

ENIGMA INDEPENDENT EVENT AUDITS

Unbiased Intelligence for Senior Marketers

2017 AUSTIN CITY LIMITS MUSIC FESTIVAL

Austin, Texas

October 6-8 and 13-15, 2017



enigma
research



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Most popular reasons for attending

- 1 To see a specific artist or artists
- 2 Enjoy the festival atmosphere
- 3 Enjoy all types of music

Most popular features within brand activations

- 1 Honda Rebel motorcycle
- 2 Aviator Nation merchandise display
- 3 Tito's Plinko Parlor free merchandise

Most popular performers

- 1 Red Hot Chili Peppers
- 2 The Killers
- 3 Jay-Z

Most popular feature attractions

- 1 ACL Eats
- 2 Camelbak Hydration Stations
- 3 Festival Stores

Most recalled sponsors

- 1 American Express
- 2 Honda
- 3 Miller Lite

Most popular brands used

- Vehicle: Toyota
- Soda: Coca-Cola
- Cigarettes: Camel and Marlboro

Most visited brand activations

- 1 Red Bull and Water Stations
- 2 Honda X Waterloo Records Signing Stage and Record Store
- 3 Tito's Plinko Parlor

Tourism and economic impact

- Percentage non-local: 33%
- Estimated hotel room nights: 22,700
- Estimated economic impact: \$49.6M

Most appreciated brand activations

- 1 State Farm #HERETOHELP
- 2 HomeAway UpsideDown House
- 3 Honda X Waterloo Records Signing Stage and Record Store

Best attendee comments

- "ACL has been my family reunion for 11 years. I can't imagine a sibling reunion without the music, beer, laughing, and life-loving experience."
- "Amex Experience Lounge was the single best amenity at ACL and greatly added to my experience!"
- "Stay weird!"

Comments from Attendees

"ACL has been my family reunion for 11 years. I can't imagine a sibling reunion without the music, beer, laughing, and life-loving experience."

"ACL needs an ice vendor because water at hydration stations is warm!"

"Add Dr Pepper to the bars."

"Amex Experience Lounge was the single best amenity at ACL and greatly added to my experience!"

"Can you have more brands that are willing to give freebies to attendees just like at Lollapalooza?"

"Could not find any vodka vendors and two types of wine were sold out by mid-afternoon on Day 2."

"Great experience for myself and my teenagers enjoying a music experience."

"Have fire trucks at the main stages to spray people and in return they can set up a booth for donations."

"I love Austin City Limits with all my heart. 2017 was my fourth year in a row."

"I wish they had more places to take pictures. For example, the big ACL frame."

"It would be awesome if there was some sort of liquor sold. Since Tito's is already there they should just limit how many drinks a person can have with a wristband hole punch."

"Let us bring umbrellas again! There is not enough shade and it was hot this year. 20+ mins waiting for water is crazy!"

"More gluten-free drinking options! Multiple cider choices should be provided."

"On the ACL website, please add where you can click the artist name and it takes you to their video on YouTube. Other music festivals do this."

"Please bring back the Quiet Events Silent Disco. It was our favorite part of ACL. We went every night."

"Stay weird!"

"Thank you for flushing toilets. I was able to have more drinks without being worried to go to a dirty porta potty."

"The beer garden with good beer is only on one end of the festival. It would be nice to have one near each main stage."

"The cashless wristband form of paying was clever and helped a lot. It made payments go by quicker so customers did not have to wait as long."

"Took too long getting in and I missed a show I really wanted to see. We waited in line over 1.5 hours in the heat with no water."

