

STATE OF PLAY FESTIVALS

2025



ticketmaster

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INTRODUCTION

Festivals today go far beyond the music – they're about culture, community, and connection. They spark memories that outlast the encore, bring generations together, and put sustainability and shared values right alongside the headliners.

At Ticketmaster, we've been working alongside festivals big and small for decades, and our data gives us a front-row seat to how these events are changing.

This year's State of Play Festivals dives into the latest trends shaping the UK festival scene and what really matters to audiences right now.

Drawing on insights from thousands of fans, industry partners, and our own ticketing data, you'll find out why three-quarters of parents rank festivals above family holidays, why more fans are choosing to go solo, how social media and sustainability are reshaping choices, and why VIP truly is very important.

Festivals remain a defining part of UK culture. We hope these insights spark ideas, open conversations, and help you plan what's next.

Sarah Slater

*Senior Vice President, Music
& Festivals, Ticketmaster UK*



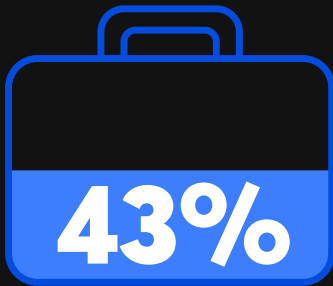
FAMILIES AT FESTIVALS



MOVE OVER SUN, SEA AND SAND

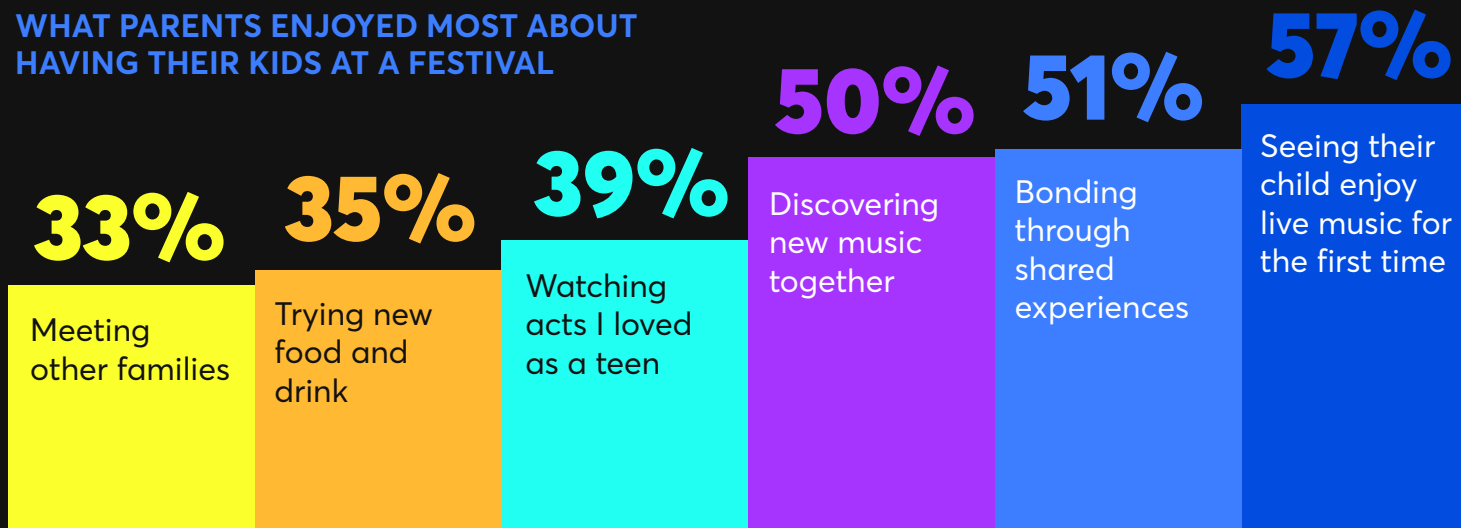
For many parents, festivals are the new family holiday.

Data from the 2019 Festivals State of Play showed that whilst many age groups attended festivals, **it wasn't as popular** to attend as multigenerational family groups than the 2025 report indicates.



Nearly half of parents see festivals as a genuine alternative to a **traditional family holiday**.

WHAT PARENTS ENJOYED MOST ABOUT HAVING THEIR KIDS AT A FESTIVAL



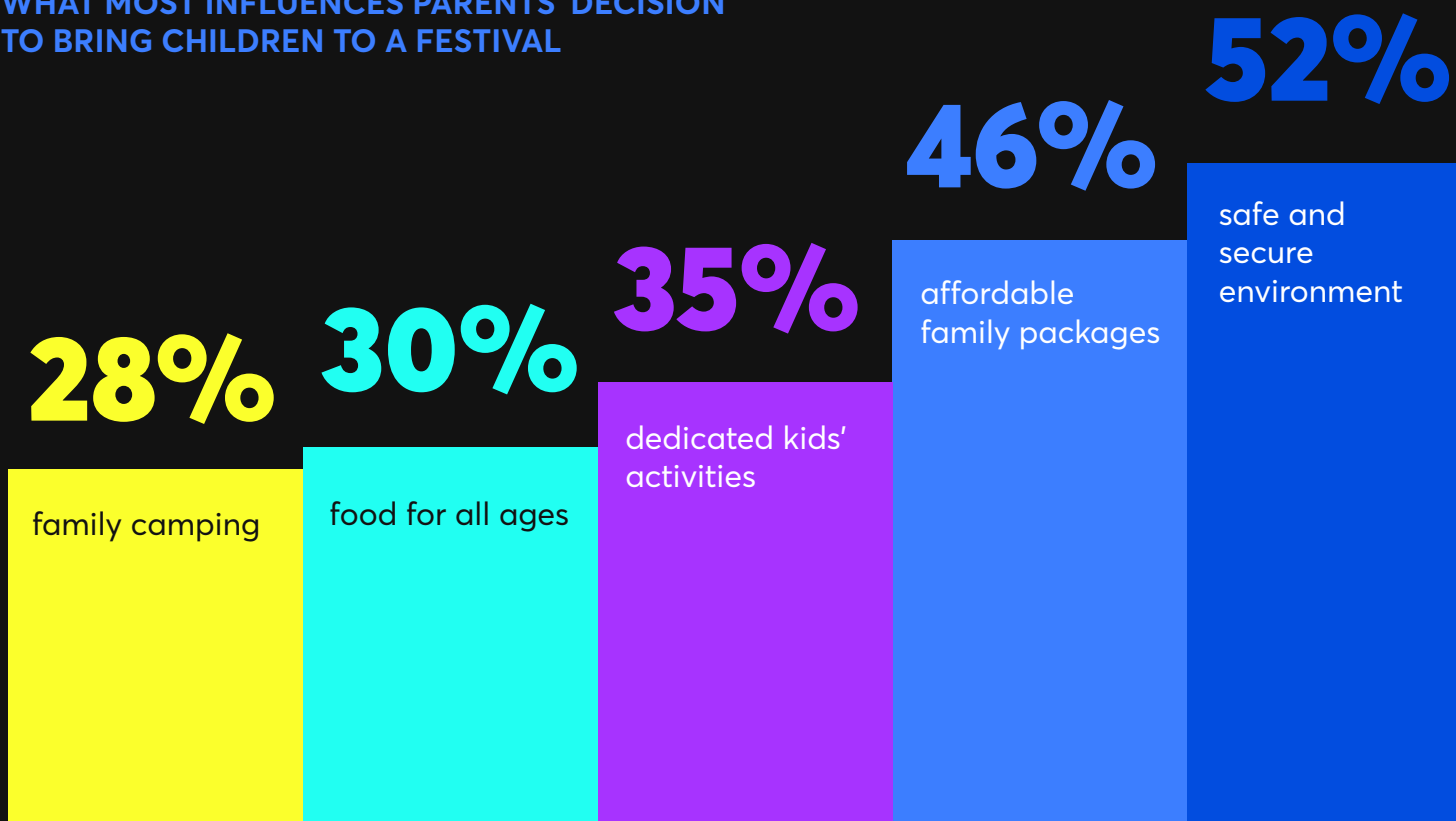
Camp Bestival has seen a **year-on-year 155%** increase in **weekend camping** tickets for **children aged 2–4**, an indication that festivals are **increasingly accessible for young families**, with facilities and entertainment to suit all ages.

IT'S A FAMILY AFFAIR

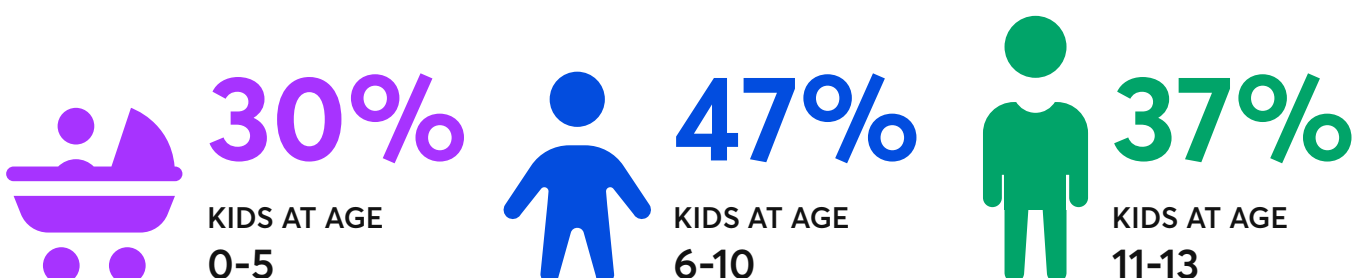
73% say festivals are better than family trips for introducing children to new cultures and experiences.

Topping the list of what parents are looking for are **safe spaces, children's activities, and shared cultural moments** making festivals just as memorable as a trip away.

WHAT MOST INFLUENCES PARENTS' DECISION TO BRING CHILDREN TO A FESTIVAL



AGE GROUPS OF CHILDREN ATTENDING FESTIVALS WITH PARENTS



SOLO FESTIVALS



SOLO FESTIVALING

Going it alone is now a mainstream choice for festival fans.

Data from the 2019 Festivals State of Play showed that solo attendance was not common, with just **8% having attended a festival alone**.

Solo attendance is now part of the festival mainstream, with almost one in three fans having gone alone and nearly **one in five open to trying it**.

MAIN MOTIVATORS FOR SOLO ATTENDANCE



38%

STRONG INTEREST IN A PARTICULAR ARTIST/MUSIC



34%

FLEXIBILITY



31%

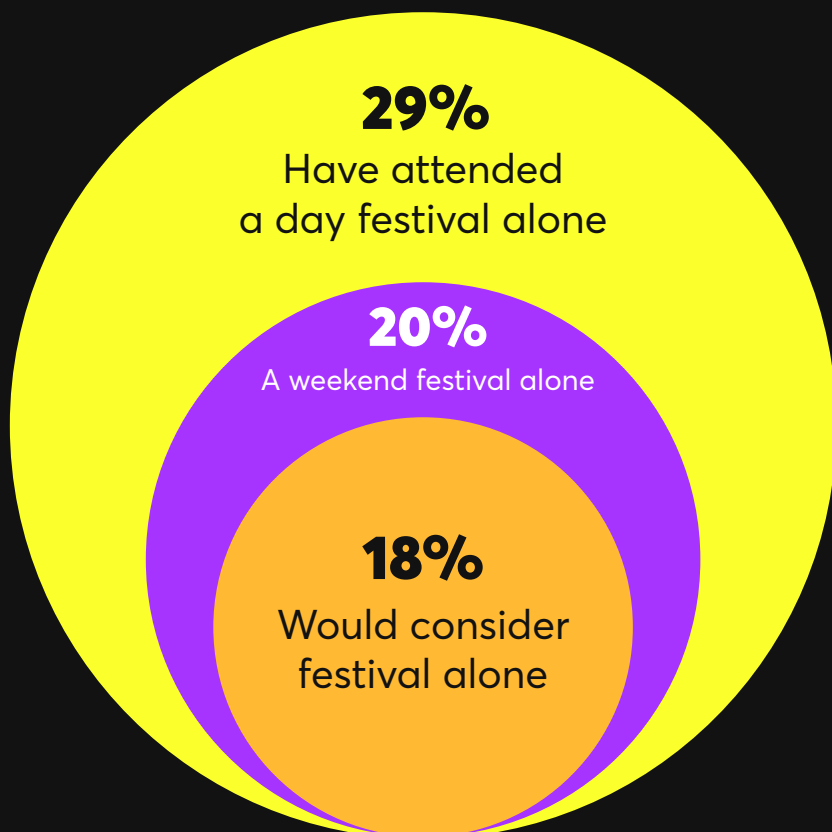
MEETING NEW PEOPLE



31%

ENJOYING TIME ALONE

BREAKDOWN OF SOLO ATTENDEES



GOING IT ALONE

Festivals are increasingly meeting the demands of **solo attendees** with initiatives created specifically to cater to them, like the introduction of **solo-specific campsites** at Reading and Leeds. This encourages solo campers to **embrace the freedom of going it alone**.

BARRIERS FOR POTENTIAL SOLO ATTENDEES:

34%

prefer to share the experience

28%

wouldn't enjoy it alone

27%

never thought about it



INCENTIVES FOR POTENTIAL SOLO ATTENDEES:

32%

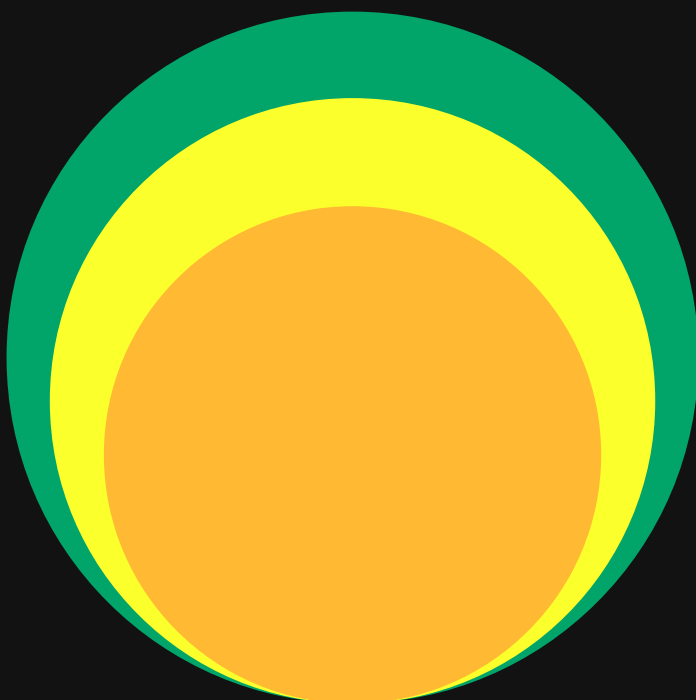
discounted solo tickets

28%

more welcoming/safe environment

23%

positive stories from other solo attendee



VALUES & SUSTAINABILITY

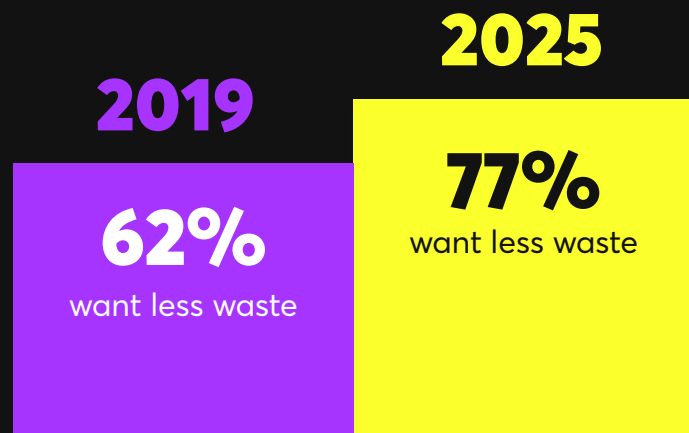


SUSTAINABILITY MATTERS

Eco and ethics are increasingly expected rather than desired.

COMPARISON BETWEEN

In our 2019 report, two thirds of fans saw waste reduction as a priority, which has since risen to **almost 80%** – indicating that sustainability **is now an expectation**, not an added extra.



67%

OF FANS SAY SUSTAINABILITY
IMPACTS THEIR TICKET CHOICES

Today, festivals with a conscience are topping the wish list. **Two-thirds of fans** say sustainability **influences their ticket** choices, three-quarters **want to see less waste**, and a similar number expect low-carbon travel options.



66%

want low-carbon travel options

PHONES IN THE FIELD



FIELD VS FEED

Festivals are as much about the feed as the field.

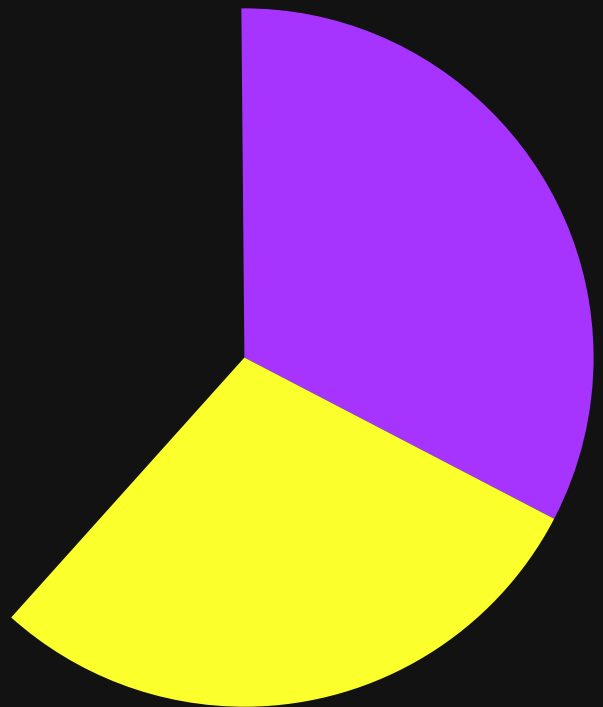
Social media is now centre stage at festivals – helping fans find new events, shaping what they do on site, and even influencing the spaces organisers create.

33%

take lots of photos/videos
to document their experience

29%

try to stay present and limit phone use

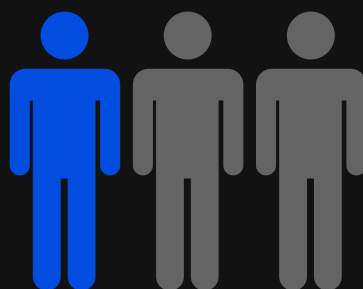


25%

A quarter of festivalgoers
discover new festivals through
social platforms.

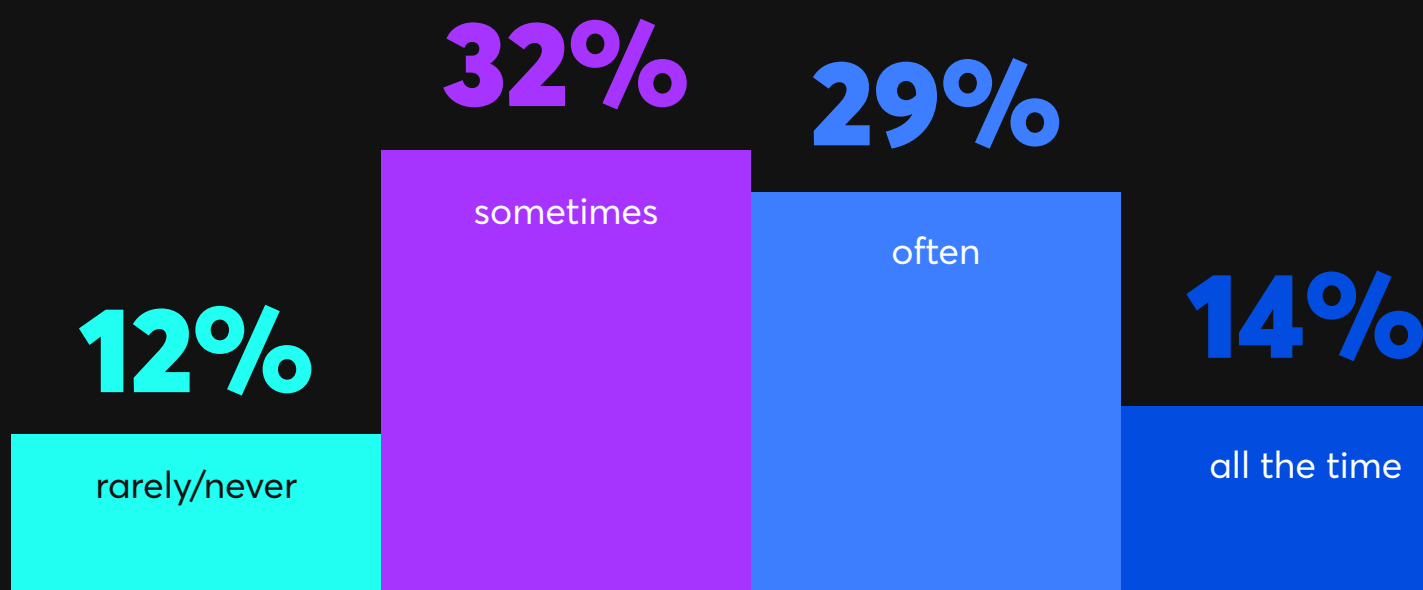
FIELD VS FEED

A **third say** documenting the weekend is part of the ritual.



From **selfie zones to stronger Wi-Fi**, festivals today are building for the feed as much as the field. But how many of us rewatch videos of those priceless moments? A lot! **Three quarters** of us rewatch the content - with **almost half of us reliving it often**.

HOW OFTEN FANS LOOK BACK AT CONTENT FILMED AT A FESTIVAL



WHAT DO FANS WANT FOR A BETTER FESTIVAL FEED?



39%

WANT BETTER
FESTIVAL WI-FI



34%

WANT MORE
CHARGING POINTS



28%

WANT BETTER LIGHTING
FOR NIGHT CONTENT

VIP



FESTIVAL LUXURY

Luxury isn't 'always' about exclusivity
- it's about the all important facilities.

Festival luxury starts with plumbing. Nearly half of VIP upgrades are driven by **better toilets, showers, and rest areas**.

Data shows that younger fans who've tried VIP are keen to go again – around **a third of 18–34s**, compared to fewer than **1 in 10 over-55s**. For many, the real VIP perk is **comfort, not exclusivity**.

MAIN REASONS FANS CHOOSE VIP

35%

find upgraded food,
drink, and hospitality
options appealing

35%

like the idea of
exclusive access

39%

are motivated by
faster entry, shorter
queues, or calmer
spaces

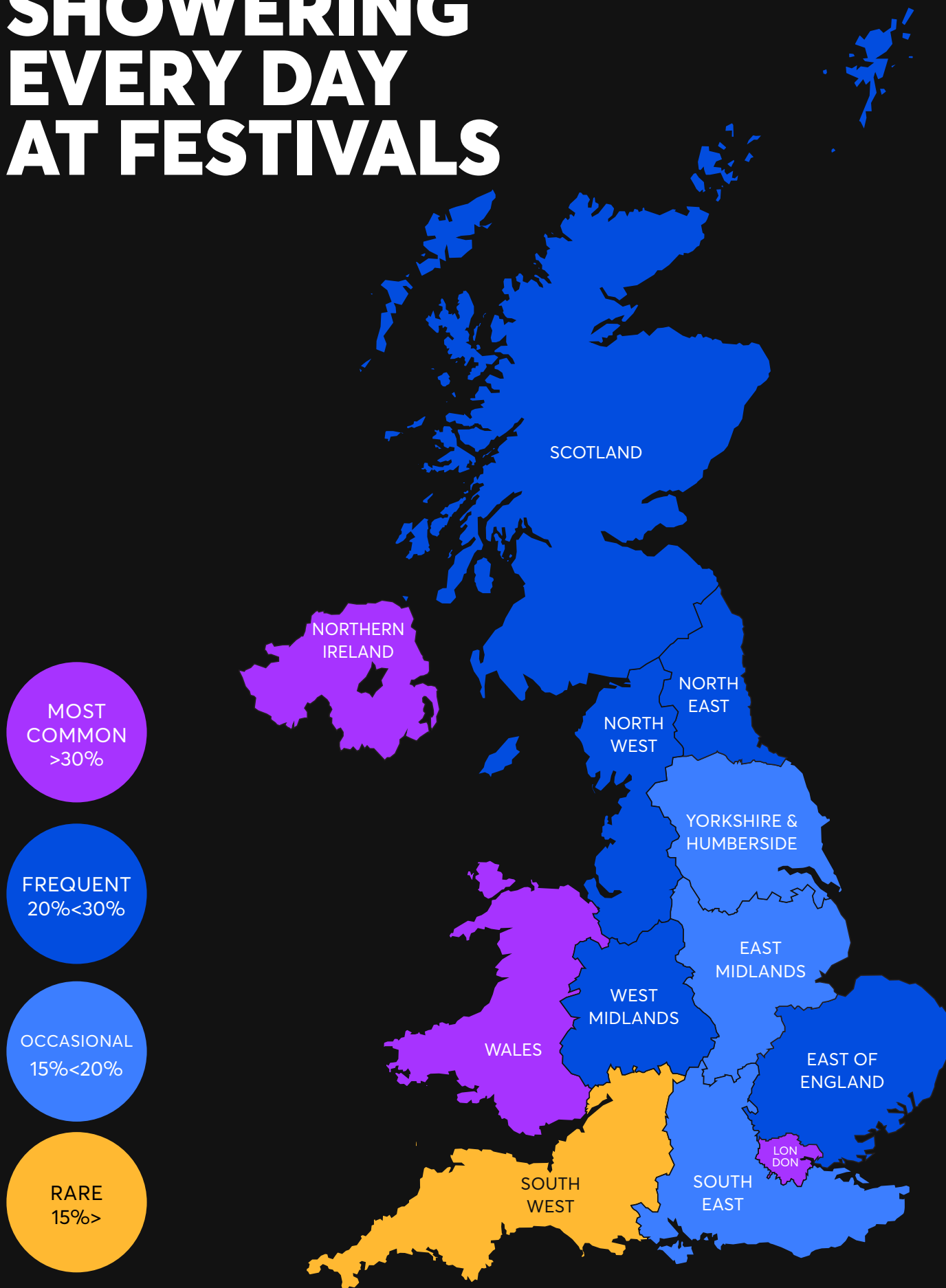


47%

upgrade to VIP for improved loos, showers,
and rest areas

VIP

SHOWERING EVERY DAY AT FESTIVALS



WHEN WE BUY AND WHY

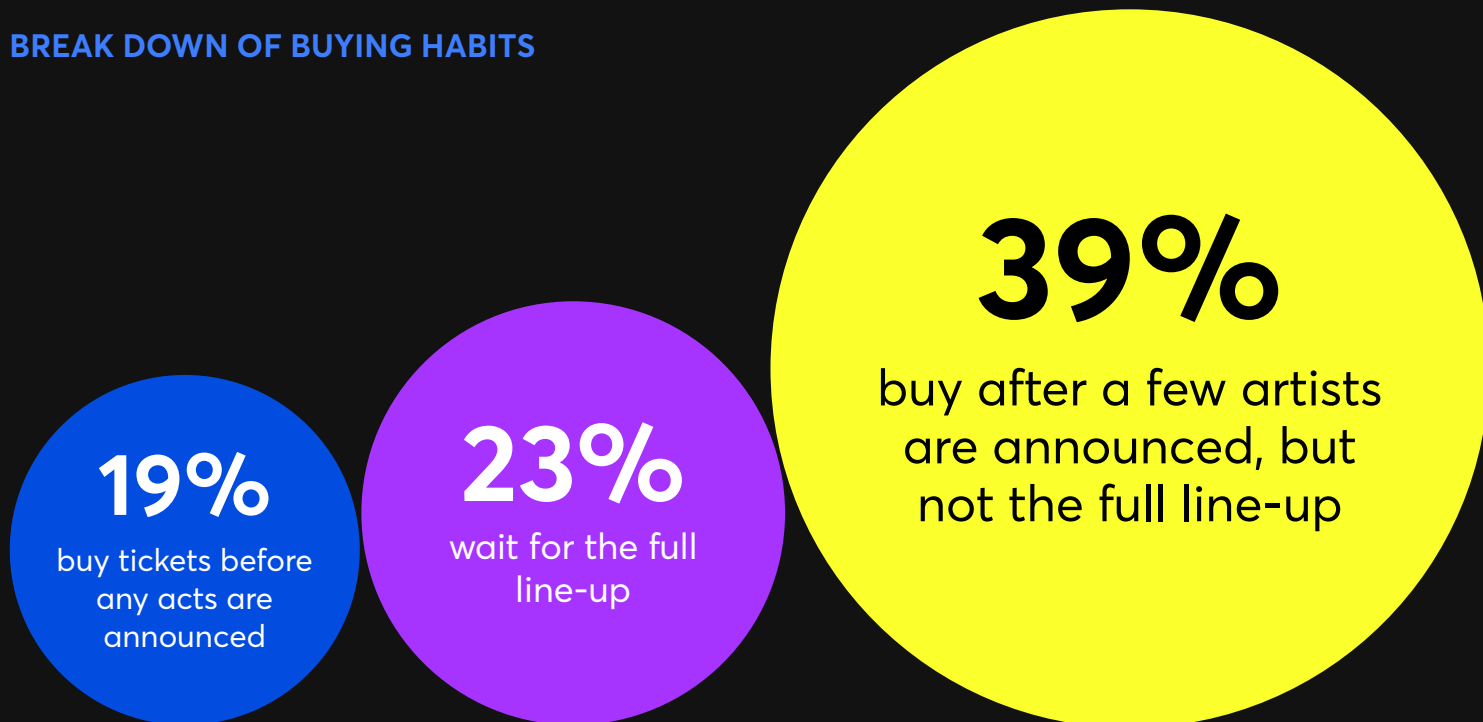


TICKET CHOICE

For many fans, the festival itself is the headliner – they're buying before knowing who's playing.

Data from the 2019 Festivals State of Play showed only 6% of festivalgoers booked before any acts were announced, this is compared to 19% from the 2025 data – which means early commitment to buying pre-line up announcements **has tripled in this time.**

BREAK DOWN OF BUYING HABITS



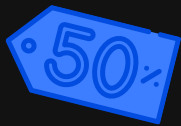
Almost one in five now buy before any acts are announced – **triple the number in 2019** – showing the festival brand and atmosphere are often as big a draw as the headliners.

MOTIVATIONS

Not everyone is in it for the long haul – and that's okay.

Fans are balancing their time between **day festivals** and full-blown weekenders, with many choosing the **day-ticket** route for convenience, cost, or simply to save their energy for the next one.

WHAT ARE THE BIGGEST MOTIVATORS OF WHEN WE BUY?



30%

EARLY-BIRD PRICING



37%

SCHEDULE



39%

LOCATION/TRAVEL



47%

PRICE/VALUE

TICKET TYPES PURCHASED IN PAST 5 YEARS:

47%

day tickets

35%

full weekend tickets

26%

early bird tickets

23%

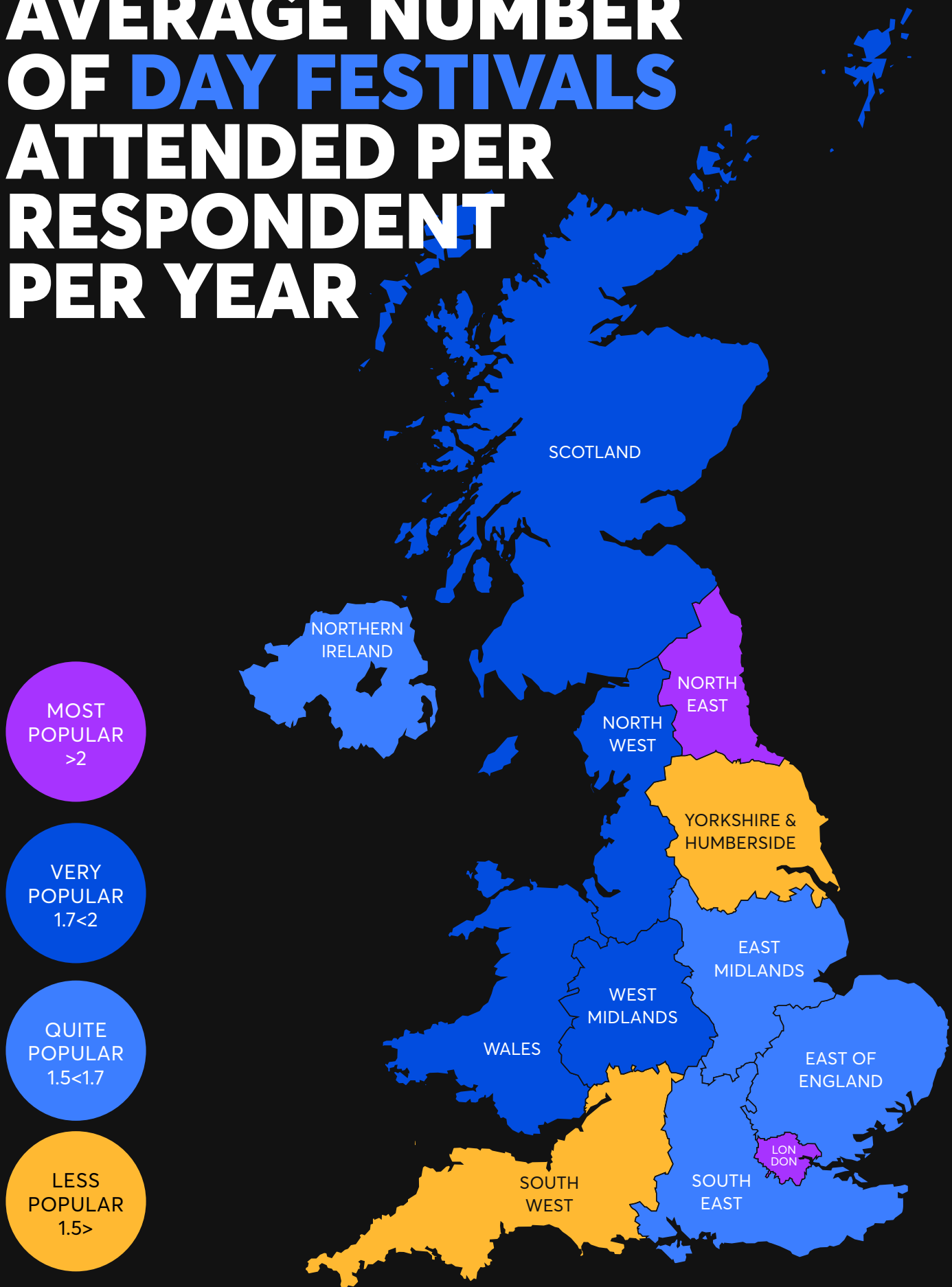
day pass for weekend festival



Ticketmaster data shows festival bookings peak in **September, December and January**, with less booking closer to summer

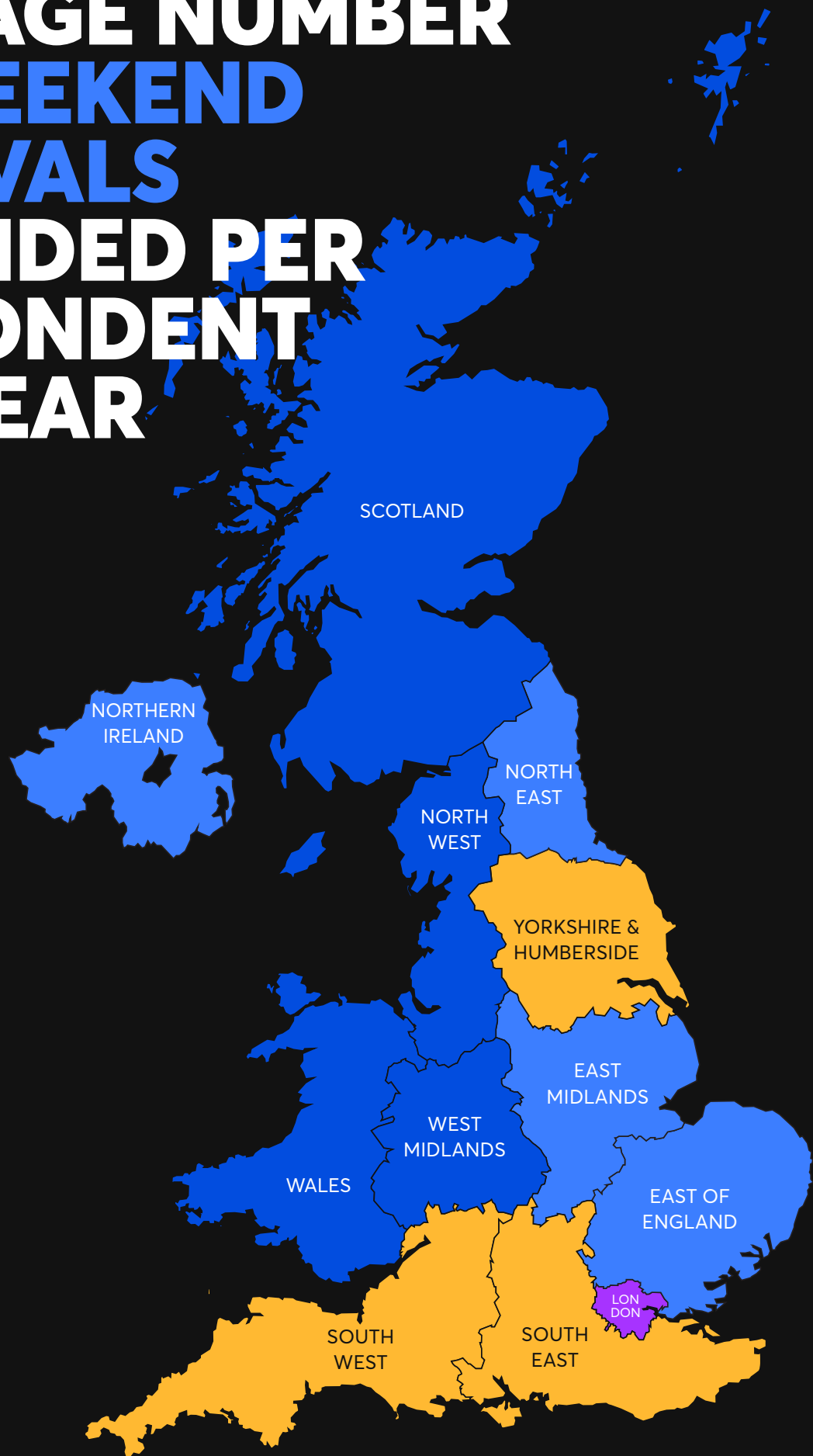
WHEN WE BUY AND WHY

AVERAGE NUMBER OF DAY FESTIVALS ATTENDED PER RESPONDENT PER YEAR



WHEN WE BUY AND WHY

AVERAGE NUMBER OF WEEKEND FESTIVALS ATTENDED PER RESPONDENT PER YEAR



DISCOVERY & ARTIST ENGAGEMENT



ARTIST DISCOVERY

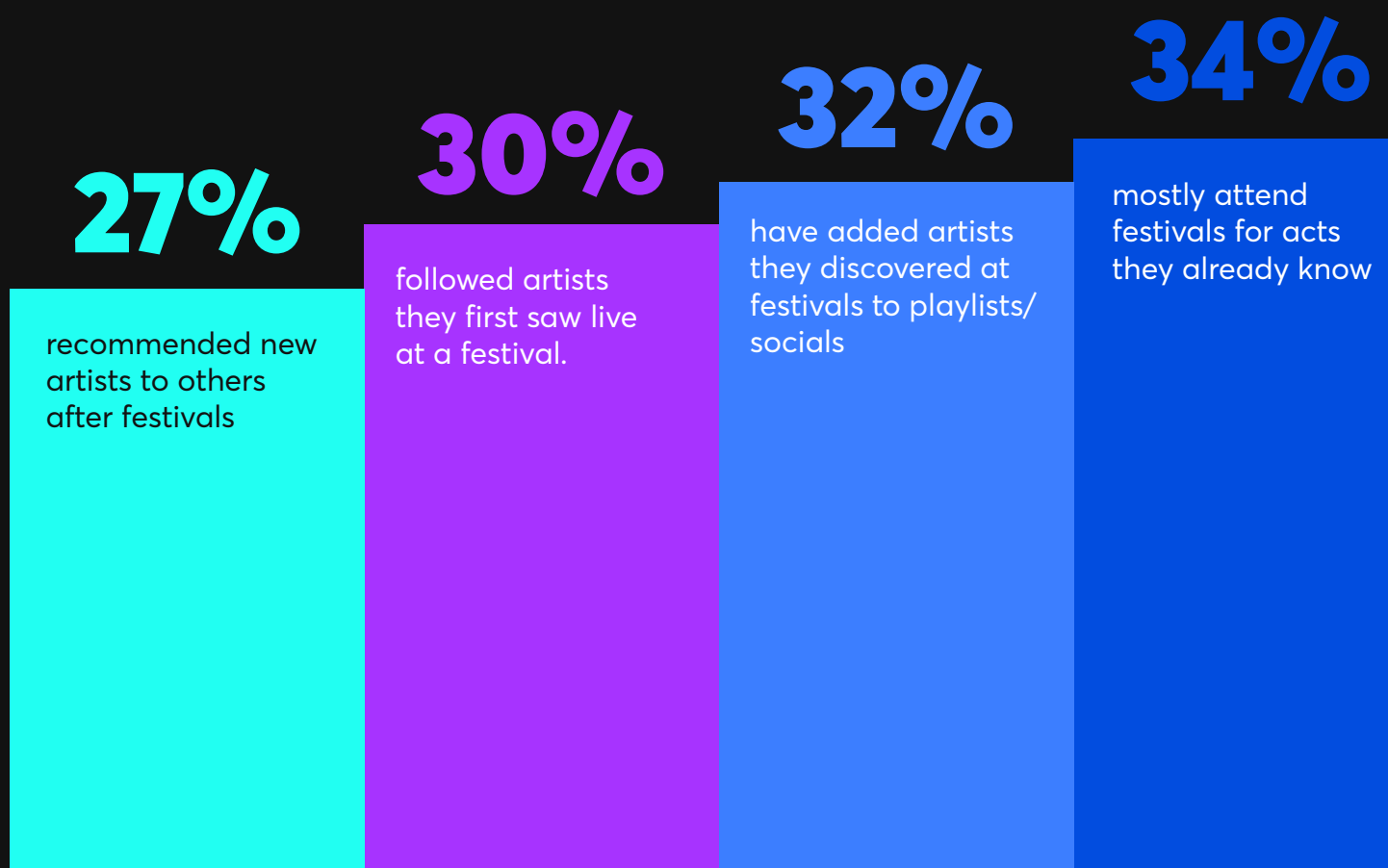
The sets may end, but the fan journey is just beginning.

In 2019, **half of festivalgoers** said they enjoyed seeing previously unheard acts at a festival.

Festivals still remain **one of the best places to discover new music** - and that discovery now continues well beyond the weekend. A third of fans add new artists to their playlists, many follow them online, and others spread the word to friends.

Streaming and social media now extend that connection long after the final chord.

HOW FESTIVALS HELP FANS ENGAGE WITH NEW ARTISTS



METHODOLOGY

Quantitative online survey

Ticketmaster's State of Play Festival 2025 Report combines insights from multiple data sources to provide a comprehensive view of the UK festival landscape.

Primary research was conducted via a nationally representative online survey of 2,000 UK adults who have attended a festival within the past five years, carried out by OnePoll between 14–17 July 2025.

These findings were supplemented with anonymised transactional data from purchasers of Ticketmaster's festival portfolio, covering orders for events placed between January 2022 and December 2024.