

ICELAND AIRWAVES

REPORT 2019 / PLAN 2020







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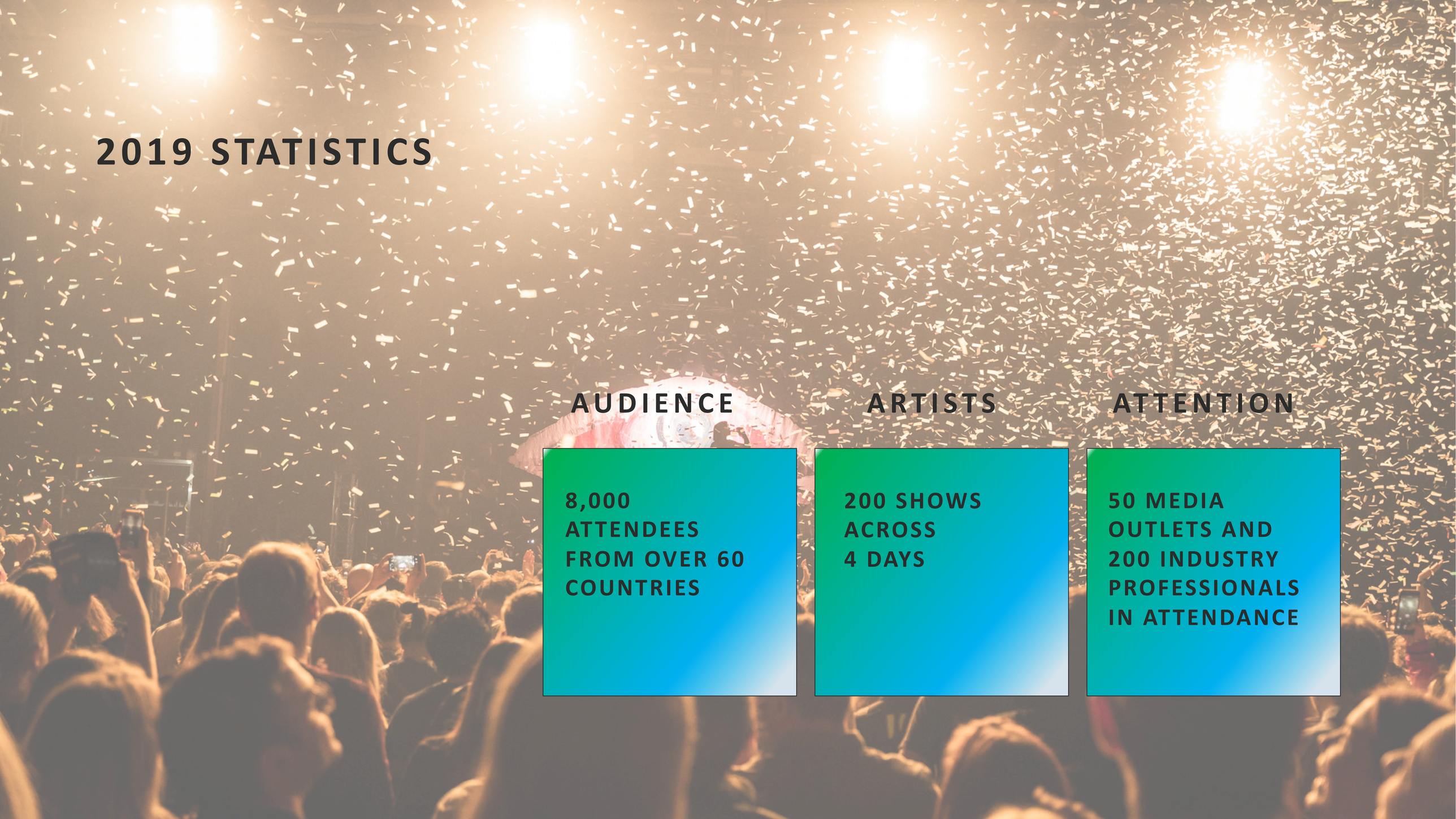
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ICELAND AIRWAVES

2019 IN REVIEW

2019 STATISTICS



AUDIENCE

8,000
ATTENDEES
FROM OVER 60
COUNTRIES

ARTISTS

200 SHOWS
ACROSS
4 DAYS

ATTENTION

50 MEDIA
OUTLETS AND
200 INDUSTRY
PROFESSIONALS
IN ATTENDANCE

2019 INITIATIVES –VENUES & TICKETS

OFFICIAL VENUES

CAPACITIES MONITORED TO ENSURE GREAT ATTENDANCE. FESTIVAL FELT BIGGER

INNOVATION: ON-VENUES

DILLON, MIAMI & KORNHLAÐAN BECOME ON-VENUES. MORE TO COME

MORE VENUES

KEX HOSTEL BECAME AN OFFICIAL VENUE

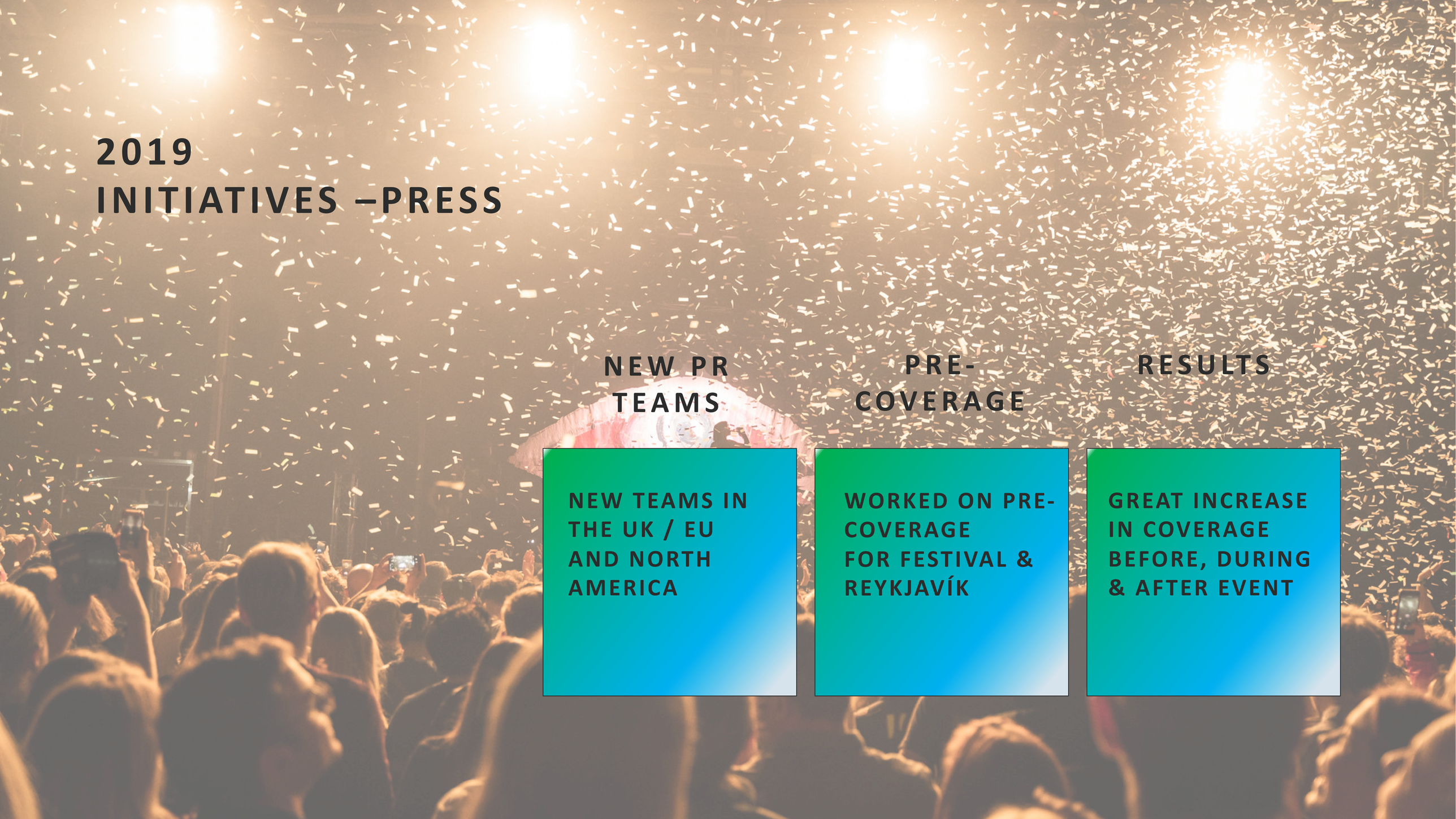
TICKET CULTURE

‘COMP CULTURE’ IS REMOVED & PEOPLE BUY AGAIN

2019 BOOKINGS

ARTISTS	LINE-UP	GENDER PARITY	LOCAL & INTERNATIONAL	COOPERATION
DOWN FROM 240 IN 2018 TO 140 IN 2019. BETTER LINE-UP & BETTER SHOWS.	LESS BANDS MEANS A BETTER PROGRAM. MORE BANDS PLAY TWICE	50/50 GENDER SPLIT FOR SECOND YEAR RUNNING. FIRST IN THE WORLD	65% ICELANDIC ACTS AND 35% INTERNATIONAL ACTS	CULTURAL CO-OPERATION WITH MUSIC FROM IRELAND & MUSIC FINLAND

2019
INITIATIVES –PRESS



NEW PR TEAMS

NEW TEAMS IN THE UK / EU AND NORTH AMERICA

PRE-COVERAGE

WORKED ON PRE-COVERAGE FOR FESTIVAL & REYKJAVÍK

RESULTS

GREAT INCREASE IN COVERAGE BEFORE, DURING & AFTER EVENT

2019 INITIATIVES – AIRWAVES PRO CONFERENCE

A GOOD START

GREAT FEEDBACK FROM ATTENDEES & PARTNERS

PARTNERS

ENGAGED WITH ICELAND MUSIC, STEF, RVK MUSIC CITY AND MORE

INITIATIVES

FIRESTARTER PRESENTATION, MIT BOOTCAMPS & HACKATHON



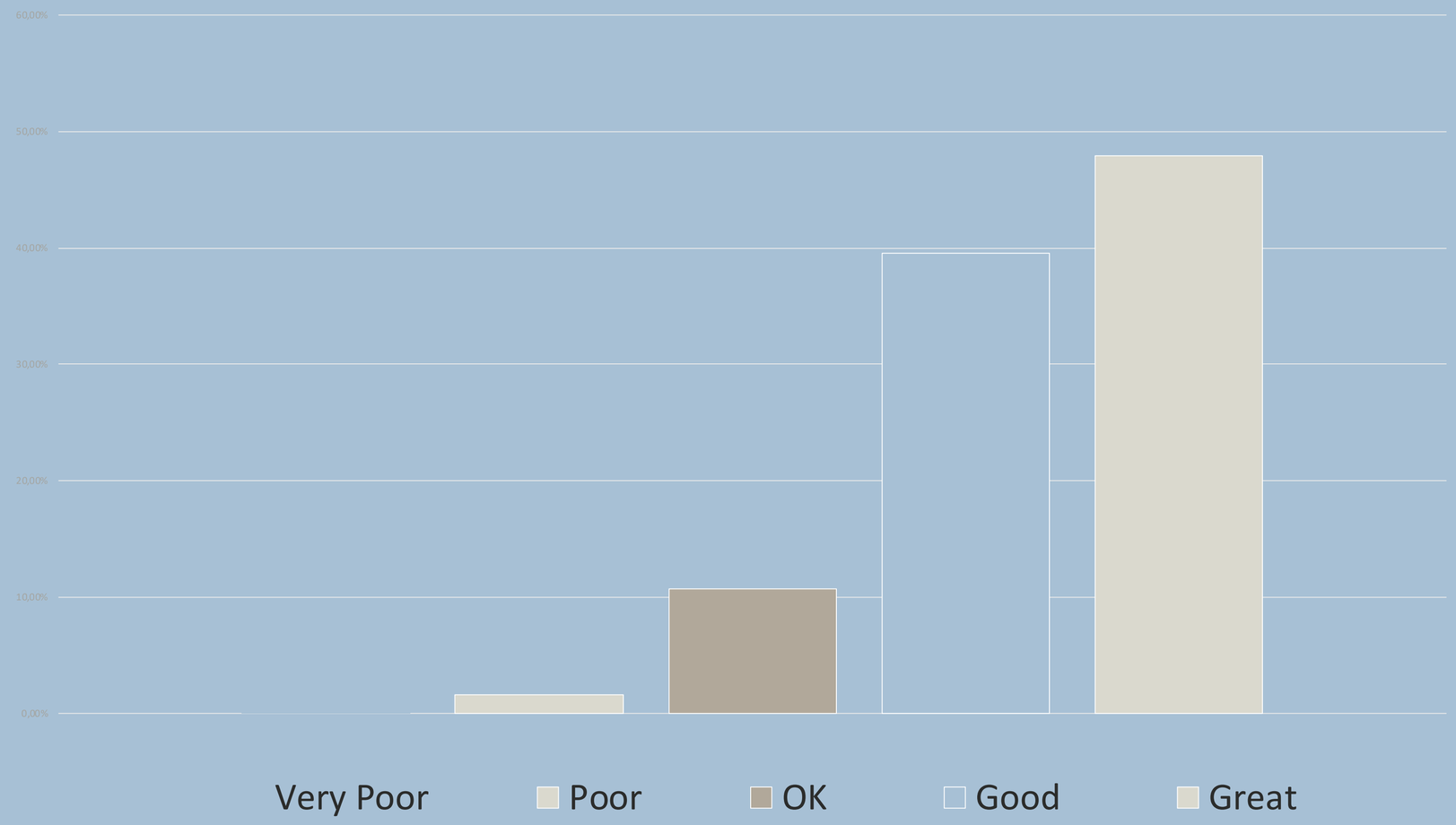
ICELAND AIRWAVES

2019 CUSTOMER SURVEY

(SURVEY FROM 700 ATTENDEES)

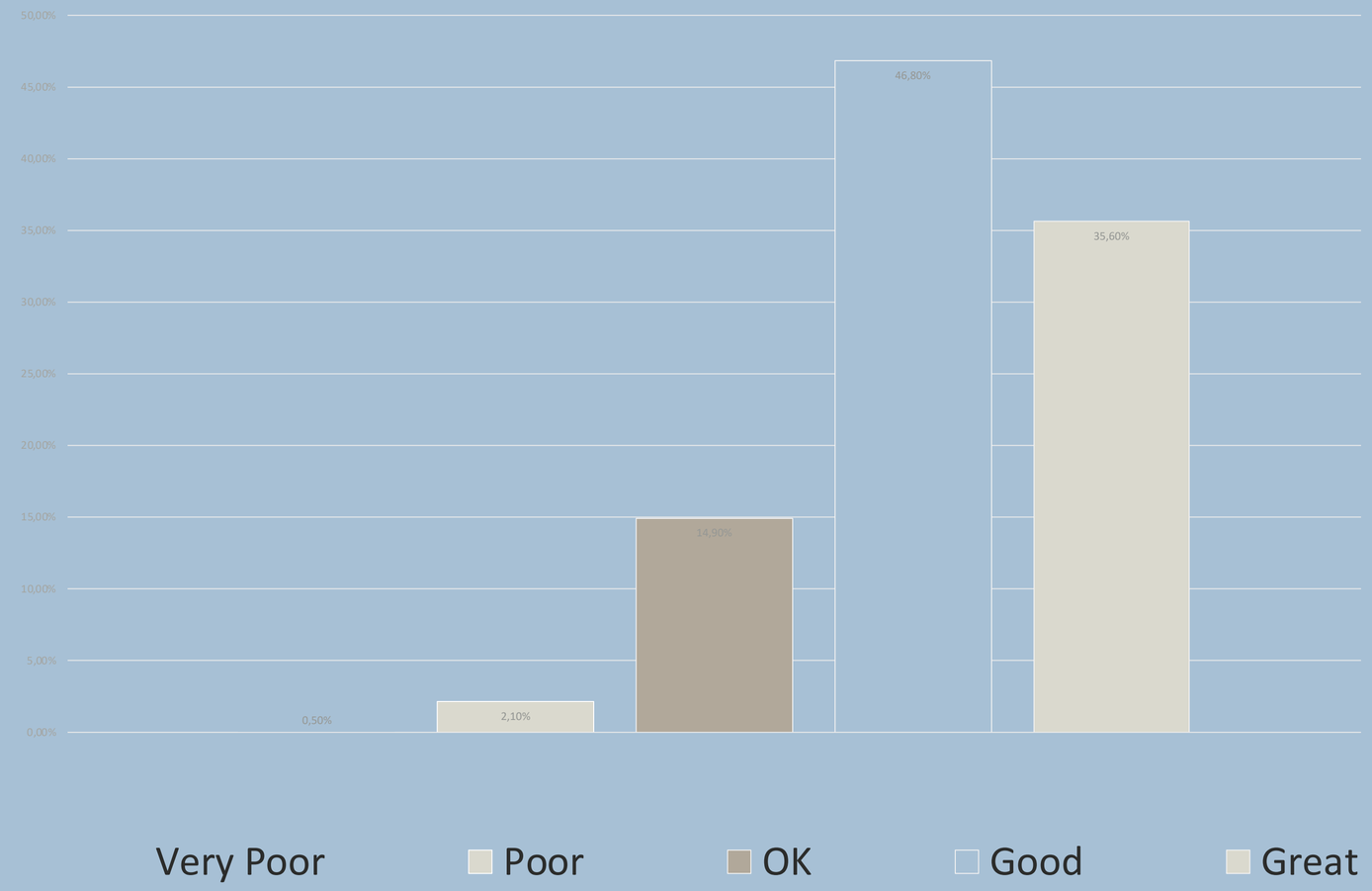
FESTIVAL EXPERIENCE

87.4% POSITIVE FEEDBACK



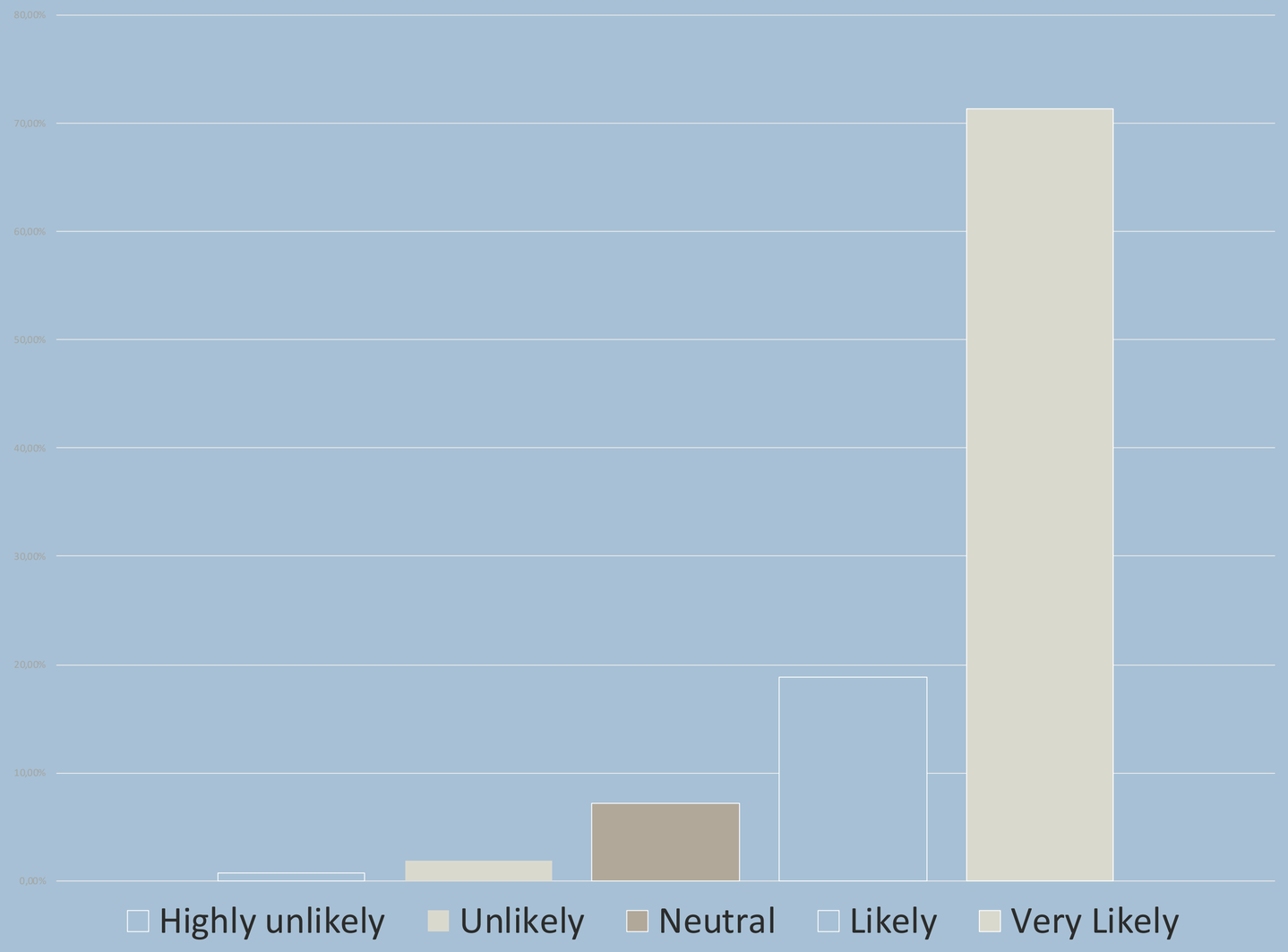
QUALITY OF LINEUP

82.4% POSITIVE FEEDBACK

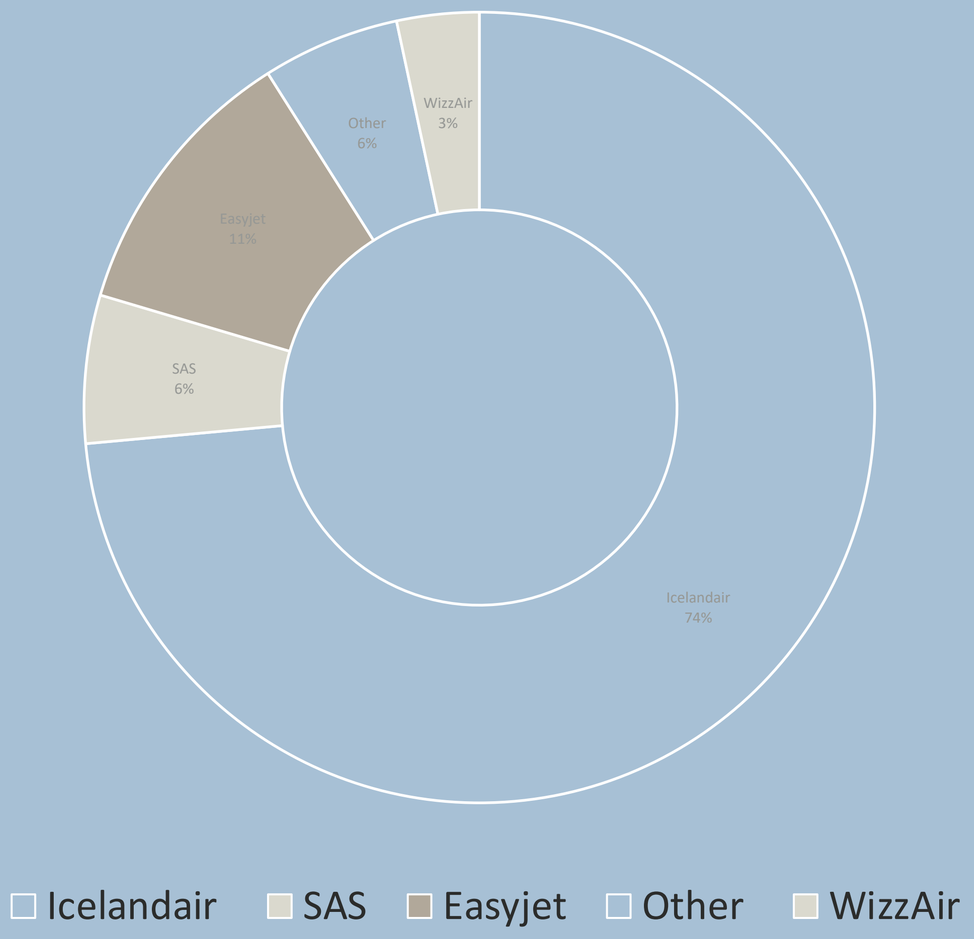


LIKELIHOOD TO RECOMMEND AIRWAVES

91.2% POSITIVE FEEDBACK

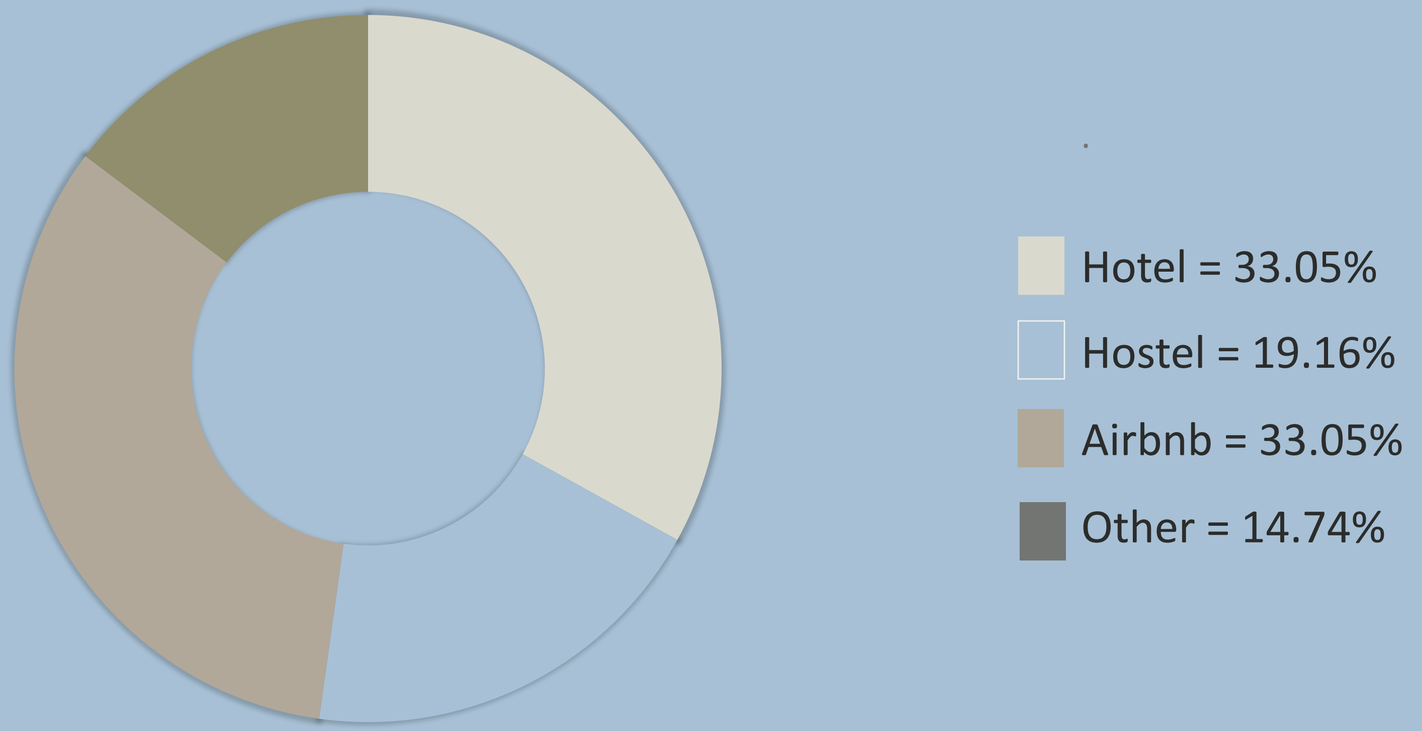


HOW THEY GOT THERE



Icelandair continued to dominate with 73.5% of flights, even stronger without WOWAIR in the marketplace.

WHERE THEY STAYED



LENGTH OF STAY



52% - 5-7 DAYS

36% - 7+ DAYS

12% - 1-4 DAYS



ICELAND AIRWAVES

IMPROVEMENTS FOR 2020

IMPROVEMENTS FOR 2020

BOOKINGS

- FRESHEN UP THE ICELANDIC ARTISTS
- KEEP THE INTERNATIONAL MIX OF ‘WONDERFUL AND WEIRD’
- WORK MORE CLOSELY WITH EXPORT BUREAUS
- CONTINUE TO BOOK BANDS TO VENUES

VENUES

- WORK TO DOWNTOWN ONLY
- STILL FIND A ‘MOMENT’ ON THE SATURDAY NIGHT
- KEEP VENUES UPDATED DURING THE YEAR ON PROGRAM AND PLANS
- CONTINUE WITH AND DEVELOP ON-VENUE PROGRAM

IMPROVEMENTS FOR 2020

GENERAL

- KEEP FINDING WAYS TO SAVE COSTS WHILE IMPROVING FESTIVAL
- KEEP MAKING IT FEEL EVEN BIGGER AND MORE DIVERSE AND EXCITING
- CONSTANTLY FINE TUNE THE FORMULA – THE GOOD NEWS IS THAT NOW WE HAVE A FORMULAR THAT IS WORKING:
  - EVERYBODY IS HAPPY WITH THE FESTIVAL,
  - IT IS FULFILLING ITS PURPOSE
  - IT HAS STOPPED BLEEDING MONEY



ICELAND AIRWAVES

PRESS HIGHLIGHTS

“Iceland Airwaves might well be the coolest festival of the year… It’s always thinking several steps ahead. Instead of chucking together a line-up that will simply sell tickets, Airwaves has scaled back this year to curate a devastatingly cutting-edge and expertly curated lineup.”

NME.COM (UK)

“…You will experience one of the most unique and pure-intentioned festivals in the world and discover new music that you’ll likely carry with you for a long time.”

PASTE MAGAZINE (US)

“Iceland Airwaves is an incredibly warm and welcoming festival…with creativity virtually unmatched in all its eccentricities. Hitting 50/50 gender representation feels natural when you consider the breadth of originality and forward-thinking focus. And hopefully, the festival can be a model for organizers across the globe looking to champion fresh, unique voices, and the music they create. ”

IN STYLE (US)

PASTE MAGAZINE

- *“TOP 5 FESTIVAL IN THE WORLD 2020”*

NME AWARDS 2020

- *NOMINATION: “BEST SMALL FESTIVAL IN THE WORLD”*




SEE YOU THIS NOVEMBER 4 -7, 2020