

RECOMMENDATION FOR THE PUBLICATION OF FESTIVAL STATISTICS

SMPA definition of a festival

A festival is an event

- *with several performing artists,*
- *lasting longer than one day*
- *and staged under a specific name.*

The media and sponsors, in particular, are confused as regards the actual number of visitors attending the various festivals. Several journalists have already asked the SMPA bureau (generally after wrong reports) why SMPA members do not release standardised figures.

Some organisers indicate the total number of visitors, while others give the number of visitors per day and others still, the actual number of tickets sold. These divergent indications lead to wrong statistics. It makes sense, in the interest of all our members, for uniform numbers to be released.

The Tagesanzeiger editorial of Saturday 10 September underscores the importance of a uniform approach: the article reported figures for four different festivals. Since the four festivals gave their figures in three different ways, the comparison was skewed.

Following the discussion at the autumn assembly, the bureau made the following proposal to SMPA members:

members will henceforth communicate the same four indications to the media, namely

- a) duration of the festival in days
- b) daily capacity of the festival
- c) actual number of tickets sold (i.e. how many people actually buy a ticket)
- d) average number of visitors per day

Comments:

c) This number shows how many contacts are generated by a festival.

d) This indication is necessary since some festivals only sell, or nearly only sell, festival passes valid for the entire festival.

In spring 2006, the bureau will issue a press release to the media. The press release will also be available on our site www.smpa.ch for downloading.

Contact:

Stefan Breitenmoser, Geschäftsführer SMPA, Email info@smpa.ch, Tel. 071 / 220 84 40