groningen www.vera-groningen.nl

Victorie

Alkmaar www.podiumvictorie.nl

Volt

Sittard www.poppodium-volt.nl

Vorstin, De

Hilversum www.devorstin.nl **Willem Twee**

Den Bosch www.willem-twee.nl

Willemeen

Arnhem www.willemeen.nl

WORM

Rotterdam www.worm.org

VNPF information

Vereniging Nederlandse Poppodia en -Festivals (VNPF) is the industry association of music venues and festivals in the Netherlands. In July 2025 the VNPF has 121 members. consisting of 74 music venues and 47 festivals. In the interest of its members the VNPF exerts influence on legislation and (government) policy. Important topics include, amongst others, cultural policy, working conditions, sustainability, professionalization, safety, diversity, inclusion and accesibility. The VNPF optimizes conditions for members wherever possible. The association develops services for its members to improve their performance. With the figures in this publication, the online benchmark module Poppodium Analyse Systeem

(PAS) is also made available to members. Thanks to collective agreements with suppliers, VNPF-members may receive discounts on various products and services.

Together with partners, the VNPF organizes the annual conference Congres Podia Festivals Evenementen, a well-attended and leading conference for the Dutch live music sector. In doing so, it promotes the exchange of knowledge and connects professionals and organizations in the live music sector. For more information see www.vnpf.nl.

WNPF

The VNPF office also runs the secretariat of the Dutch Employers' Association of Music Venues and Festivals (WNPF), which deals with employment conditions and has developed the industry's own collective bargaining agreement NPF. For more information see www.caopoppodiaenfestivals.nl.



Colophon

Association of Dutch Music Venues and Festivals

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Methodology

In July 2025, 74 music venues and 47 festivals were members of the VNPF. The figures in this publication relate to 59 music venues and 41 festivals.

All amounts in this publication are excluded from VAT.

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Venues and Festivals

