

**ENIGMA INDEPENDENT EVENT AUDITS**  
Unbiased Intelligence for Senior Marketers

**2017 LOLLAPALOOZA**  
Chicago, Illinois

August 3-6, 2017



**enigma**  
research



**CONFIDENTIAL**

For paid subscribers only.  
Unauthorized duplication or sharing strictly prohibited.

- P2 Highlights
- P3 Event Experience
- P5 Sponsor Recall and Appreciation
- P6 Activation Evaluations
- P10 Beverage Consumption
- P11 Product and Brand Preferences
- P17 Demographics
- P18 Tourism and Economic Impact
- P20 Comments and Methodology

## Most popular artists

- 1 Chance the Rapper
- 2 The Killers
- 3 Cage the Elephant

## Top “pre-drinking” beverages

- 1 Bottled water
- 2 Liquor or spirits
- 3 Coffee or coffee drinks

## Most popular feature attractions visited

- 1 Free water stations
- 2 Chow Town food areas
- 3 Lolla Shops

## Top beverages purchased on-site

- 1 Beer
- 2 Wine or wine coolers
- 3 Bottled water

## Most visited brand activations

- 1 Twix Funhouse
- 2 Bud Light
- 3 Tito’s Handmade Vodka

## Top preferred brands of attendees

- Wireless provider: AT&T
- Bank: J.P. Morgan Chase
- Airline: American Airlines and Southwest Airlines

## Most appreciated brand activations

- 1 Chipotle Mexican Grill
- 2 Pepsi Zero Chill House
- 3 Cupcake Vineyards

## Tourism and economic impact

- Percentage non-local: 25%
- Estimated hotel room nights: 13,900
- Estimated economic impact of attendees: \$24.3M

## Most recalled sponsors

- 1 Bud Light
- 2 Pepsi
- 3 Tito’s Handmade Vodka

## Best attendee comments

- “Great event with an amazing view to complement the experience.”
- “Bring back Cottonelle. They gave us panchos and wipes. Very useful.”
- “Toyota Music Den was #1.”

# Comments from Attendees

"Add hot drinks in the evening."

"Bring back Cottonelle. They gave us panchos and wipes. Very useful."

"Enjoyed Citicard's VIP area but it's ridiculous that there were no bathrooms available. Big fail in this activation."

"Enjoyed the Citi viewing deck but really missed the Samsung Galaxy experience as it truly elevated our experience."

"Great event with an amazing view to complement the experience."

"I'd like an option for a 4-day train pass to be added to your wrist band."

"Jane Says was a great nod to social consciousness and had cool prizes. I won VIP tickets and the perks were amazing!"

"Kudos on the new bathroom situation. I would buy a four day again based on this improvement alone."

"Lolla has the best diversity when it comes to music and food!"

"Love Lolla but the acts were a little weak this year!"

"Love the hydration stations but you may need to add a few more next year. Typically had long lines every time I went to fill up."

"Love the roller skating rink and shopping options. Very happy with the new porta potties."

"Make event 18+ or 21+. There would be less problems but then it probably wouldn't sell out."

"Make it 3 days. 4 is too much and is such a hassle!"

"Make time for rained out headliners on another day of the festival."

"More beer variety would be nice."

"Please offer VIP tickets on layaway starting after the festival so there is enough time to make the purchase in reasonable instalments."

"The amount of young kids that were drunk and obnoxious makes me never want to go back to Lollapalooza."

"This is the first year that I attended Lollapalooza and it was by far one of the best experiences. I saved money for a whole year and it was well worth it."

"Toyota Music Den was #1."

