

ROCKIN' RIVER

MUSICFEST • MERRITT 2018

AUGUST 2-5

TOP 4 MUSICAL ACTS



ERIC CHURCH

73%



LUKE COMBS

48%



BRETT ELDREDGE

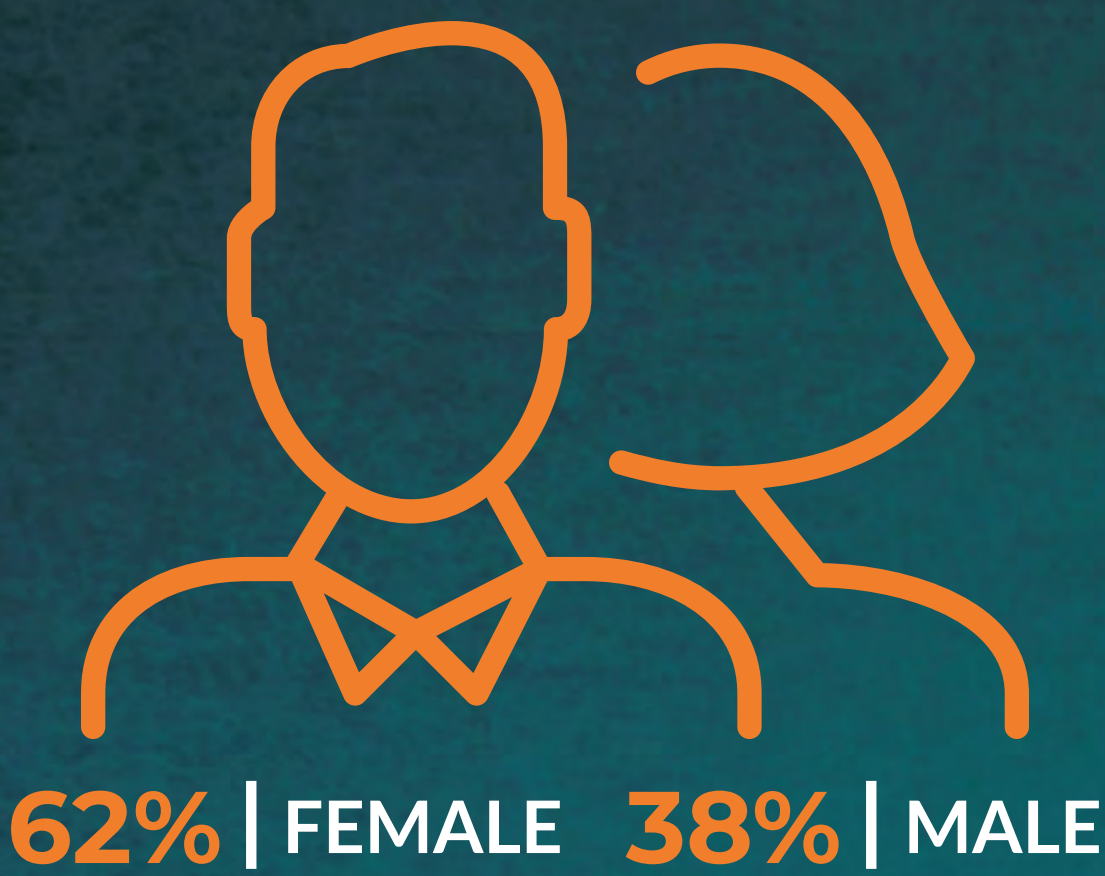
39%



DALLAS SMITH

38%

ATTENDEE PROFILE

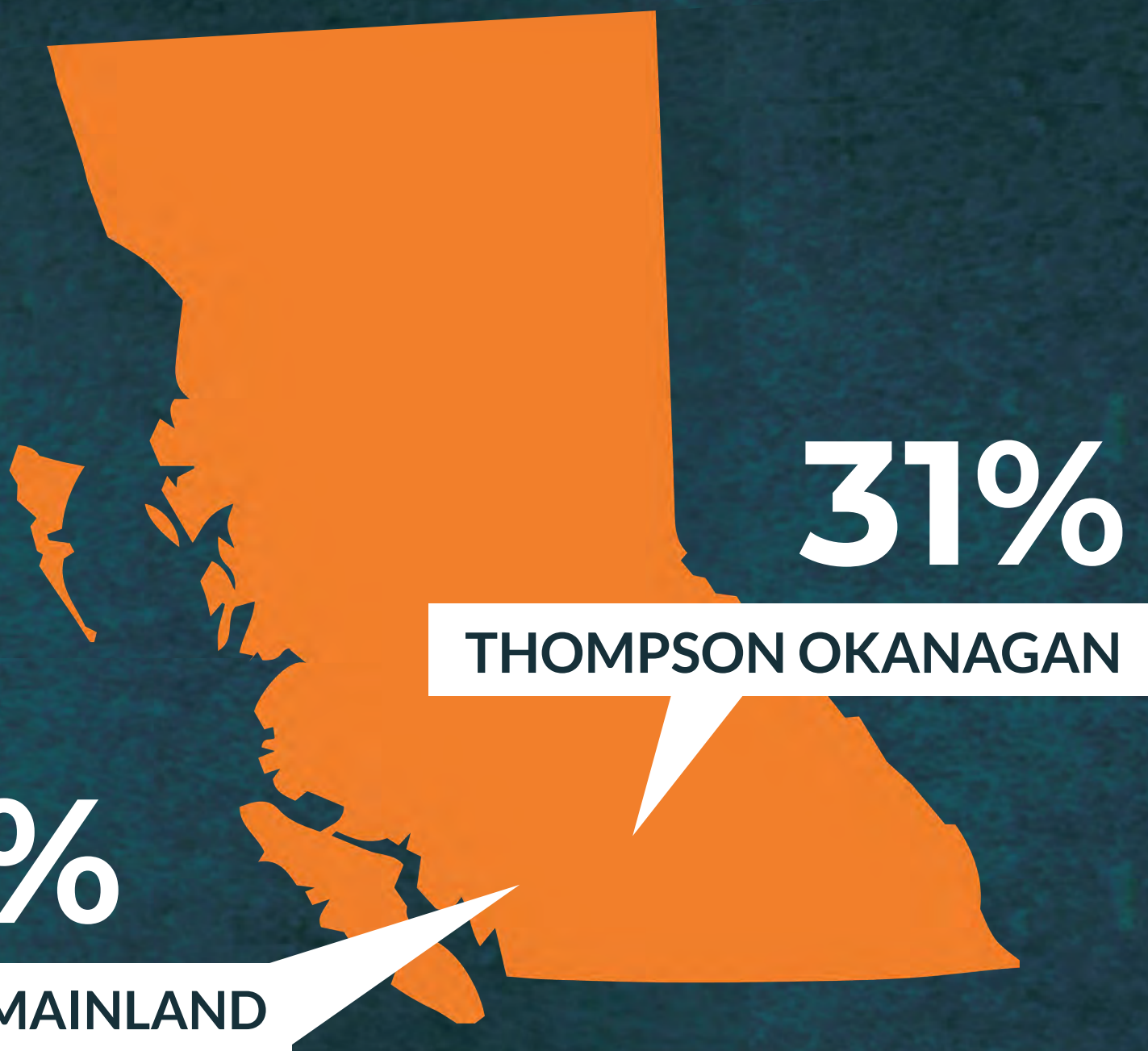


30
AVERAGE
AGE (YEARS)

7.1 people
AVERAGE SIZE
OF GROUP

3.8
AVERAGE DAYS
ATTENDED

82%
CAME DUE TO INTEREST
IN COUNTRY MUSIC



TOP 3 SOURCES OF AWARENESS



50%
FACEBOOK



33%
JRM



31%
INSTAGRAM

50%
LOWER MAINLAND



8.80
LIKELINESS TO RETURN
TO ANOTHER ROCKIN'
RIVER MUSIC FEST
(Rated out of 10)



8.77
LIKELINESS TO
RECOMMEND TO A
FAMILY MEMBER/FRIEND
(Rated out of 10)



46%
ARE MORE LIKELY TO TRY A
PARTNER'S PRODUCT BASED
ON THEIR PARTICIPATION
WITH THE EVENT

TOP 10 KEY EVENT RATINGS (Rated out of 5)



4.35
OVERALL FESTIVAL
EXPERIENCE



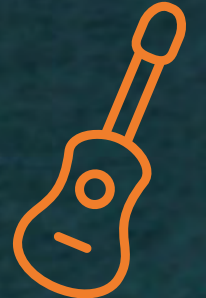
4.27
OVERALL CAMPING
EXPERIENCE



4.28
ATMOSPHERE
OF THE CAMPING



4.27
SOUND
QUALITY



4.24
ATMOSPHERE
OF THE FESTIVAL



4.13
SAFETY WITHIN
THE FESTIVAL SITE



4.08
LOCATION OF
THE CAMPSITE



3.95
FESTIVAL STAFF
FRIENDLINESS



3.88
VALUE FOR
THE PRICE PAID



3.88
FAN BEHAVIOUR

OUT-OF-REGION VISITORS

*Out-of-region visitors comprise 68% of the total event population
** Out-of-region visitors are 1) BC residents who traveled more than 150kms to the Festival, 2) Other Canada residents, 3) United States residents, and 4) Outside Canada & USA residents

83%
STAYED AT CAMPGROUND
ACCOMMODATIONS

4.1
AVERAGE NIGHTS
SPENT DURING VISIT

92% | MAINLY VISITED TO
ATTEND THE FESTIVAL

4.0 | AVERAGE TRAVEL
PARTY SIZE (PEOPLE)

\$588 | ACCOMMODATIONS
\$220 | TRANSPORTATION GETTING TO
MERRITT & NICOLA VALLEY
\$169 | PRIVATE VEHICLE EXPENSES IN
MERRITT & NICOLA VALLEY
\$339 | GROCERY & LIQUOR STORES

\$195 | RESTAURANTS, BARS, LOUNGES
\$153 | SHOPPING
\$95 | RECREATION & ENTERTAINMENT
\$79 | LOCAL TRANSPORTATION

LOCAL SPENDING

*Local visitors comprise 12% of the total event population
**Local visitors are BC residents who traveled less than 150kms to the Festival

85%
STAYED OVERNIGHT
AT THE FESTIVAL SITE

4.0
AVERAGE NIGHTS
SPENT DURING VISIT

\$534 | ACCOMMODATIONS
\$244 | RESTAURANTS, BARS, LOUNGES