

Pre-task 3: Desk research

1) Event marketing

Event marketing is the use of traditional or new media to promote, market, or advertise an event. Various forms of marketing and advertising are used to entice people to attend an event. Event types could include anything from not for profit fundraisers to sporting events, conventions, fundraisers, seminars, festivals, workshops, air shows, and many more.

2) 5 criteria for an event

- **Organized:** an event is not just a random thing that happens, it takes a lot of preparation and organization. Every detail has to be prepared and scheduled.
- **Promotion:** an event has to promote the organization or the product; it is supposed to create a good image.
- **Special venue:** an event should be something that makes it worth participating, that makes it remarkable, special. Mostly the special venue is the location.
- **Connecting:** an event has to create a bond between the organization/the product and the customer.
- **New:** it has to be something new and innovative; otherwise people will not feel the need or will not be interested in participation.

3) Flanders is a Festival

'Flanders is a Festival' was an international campaign from Tourism Flanders in the year 2012 to promote Flanders abroad as a great destination. Flanders is the northern part of Belgium, which hosts a lot of culture and nice cities like Brussels, Antwerp, Ghent and of course Mechelen.

The way Tourism Flanders worked on this campaign has never been seen before, and in our opinion it is very good and clever. They invited 94 bloggers, key influencers in music, lifestyle travel or social media. These bloggers from 13 countries were carefully chosen, whereas the selection was based on online reach and audience, used networks, personality & passion and location and language. A special, personal program was elaborated for each one of the 94 bloggers, containing a unique festival experience and touristic trips. They were invited to visit different music festivals combining this with trips to the art cities or other tourism destinations in Flanders.

The following numbers should again illustrate the huge dimensions of "Flanders is a Festival":

- 280 Festivals
- 13500 km² festival ground

- 75.000.000 l Beer per festival summer
- 2000 hours of live music
- Over 1000 Bands

Tourism Flanders offered a festival package: the Flanders Festival Express. It was an entrance for two persons to every festival (nearly 100 events), driving a cool “hippy” van during the two months, ... You could say it like Tourism Flanders did; “ it’s the biggest bloggtrip in the world!” “Flanders is a Festival” was not only created to experience our music scene but also to enjoy our beautiful art cities and our rich culture. Think about Belgian beer tasting and chocolate. These art cities are the cities that have a lot to offer and are definitely worth exploring during a city trip to Belgium.



Flanders has more than 280 festivals and is presenting therefore the highest density of festival in the world. Every style and genre is present, with a festival for dance music, reggae music and rock music etc. This means that there is music for everyone! Thus, with the campaign Tourism Flanders wanted to increase the awareness that Flanders is an exciting destination using the festivals as a starting point to stimulate conversation, while bringing online influencers to Flanders to experience the festival scene. For this bloggers are very useful, as not only the content is king but especially their community!

The main markets Tourism Flanders tried to target for promotion were our neighbor countries the United Kingdom, Italy, France, Germany, The Netherlands, Spain and Austria but also international countries like India, Russia, the United States and even China and Japan were promoted. Therefore the bloggers also had different nationalities, coming from 13 different countries.

The aim is that the bloggers are writing positive articles in their blogs about Flanders and their experiences during their personal bloggtrip. In that way Tourism Flanders itself has to spend far less money on promotion. In total there were 257 blog posts and 7363 mentions in different blogs about Flanders is a Festival. 2850 of them were highly positive, 2965 neutral and only 257 wrote negatively about their experiences in Belgium, which is resulting in a

high satisfaction level. Looking again at the bloggers, the highest density of blogposts was achieved in Western Europe and in the USA. Therefore, it is not surprising that the top three story tellers were Elco Roos (NL), Marcello Arrambide (USA) and Tim Griffin (USA)

To stimulate conversation and to raise awareness of the campaign “Flanders is a festival”, Tourism Flanders also used a lot of social media to report about the festivals and the activities. The Facebook-page of ‘Flanders is a festival’ has over 10,000 fans and a reach of 5 million other Facebook users. In total the engagement rate is more than 3.5 times the average engagement rate on Facebook. The official page of “Flanders is a Festival” on Facebook raises also higher awareness of the big festivals Flanders like Tomorrowland or Glastonbury.

The twitter account #fiaf12 was as well successful, as everyday more than 140,000 tweeps received a tweet with #fiaf12 in their twitter feed. Twitter was used as one of the main communication channels during the campaign and enabled to reach more than 13,000,000 people due to “Flanders is a Festival”. This is a huge success for Tourism Flanders. Tourism Flanders has also created a festival game for “Flanders is a Festival”. This virtual game was another way to meet other festival visitors and stay in contact with them through this fictional scene. Besides that, also Pinterest was used to communicate the experiences, festivals and activities to the bloggers and followers during this time.

The campaign “Flanders is a Festival” was highly successful for Tourism Flanders leading to authentic stories about the Belgian festivals and the destination Flanders itself whereas the happy bloggers have been an inspiration for their followers.

4) Tomorrowland

Description of the event & the destination

Tomorrowland is a three day electronic music festival organized by ID&T, Entertainment and Media Enterprise. It takes place at the final weekend of July and is located in the town of Boom, Belgium. Boom is situated near by the famous city Antwerp. Tomorrowland has been organized since 2005 and has since become one of the most notable global music festivals. The festival is famous for its unique psychedelic carnival atmosphere and his well-known DJs from every corner of the world.

Type of tourist attracted to this event

It is a festival for music lovers from all over the world and especially those who love electronic and dance music, but also sub-genres such as trance, house and rave music. Moreover, operates the festival a strict entrance policy and anybody born in 1996 or later can't enter even if accompanied by an adult. In the 2012 edition, more than 75 different countries were counted. Especially the younger generation between 18 and 30 years old,

was represented. Nice to know: under 18 years old you cannot enter TML. Good to make them dream: "In 1 or 2 years I will make part of it!"

Main goals of the event

When you go to Tomorrowland, you go to a fairy tale world. Tomorrowland goes for the total experience. This translates for example in the fairy-tale decoration of the festival. Even the flight to the festival is integrated in the theme. Tomorrowland also set their goals to be global. For example TomorrowWorld. It is the international edition of the Tomorrowland festival. The first American festival took place on September 27-29, 2013 in Chattahoochee Hills, Georgia .

Dates & figures

Success? Tomorrowland has past 4.3 million "likes" on Facebook while Rock Werchter has about 170.000! Moreover, more than 100.000 tickets were sold in less than 2 seconds! Also, the popularity of the festival is remarkable. With an attendance of over 180,000 people, from 75 countries and over 400 DJs last year, there's no doubt why the 3-day festival was awarded the "Best Major Festival" in the world by the European Festival Awards. Another thing worth mentioning is that this year all the tickets were sold out in less than one day and 2,000,000 people were added on the online waiting list.

Communication & marketing abroad

One of the strong elements in the TML communication is the fact that they keep everything a secret. It has to be magical, mysterious, special, unique and exciting. "No news is good news." Why? When the management announced that there would be a new festival, called TomorrowWorld, actually we got a press release without any news... Location? Unknown. Line-up? Unknown. Ticket facilities? Unknown. It would all be published later. That way, TML is sure of at least two new press releases... Talking about strategy!

It is said that many companies can learn something from the smart approach of the organizers from Tomorrowland. Tomorrowland mainly lay there focus on viral advertisement. In fact, it does everything to get young people to talk about the festival. The Tomorrowland Facebook page is more popular than ever and got more than 4.2 miljoen fans. For example a few weeks before the actual festival begins, they launch a video in the world which exposed a little of the Tomorrowland magic. This was a smart idea because the video was massively shared. And many people where attracted to the festival. Also, the new initiative Tomorrowland Radio was an overwhelming success. Through Tomorrowland Radio could the people who didn't had a ticket for the festival, experience the music and the atmosphere of the festival.

Tomorrowland doesn't sell dance performances, Tomorrowland sells an illusion: the illusion that every participant will be privileged to be part of a unique experience. That's exactly what the advertising movie tries to do: creating an atmosphere and a dreamy state of mind. It's not about the music, it's about selling the dream. (Note: the TomorrowWorld movie counted 320.000 views after only 24 hours).

Partners & Sponsors

Tomorrowland partnered for example with Brussels Airlines who provide exclusive travel packages from over 15 cities around the world. Other Partners of Tomorrowland – as mentioned on the official website – are for example Samsung, Nintendo, Le Coq Sportif, Eristoff, Coca Cola, Maes, Red Bull, Desperados, Lipton, JIM, Studio Brussel, Flair, P Magazine, Plug RTL, Radio Contact. There are also official external travel partners who offer travel packages including tickets (Tomorrowland Full Madness Pass), accommodation (hotel or camping) and transport (flight or bus).

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