

# WELCOME TO GREEN MAN



REEN MAN

DYN GWYRDD



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5 STARS

The Guardian

NME



INDEPENDENT

The Telegraph

SOLD OUT SIX MONTHS IN ADVANCE

"A WONDERFUL FESTIVAL ... SURPRISING, INSPIRING AND REINVIGORATING" HUW STEPHENS

TWO TIMES  BBC RADIO 6music FESTIVAL OF THE YEAR

"A SUNSHINE DREAM FESTIVAL" CAITLIN MORAN

ONLY MAJOR UK FESTIVAL OWNED AND OPERATED BY A WOMAN

MD FIONA STEWART #24 IN  BBC RADIO 4 MUSIC BUSINESS POWERLIST

"A VERY SPECIAL FESTIVAL" PATTI SMITH

TWO  DESIGN AWARDS

THREE  UK FESTIVAL AWARDS 2020 FESTIVAL AWARDS, TWO  UK BEST FESTIVAL AWARDS

 attitude is everything SILVER CHARTER FOR ACCESSIBILITY



# MEDIA REACH

## ONLINE



LIKES 101,248  
REVIEWS 4.9/5



FOLLOWERS 33,100  
AVG LIKES 736  
AVG COMMENTS 34



FOLLOWERS 55,400  
AVG IMPRESSIONS 11,245  
AVG ENGAGEMENTS 206



50,000 USERS/MONTH  
AVG SESSION 2:40MINS  
TOP IN-MARKET SEGMENTS:  
TRAVEL/HOTELS & ACCOM

## PRESS

279 ARTICLES IN 2019

3.2 BILLION TOTAL CIRCULATION

"THE MOST SIGNIFICANT MUSIC FESTIVAL  
IN WALES. THE SETTING IS BEAUTIFUL,  
THE PEOPLE FRIENDLY AND THE ACTS WELL  
CHOSEN."



"MAKES A BRILLIANT DIFFERENCE TO  
THE WELSH ECONOMY"



"A FESTIVAL THAT SEEMS TO RUN  
ON LOVE AND WONDER"



"THERE CAN BE FEW BETTER PLACES  
TO WATCH MUSIC OUTDOORS  
THAN AT GREEN MAN"



INDEPENDENT



# GREEN MAN'S UNIQUE POSITION AS A CULTURAL BRIDGE FOR CYMRU WALES

COMBINED SOCIAL MEDIA AUDIENCE

FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE



GREEN MAN FESTIVAL  
 HAY FESTIVAL  
 MILLENNIUM CENTRE  
 MOTOR POINT ARENA  
 PRINCIPALITY STADIUM  
 ROYAL WELSH TRAMSHED  
 NEW THEATRE SHOW  
 GOTTWOOD CARDIFF  
 PRIDE CYMRU'S BIG MUSIC & ST DAVIDS WEEKEND  
 THE GOOD LIFE EXPERIENCE  
 ABERGAVENNY FOOD FESTIVAL  
 INSIDE OUT UTOPIA FESTIVAL  
 SWN FESTIVAL  
 BALTER FESTIVAL  
 STEELHOUSE FESTIVAL  
 FOCUS WALES  
 MACHYNLLETH COMEDY TAFWYL  
 THE GREEN GATHERING  
 RIVERFRONT NEWPORT

WELSH FESTIVAL / VENUE

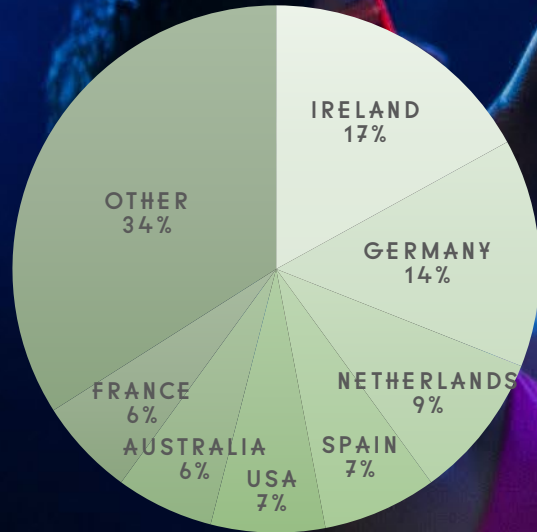


# A WELSH BRAND WITH AN INTERNATIONAL VOICE

1% OF TICKET HOLDERS ARE FROM OUTSIDE THE UK  
 81,000 NON-UK ANNUAL WEBSITE VISITORS / 14% TOTAL VISITORS  
 20,373 NON-UK FACEBOOK AUDIENCE / 20% TOTAL AUDIENCE

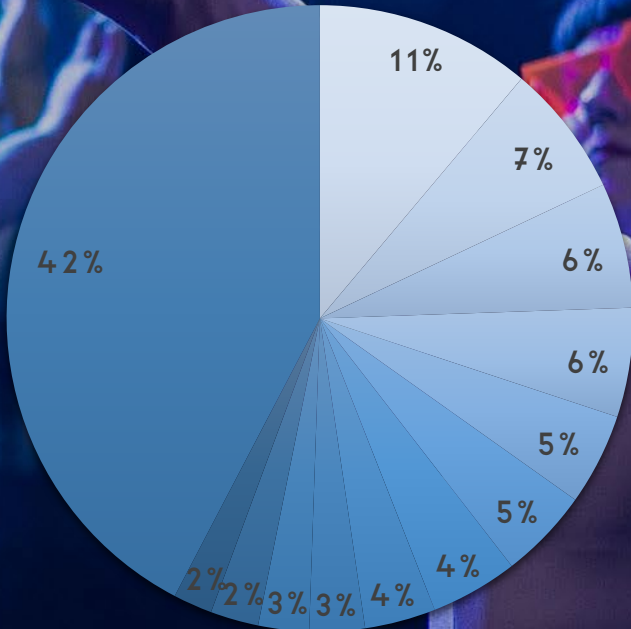
2019 COVERAGE IN EASYJET TRAVELLER, CONDE NAST TRAVELLER, AUSTRALIAN TIMES, BROOKLYN VEGAN

NON-UK FESTIVAL ATENDEES



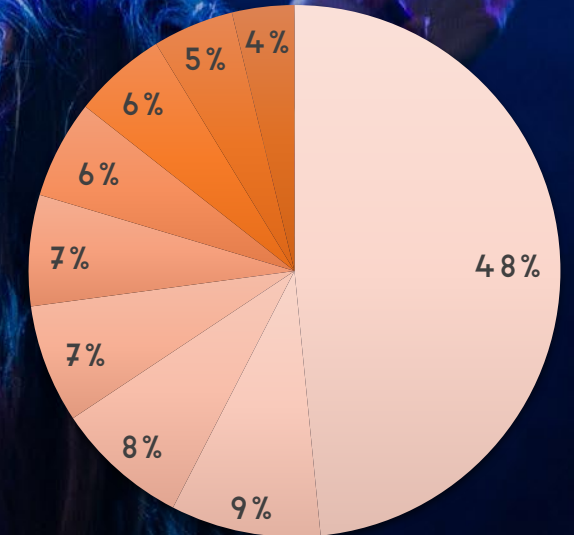
- IRELAND
- GERMANY
- NETHERLANDS
- SPAIN
- USA
- AUSTRALIA
- FRANCE
- OTHER

NON-UK FACEBOOK AUDIENCE



- USA
- ITALY
- FRANCE
- AUSTRALIA
- GERMANY
- SPAIN
- IRELAND
- MEXICO
- PORTUGAL
- NETHERLANDS
- CANADA
- BRAZIL
- OTHER

NON-UK WEBSITE VISITORS



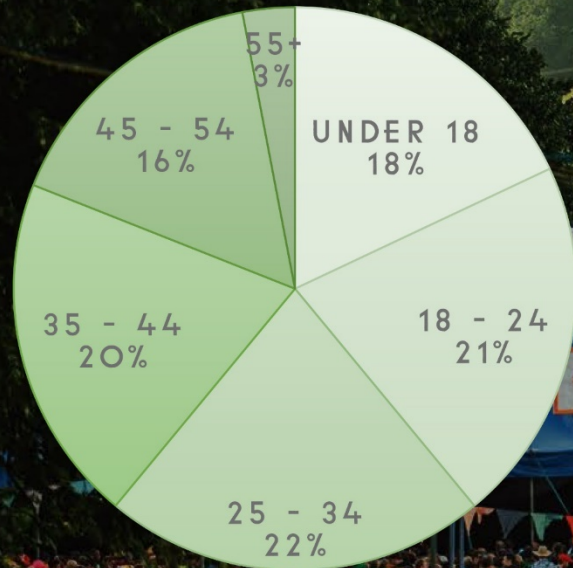
- USA
- FRANCE
- GERMANY
- IRELAND
- SPAIN
- NETHERLANDS
- AUSTRALIA
- ITALY
- CANADA
- OTHER



# DEMOGRAPHIC

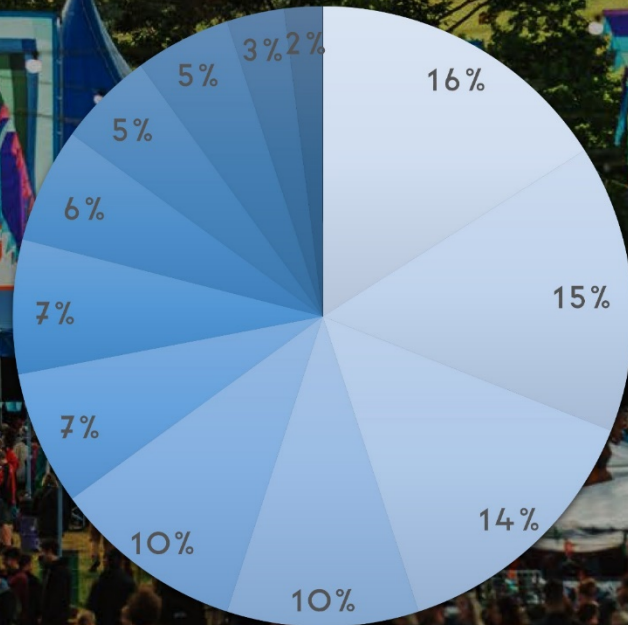
GREEN MAN FESTIVAL ATTRACTS YOUNG PROFESSIONALS, ABC1, FAMILIES & STUDENTS  
50/50 MALE/FEMALE

## AGE



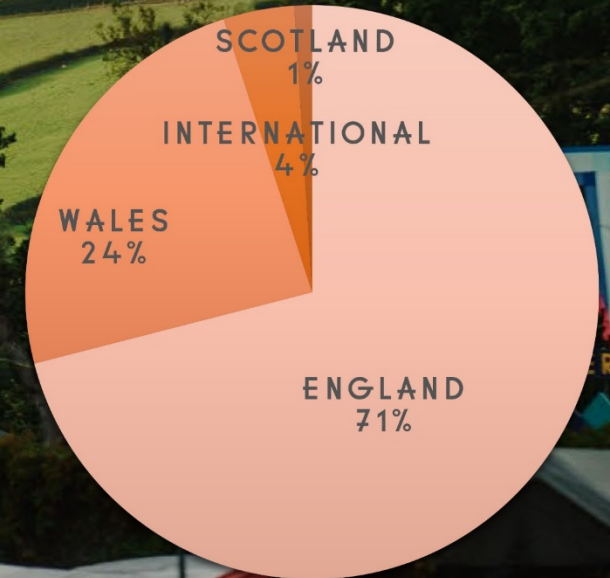
- UNDER 18 ■ 18 - 24 ■ 25 - 34 ■ 35 - 44
- 45 - 54 ■ 55+

## PROFESSION



- MEDIA & ARTS
- EDUCATION
- PROFESSIONAL
- SCIENCE
- FINANCE
- CHARITY
- OTHER
- HEALTHCARE
- PUBLIC SERVICE
- HOSPITALITY
- IT
- SERVICE INDUSTRY

## COUNTRY



- ENGLAND ■ WALES
- INTERNATIONAL ■ SCOTLAND



# WHAT OUR AUDIENCE SAY

100% THINK IT'S IMPORTANT THAT EVENTS LIKE GREEN MAN ARE HAPPENING IN WALES

89% MORE LIKELY TO VISIT WALES AS A RESULT OF ATTENDING GREEN MAN

83% SAY GREEN MAN HAS MADE ME THINK DIFFERENTLY ABOUT WALES

99% WOULD RECOMMEND TO A FRIEND

83% RATE GREEN MAN 10/10

75% BELIEVE GREEN MAN PROMOTES DIVERSITY ACROSS ITS WORK

90% THINK GREEN MAN IS FOR EVERYONE DESPITE THEIR BACKGROUND OR AGE

86% SAY GREEN MAN IS NOTICEABLY ACCESSIBLE

98% SAY GREEN MAN MAKES THEM FEEL MORE CHEERFUL

87% AGREE WE MAKE THEM FEEL CLOSER TO OTHER PEOPLE



# ECONOMIC IMPACT

A RECENT REPORT BY BOP CONSULTING HIGHLIGHTED THAT GREEN MAN FESTIVAL CONTRIBUTED **£10.4 MILLION** TO THE WELSH ECONOMY IN 2018.

THE TOTAL GROSS VALUE-ADDED (GVA) THAT GREEN MAN FESTIVAL 2018 GENERATED IN THE WELSH ECONOMY WAS **£3.5 MILLION**. THIS IS EQUIVALENT TO **165** FULL-TIME EQUIVALENT JOBS CREATED ABOVE AND BEYOND THOSE DIRECTLY EMPLOYED BY GREEN MAN.

**'THERE IS HUGE POTENTIAL FOR GREEN MAN TO FURTHER PROMOTE WALES IN THE UK AND INTERNATIONALLY.'** BOP Consulting



## POSITIVE PROMOTION OF WALES AND ITS VALUES

Green Man already acts as a cultural bridge between Wales and the rest of the world. What is unusual is that it not only celebrates its sense of place in Wales, but it also promotes a lifestyle and values which are aspirational and linked to a modern caring Wales.

*“The values of Green Man seep through everything they do. When you are at a Green Man event you know what they stand for. They are an unashamed cultural and social enterprise with an aim to improve and engage the local community but remain linked to a global community of artists and audiences. They are putting Wales on the map, not just for having a great festival in a beautiful area, but for modelling how to be a responsible and responsive enterprise.”*

Colin Riordan - President and Vice Chancellor - Cardiff University

*“Green Man has been and remains a hugely influential showcase for the Welsh Independent Brewing Industry. It’s support of local producers and the exposure that brings has opened many opportunities for increasing sales, and the kudos of being a supplier to the Green Man has international reach. Many of the Independent drinks producers are small and often located in rural locations. Green Man understands their challenges and uses its extensive talent for innovation and business strategy to create opportunities to both sustain and champion them.”*

(Buster Grant - Chair SIBA - Society of Independent Brewers)







# SCIENCE ENGAGEMENT

Green Man's Einstein's Garden was designed to introduce and engage new audiences with science in a way that was entertaining.

It was the first music festival to bring scientists and creatives together to produce unique engaging scientific experiences, that promote the values and understanding required for our species to thrive. The popularity of the Green Man introduces tens of thousands of people annually to science as a cultural experience.

We have developed relationships with top tier universities and organisations including: Cardiff University, Bristol University, Exeter University, UCL, Wellcome Trust, Cancer Research UK, the Met Office and Nuffield Council on Bioethics.

Einstein's Garden has Enabled researchers develop their engagement skills, and increase their ability to argue for the importance of their work and to communicate effectively. We have formed a network of researches, science communications and creatives to produce high quality work.

***"By using Green Man's extensive impact as a disruptive brand and their talent for innovation they have pioneered new ways to engage communities with science and health through their science experience Einstein's Garden."***

(Farrah Nazir - Acting Creative & Partnerships Lead  
Public Engagement - Wellcome Trust)



