

FESTIVAL EVOLUTION OVER THE YEARS

**Audience tastes have
never been static.**

**Which means festival lineups
are constantly evolving.**

**So, we took a look back at just
how much things have changed.**

**And just how much they've
stayed the same.**

4 Festivals.

3 Categories.

| Coachella | Bonnaroo | Newport Folk | Lollapalooza

Genre Diversity

We measured the number of distinct genres represented so see if there are any significant shifts.

Total Acts

We compared the total number of acts at each respective festival to see how they've changed over the years (or stayed the same).

Top Genres

We compared the top 3-4 genres at each respective festival based on their relative representation (%).

01

Coachella

2005



2025



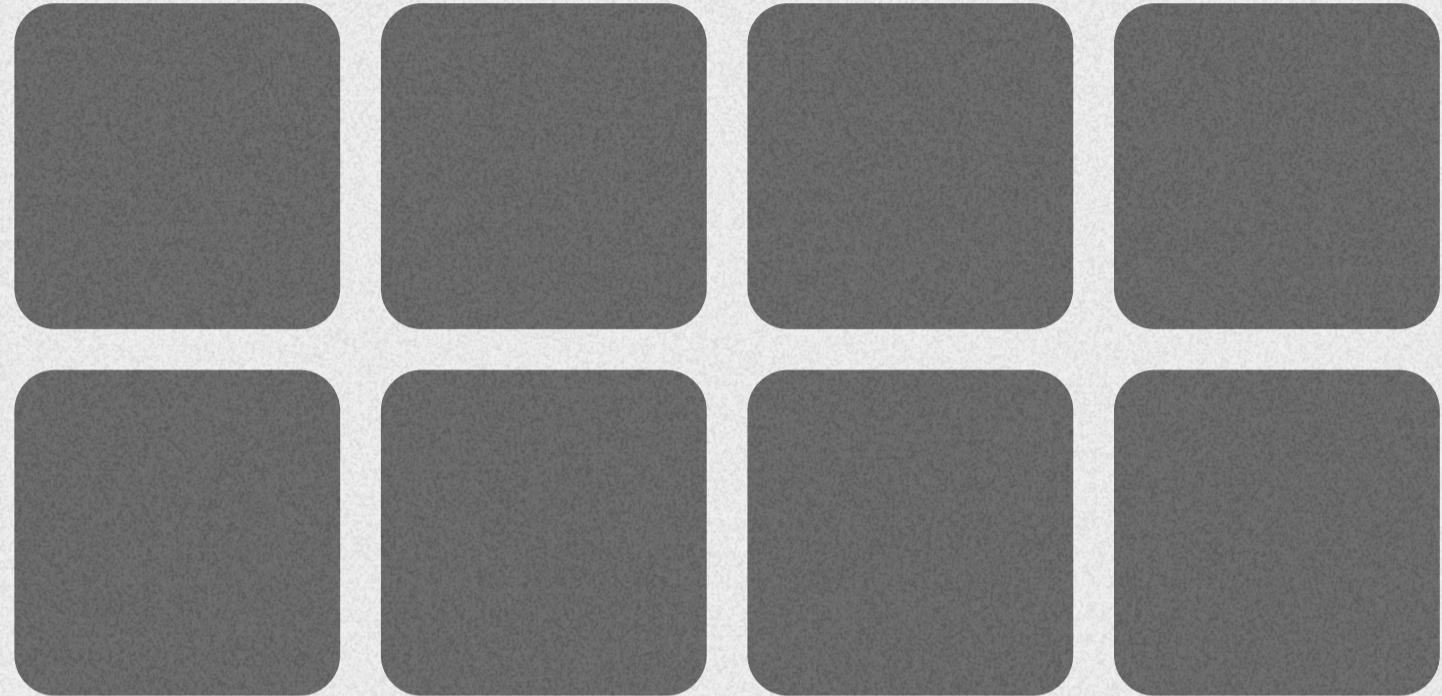
Festival Evolution

2005-2025

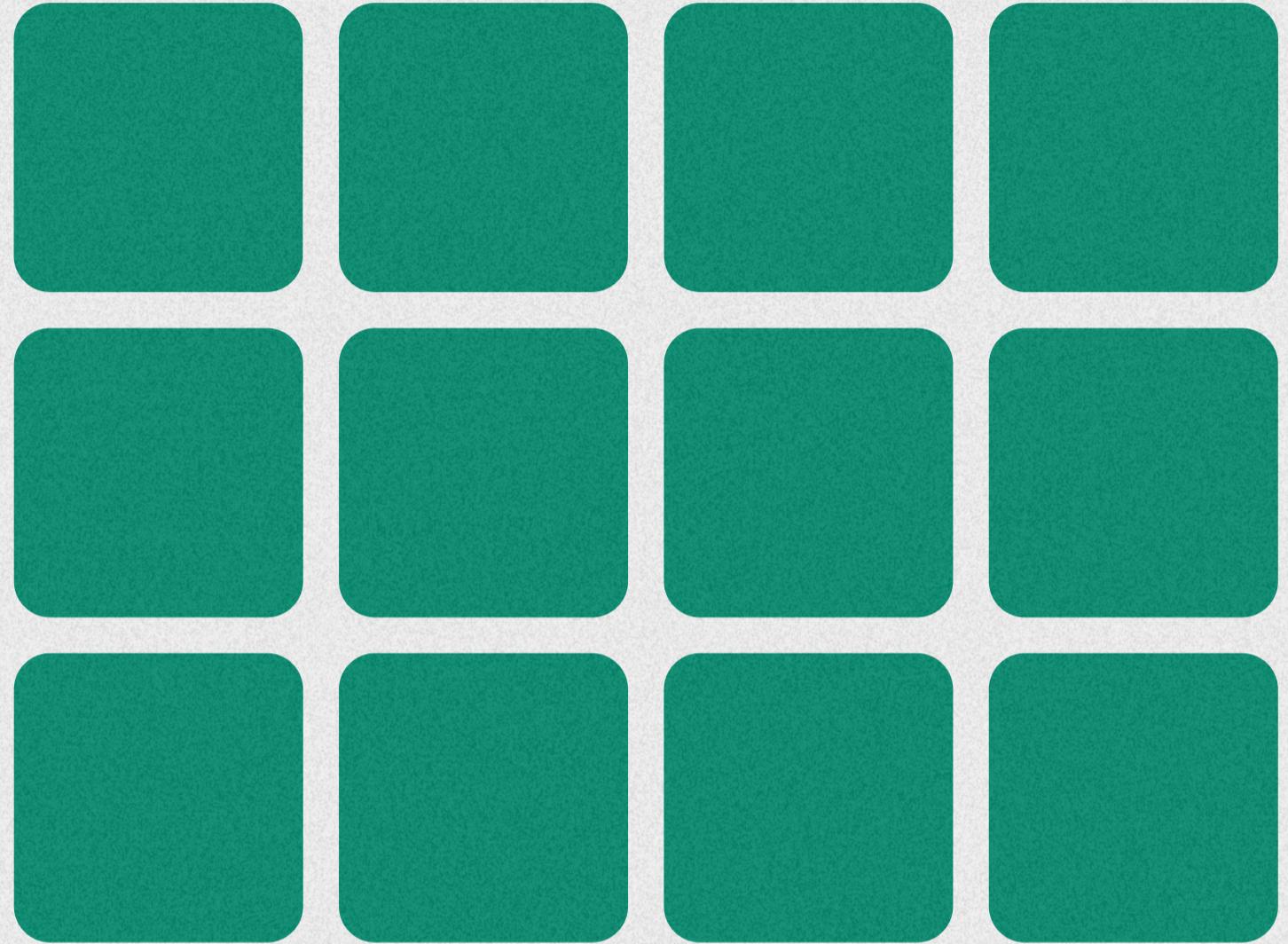
Genre Diversity

Coachella

2005 | 7-8



2025 | 11-12



50%
Increase

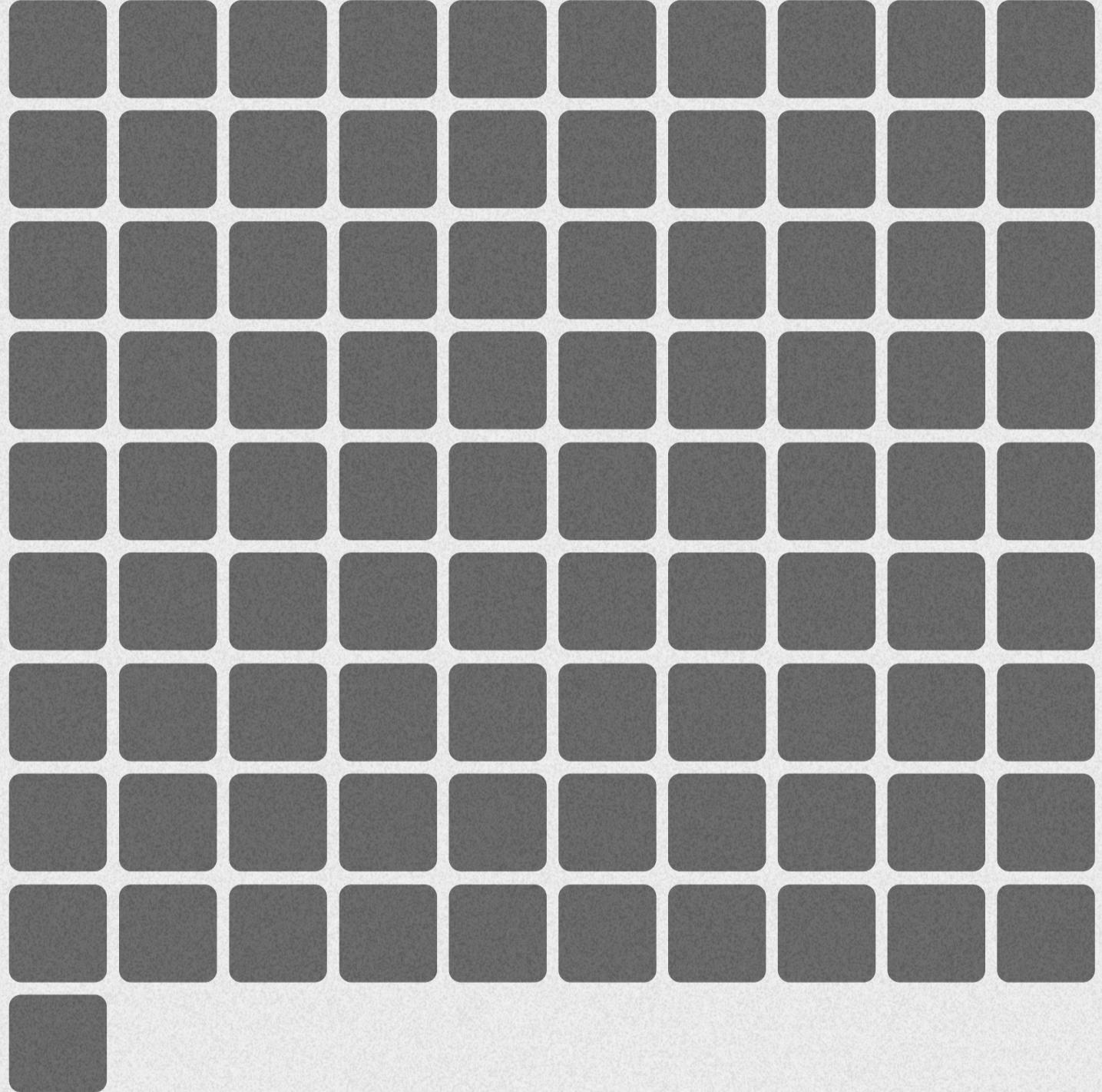
Festival Evolution

2005-2025

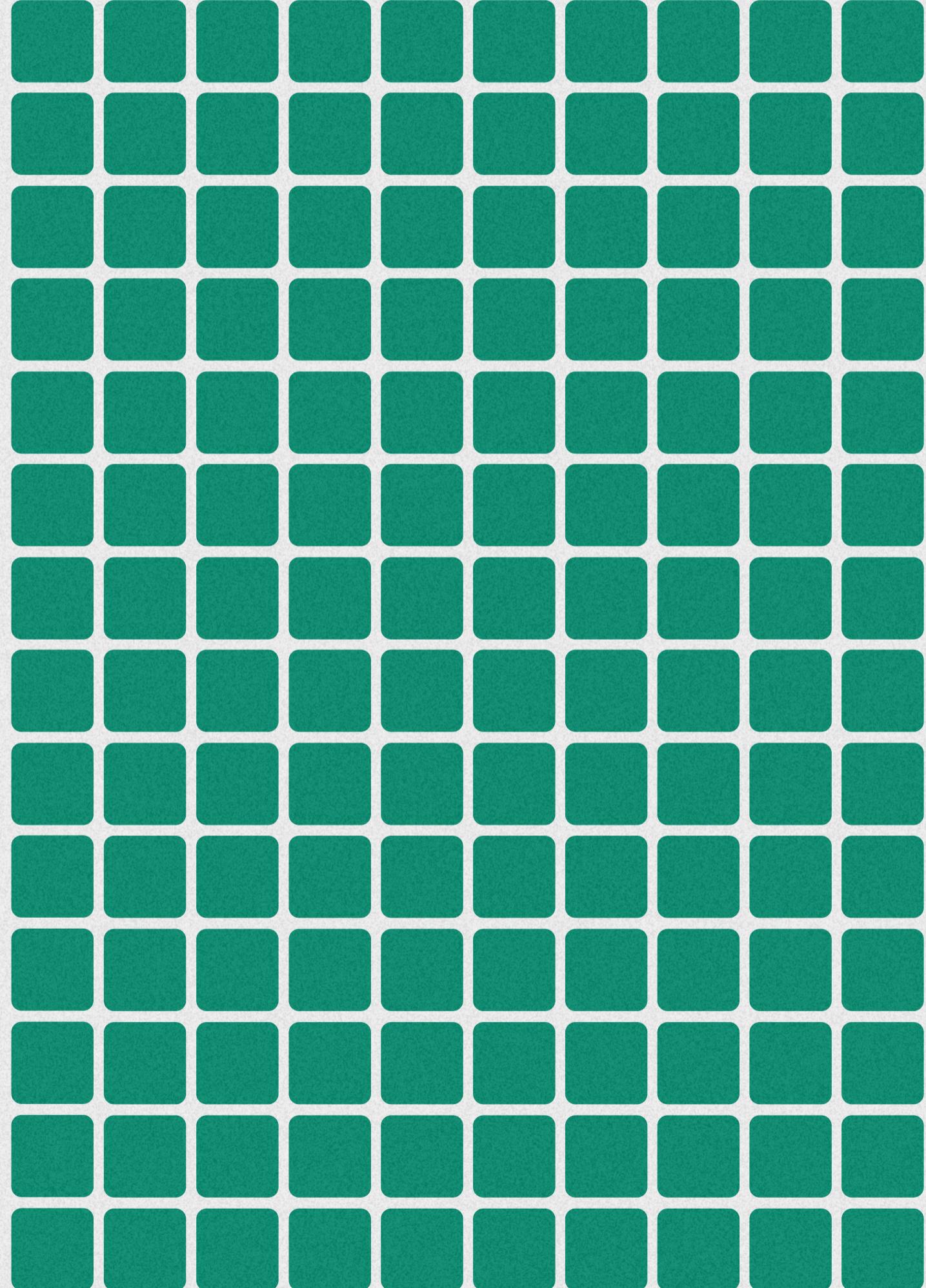
Total Acts

Coachella

2005 | 91



2025 | 140+



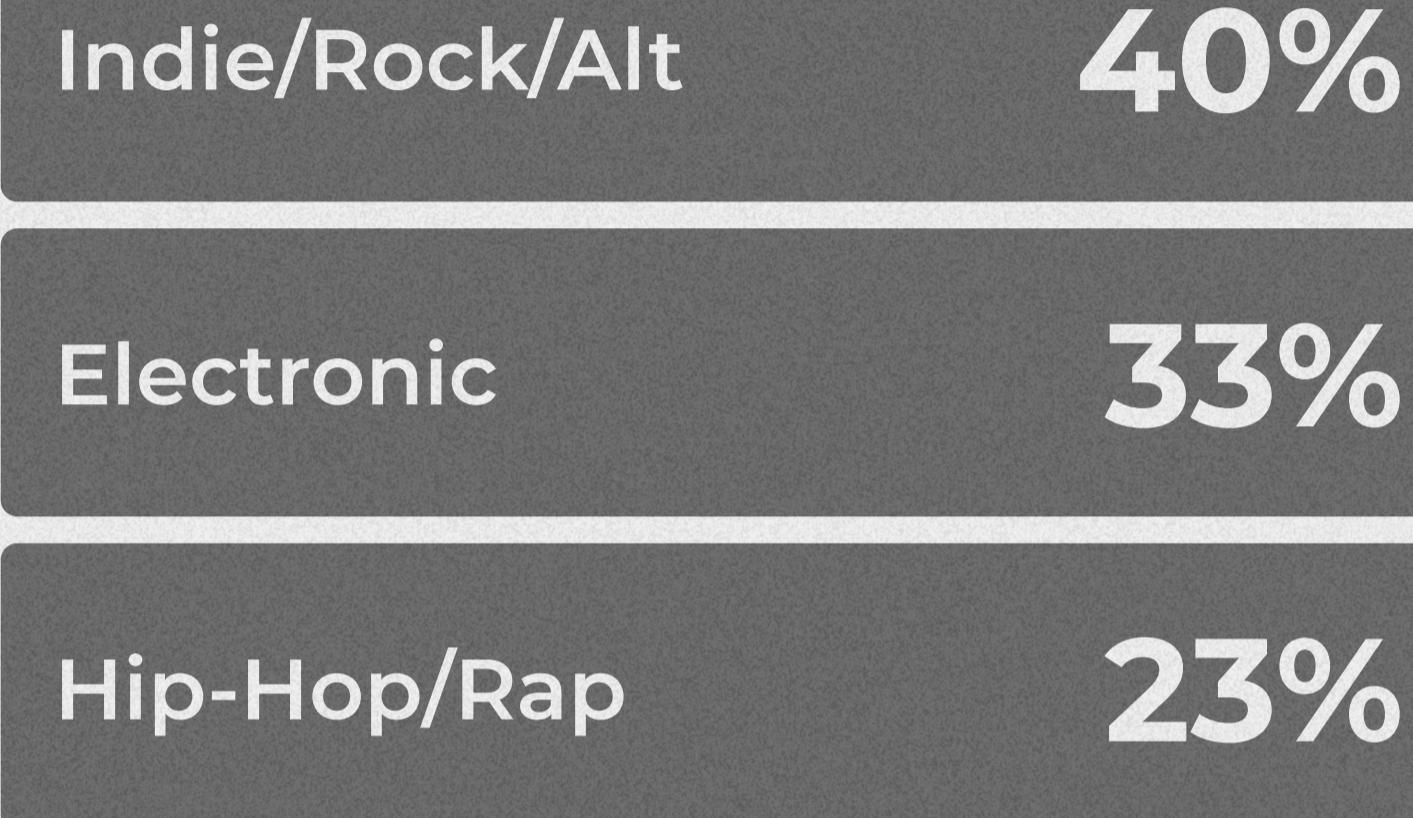
53%
Increase

Festival Evolution

2005-2025

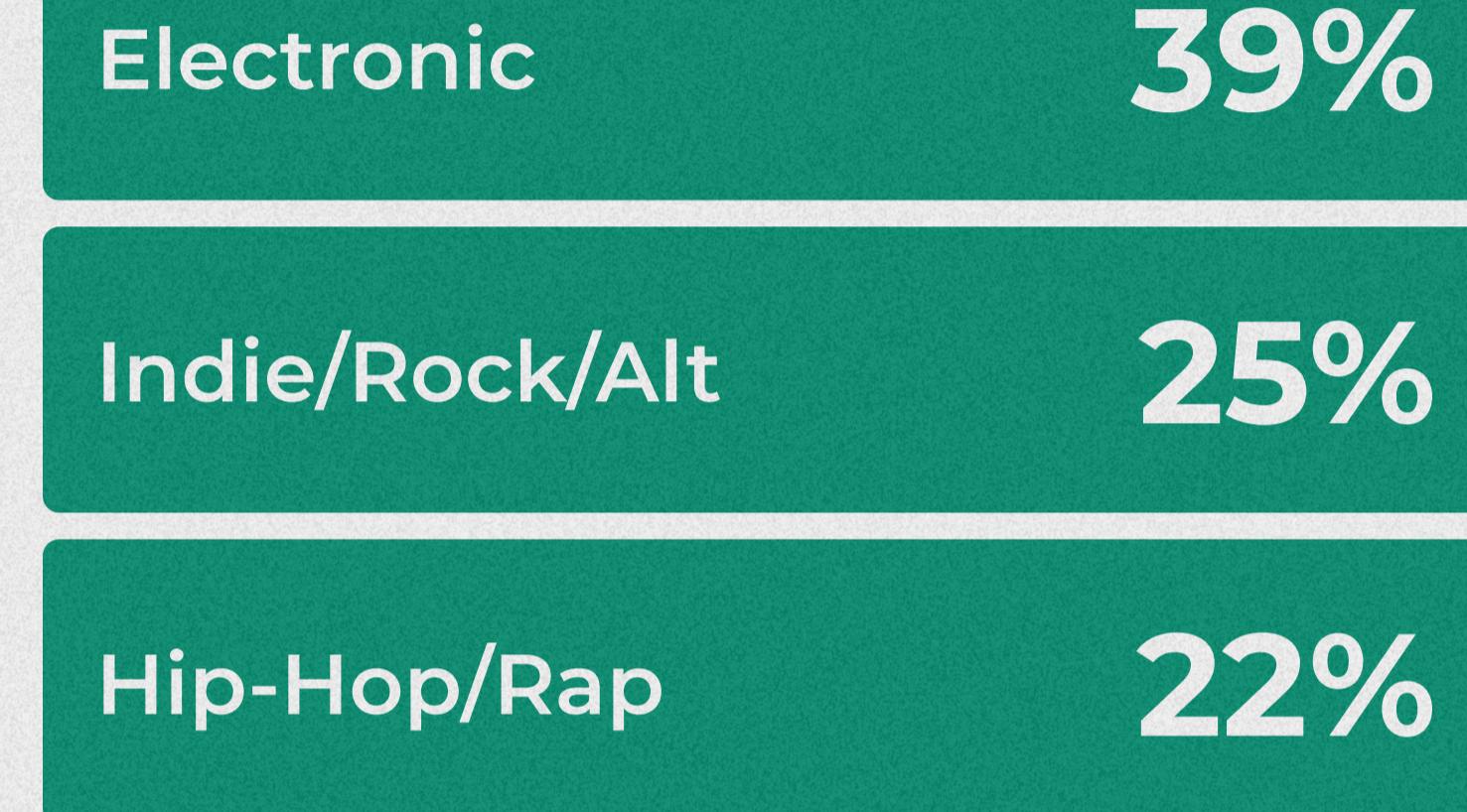
Top Genres

2005



Coachella

2025



02

2005



Bonnaroo

2025



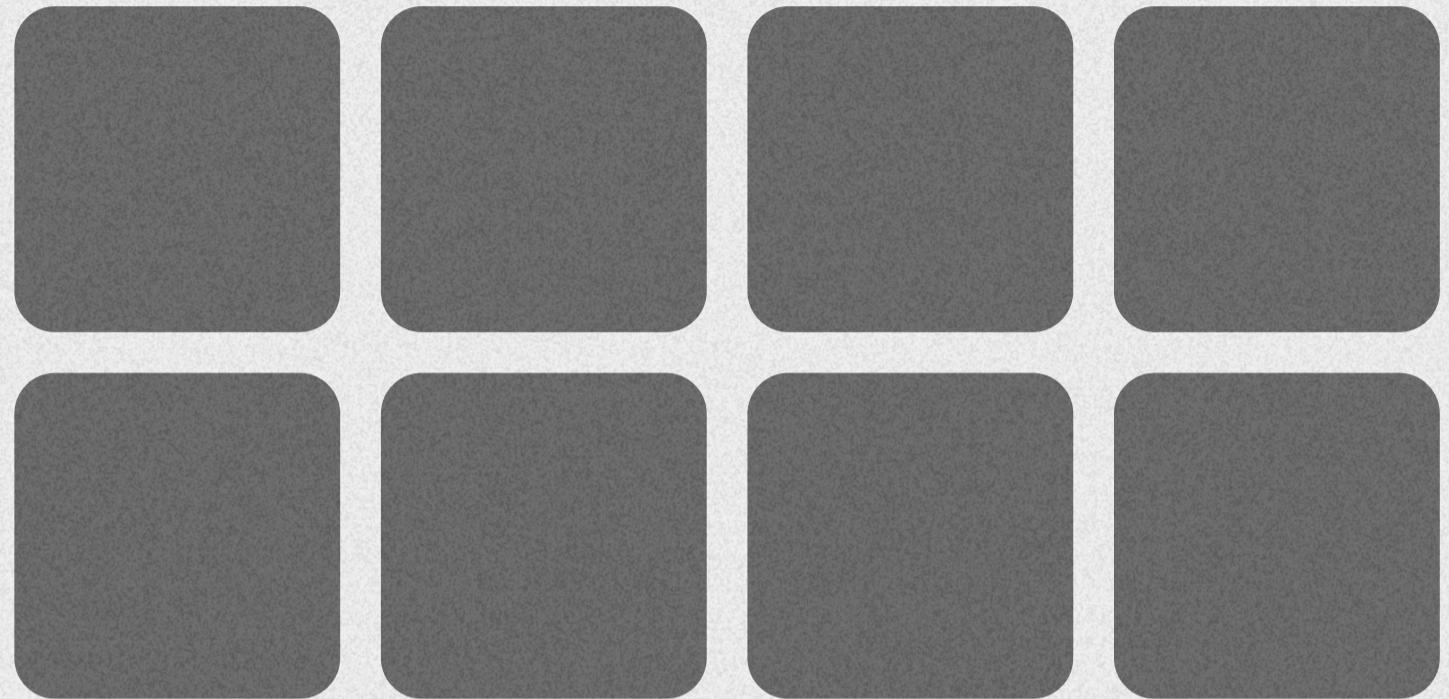
Festival Evolution

2005-2025

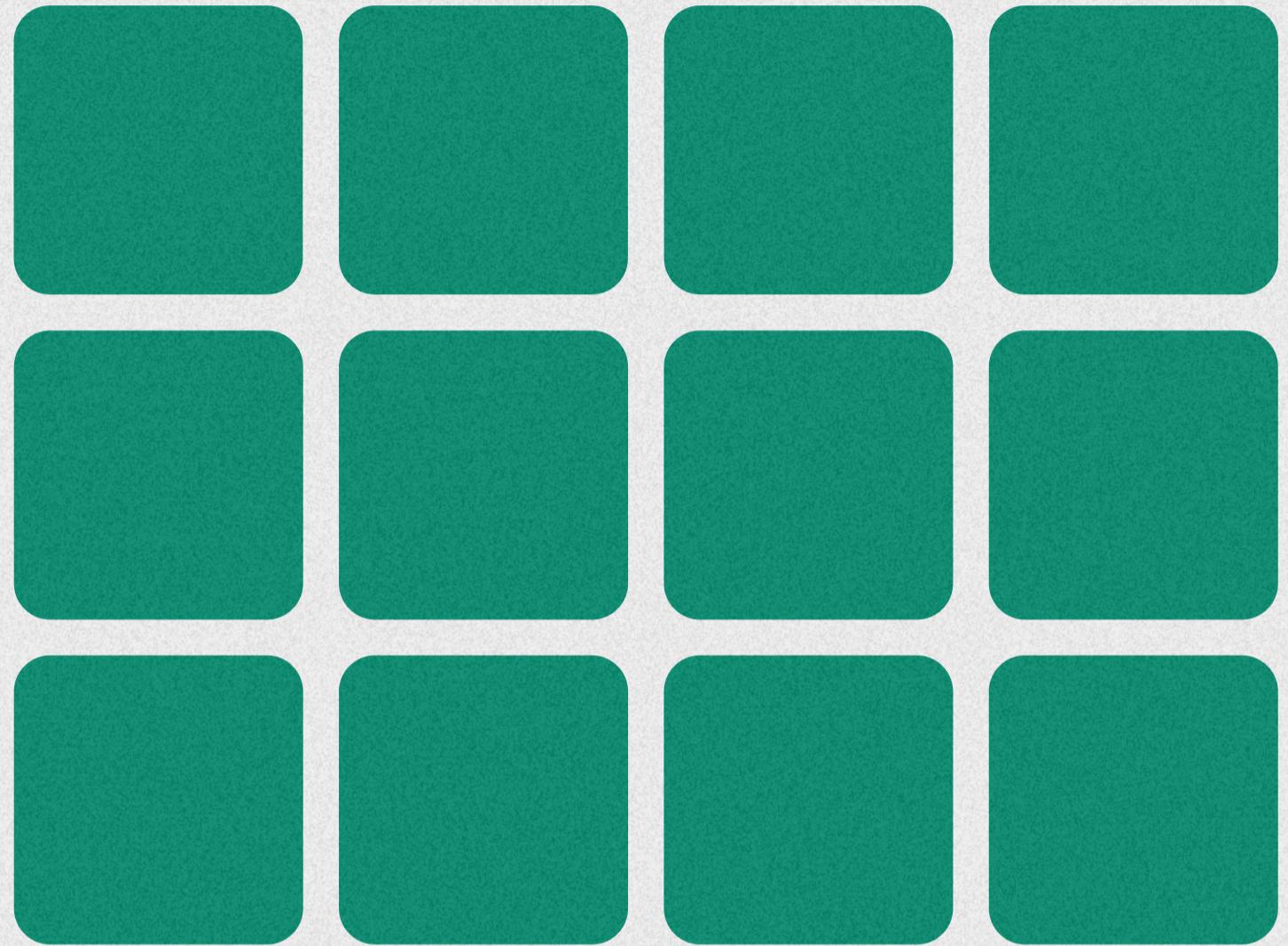
Genre Diversity

Bonnaroo

2005 | 7-8



2025 | 11-12



50%
Increase

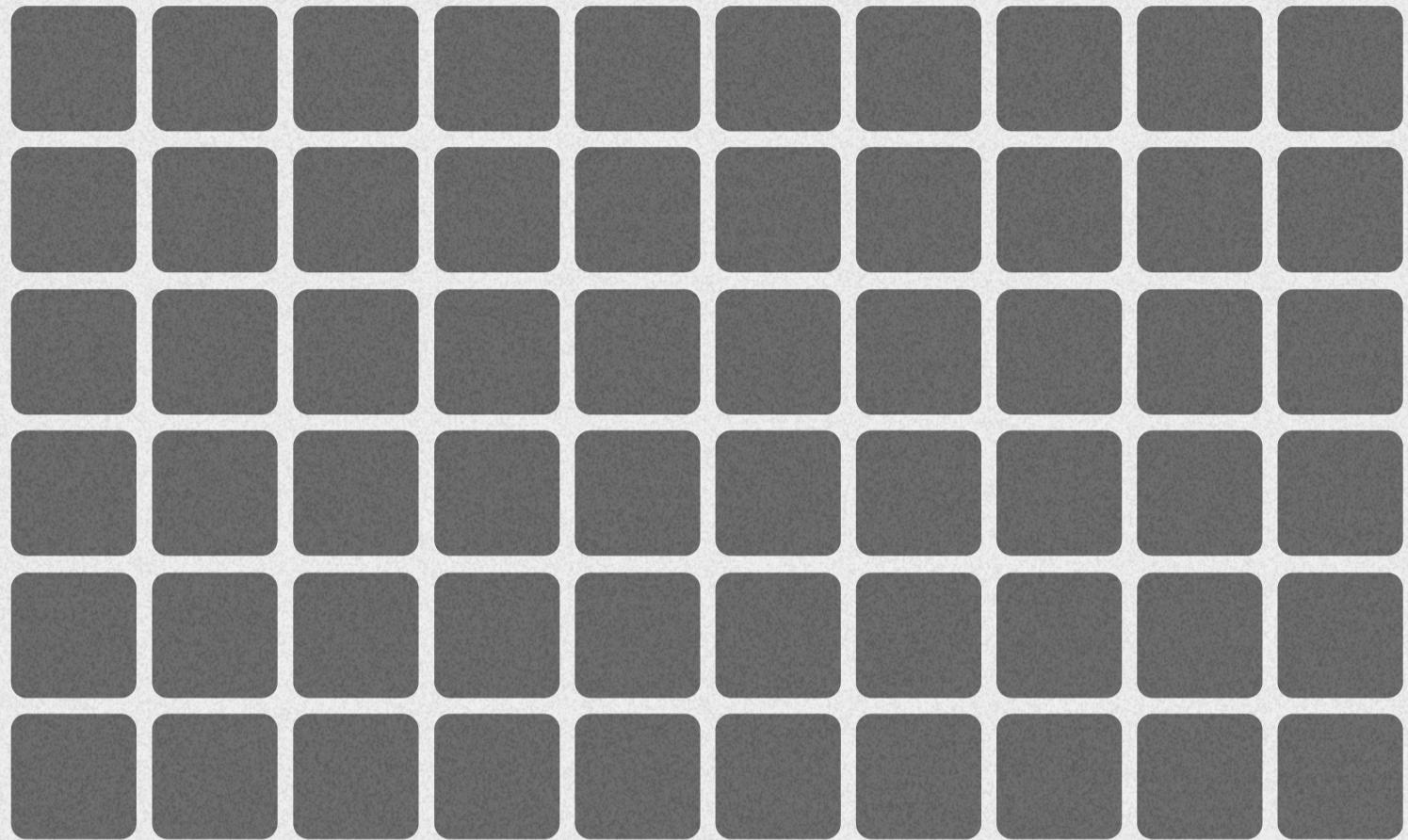
Festival Evolution

2005-2025

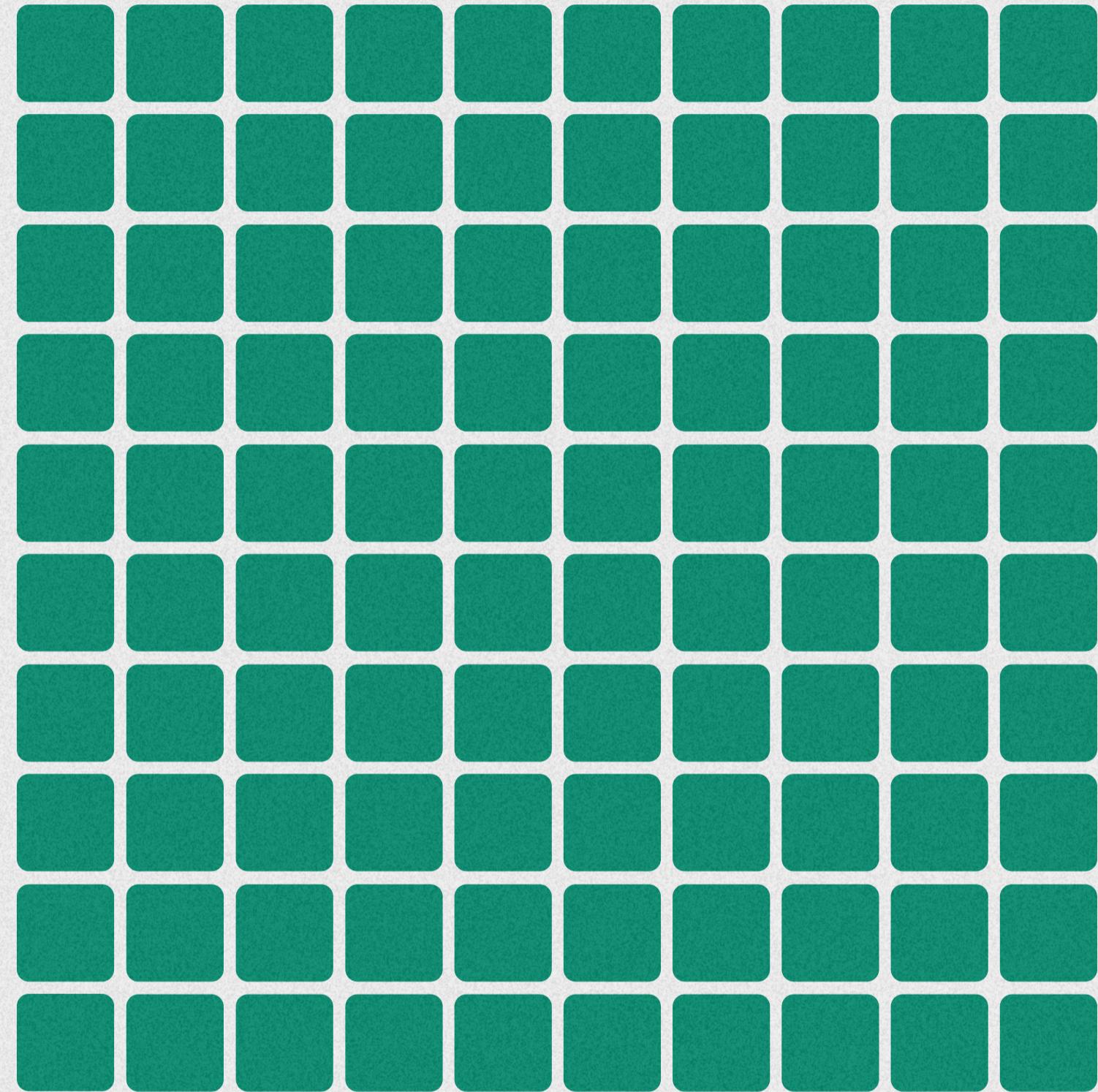
Total Acts

Bonnaroo

2005 | 60



2025 | 140+

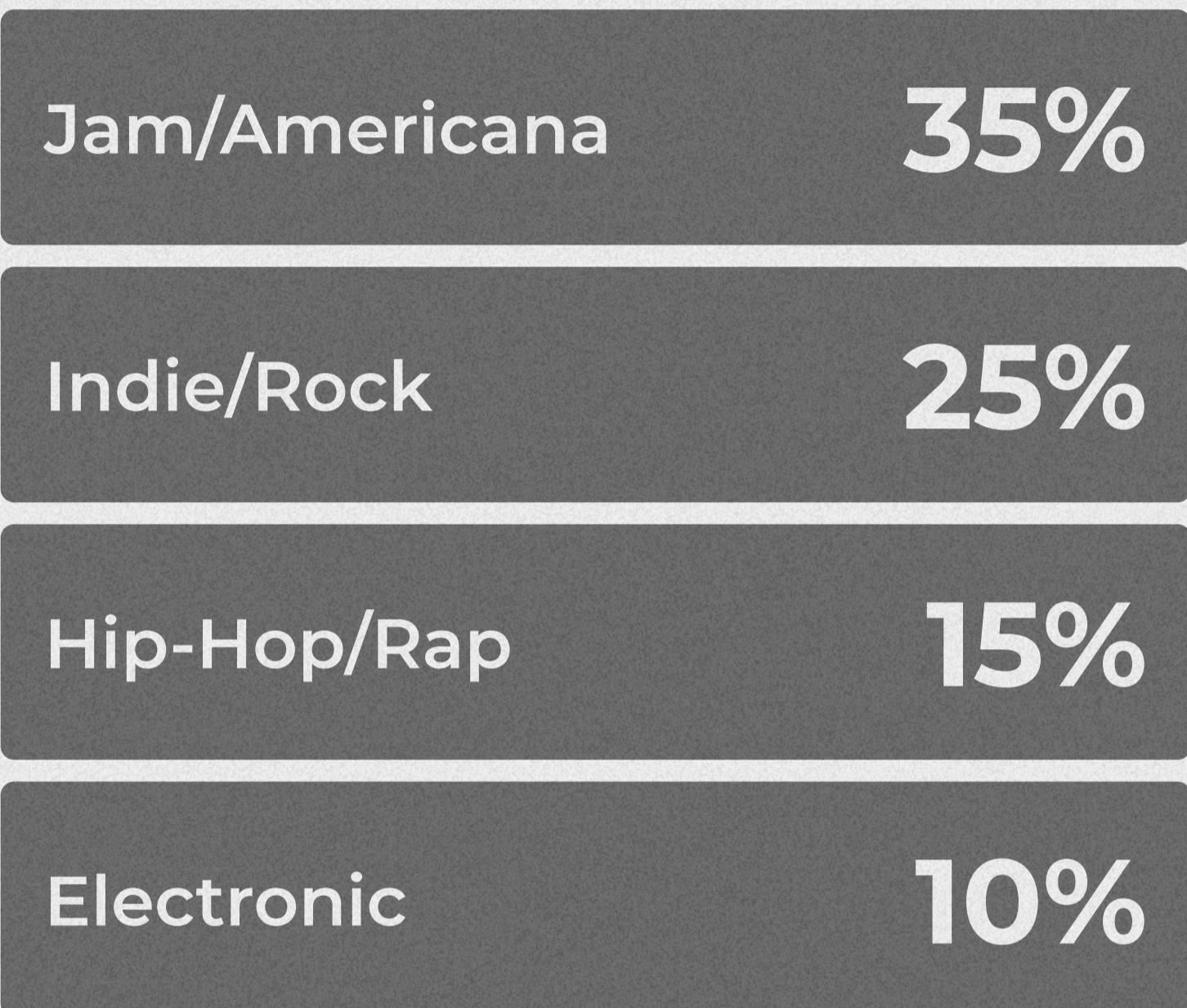


66%
Increase

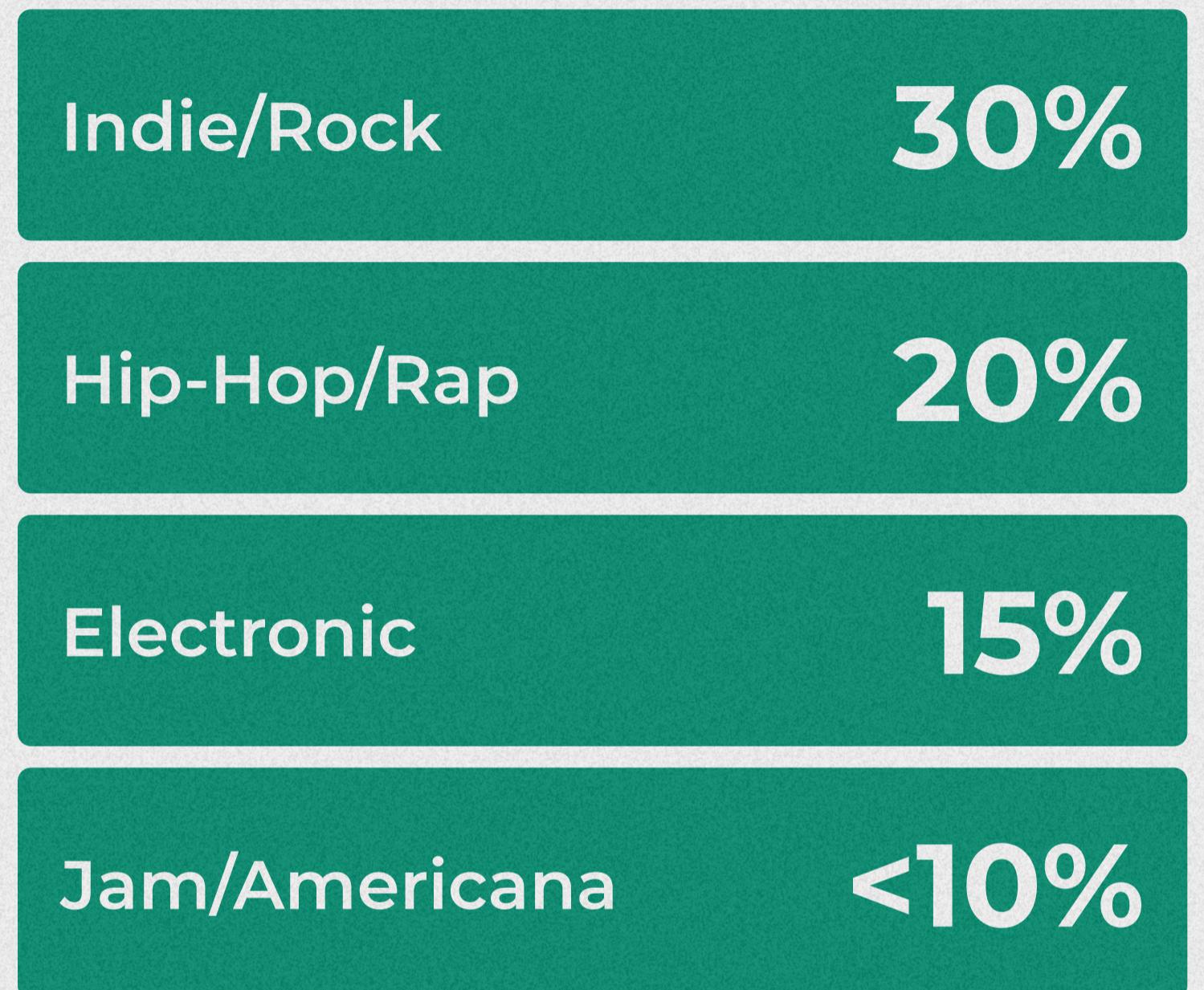
Top Genres

Bonnaroo

2005



2025



03

Newport folk

2005



2025



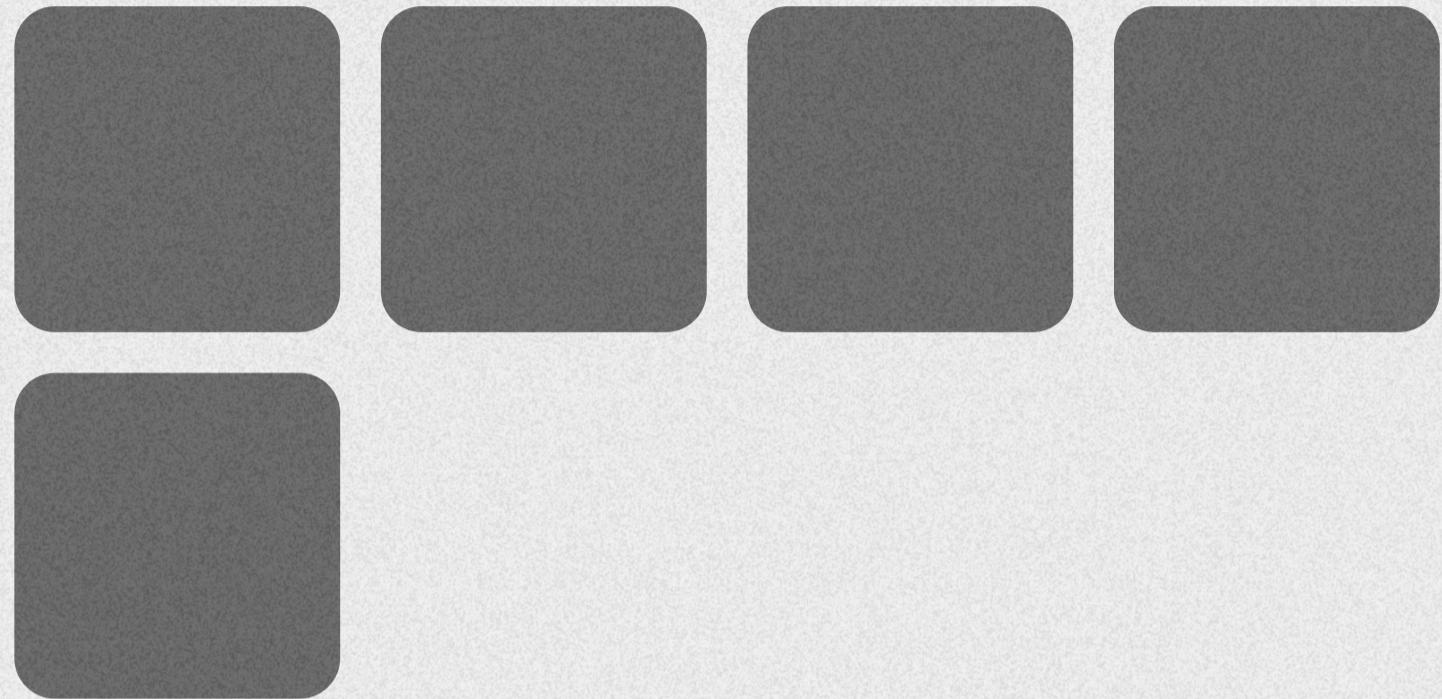
Festival Evolution

2005-2025

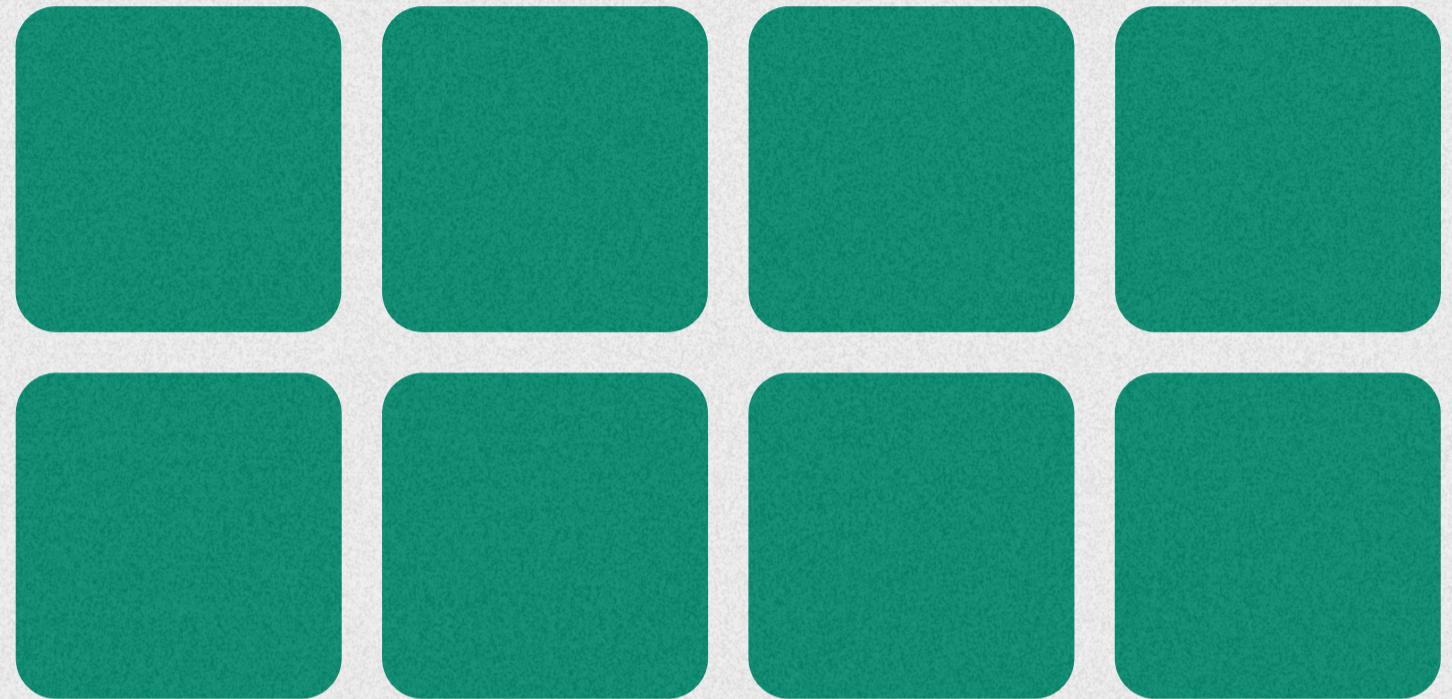
Genre Diversity

Newport Folk

2005 | 4-5



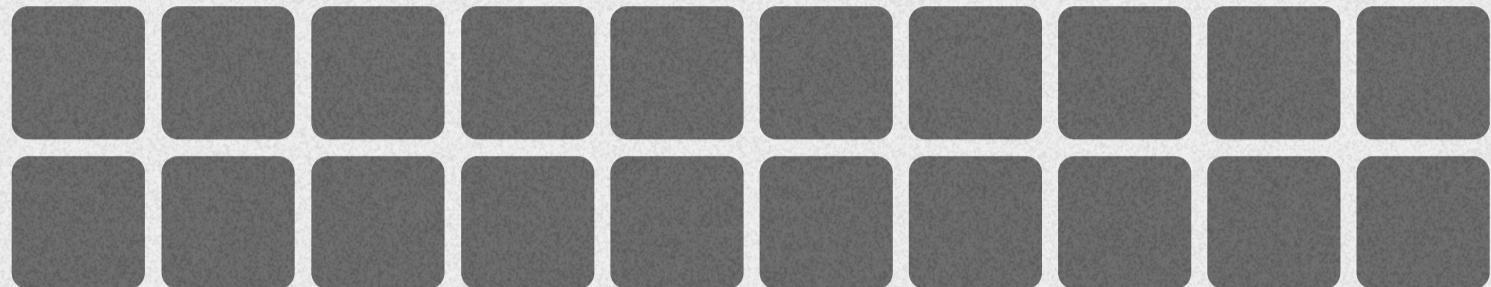
2025 | 7-8



60%
Increase

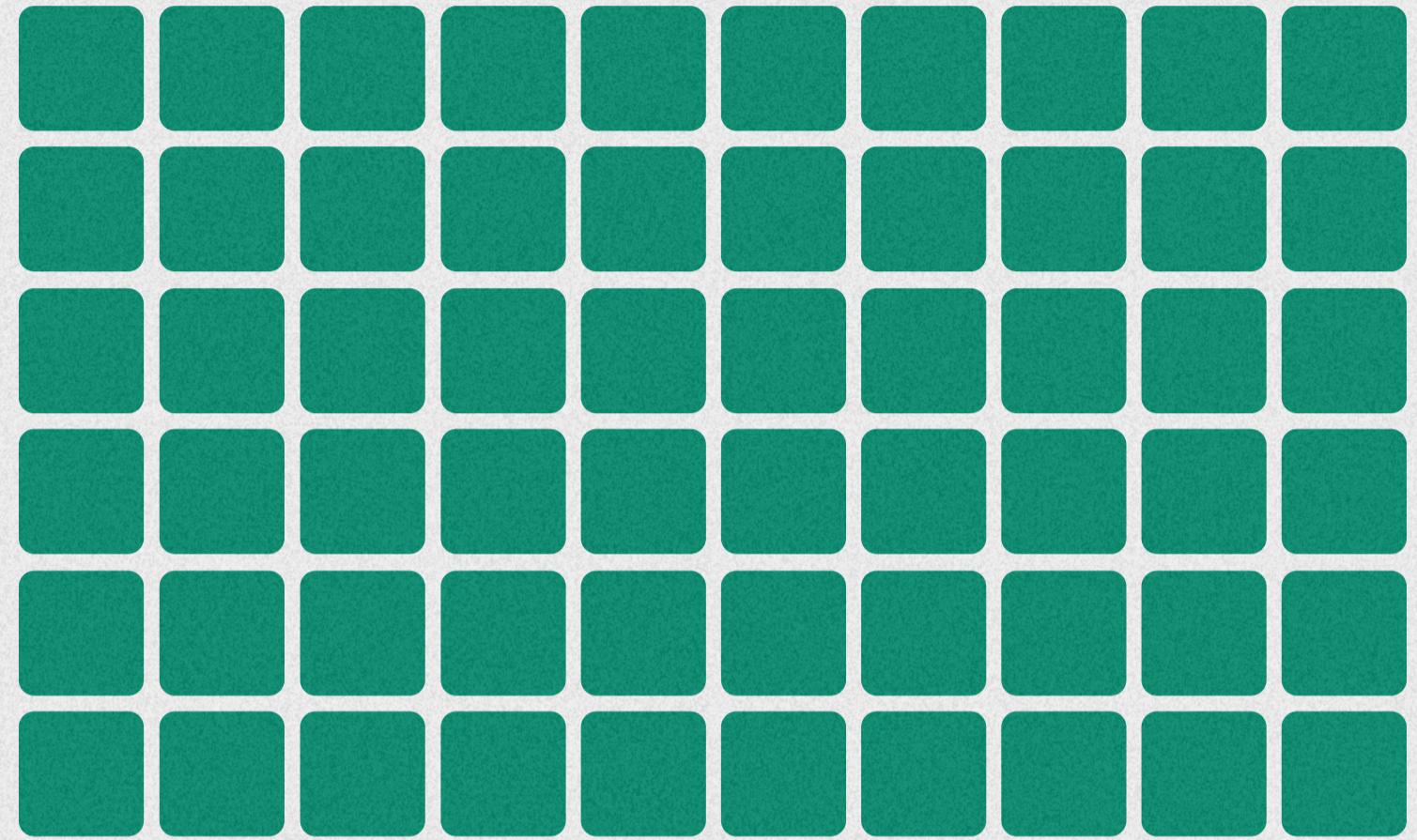
Total Acts

2005 | 20



Newport Folk

2025 | 60+

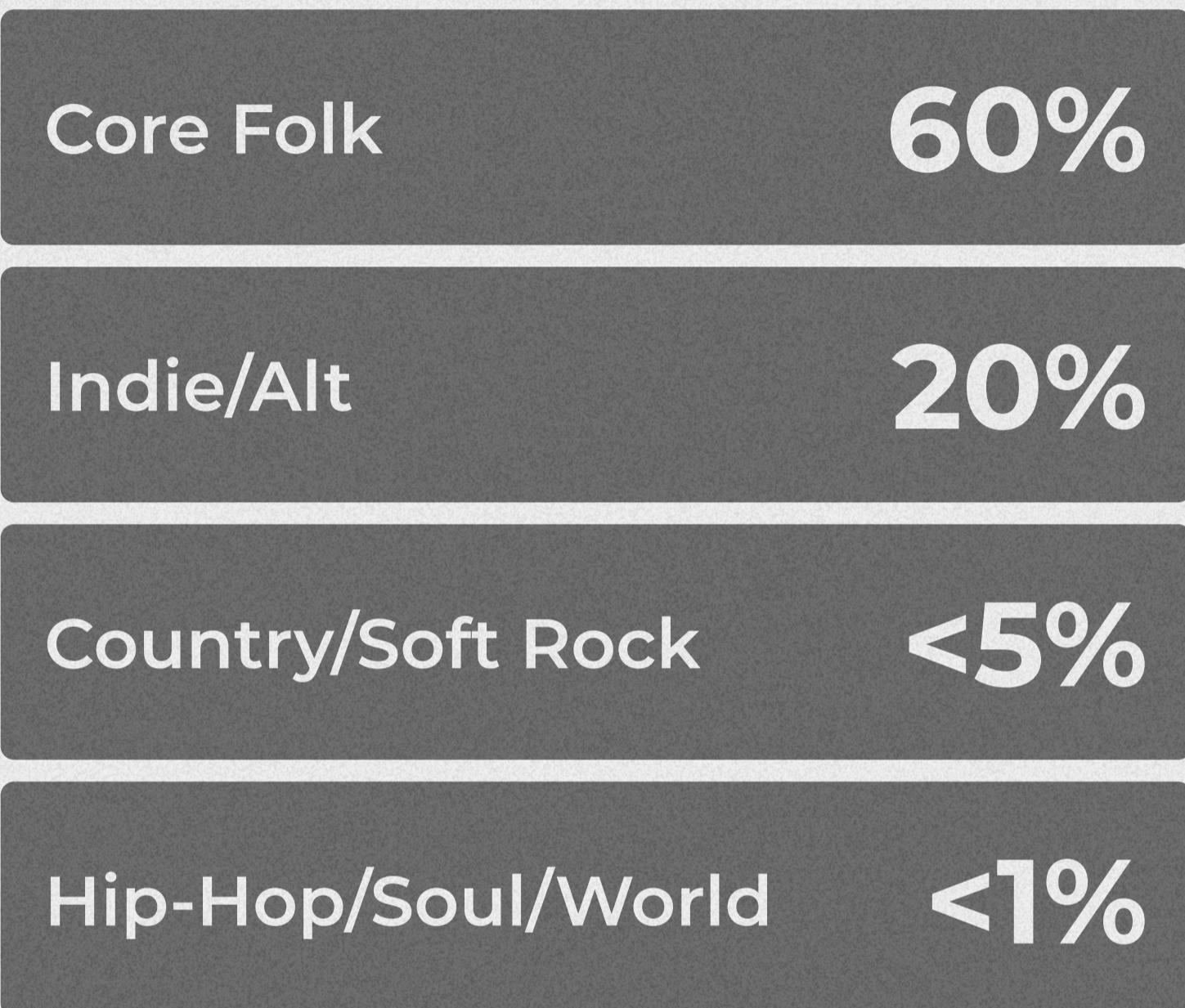


200%
Increase

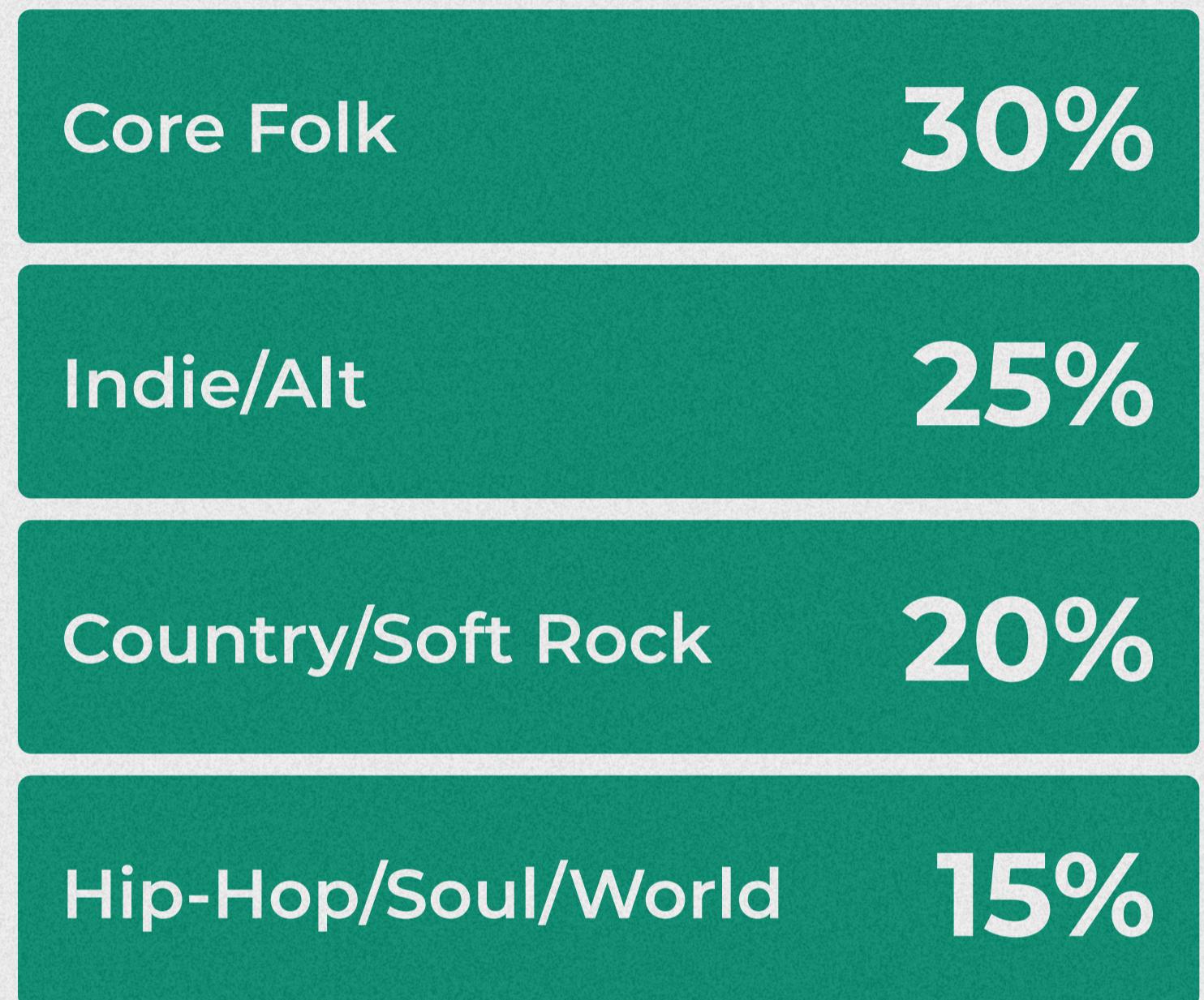
Top Genres

Newport Folk

2005



2025



04

2005



2025



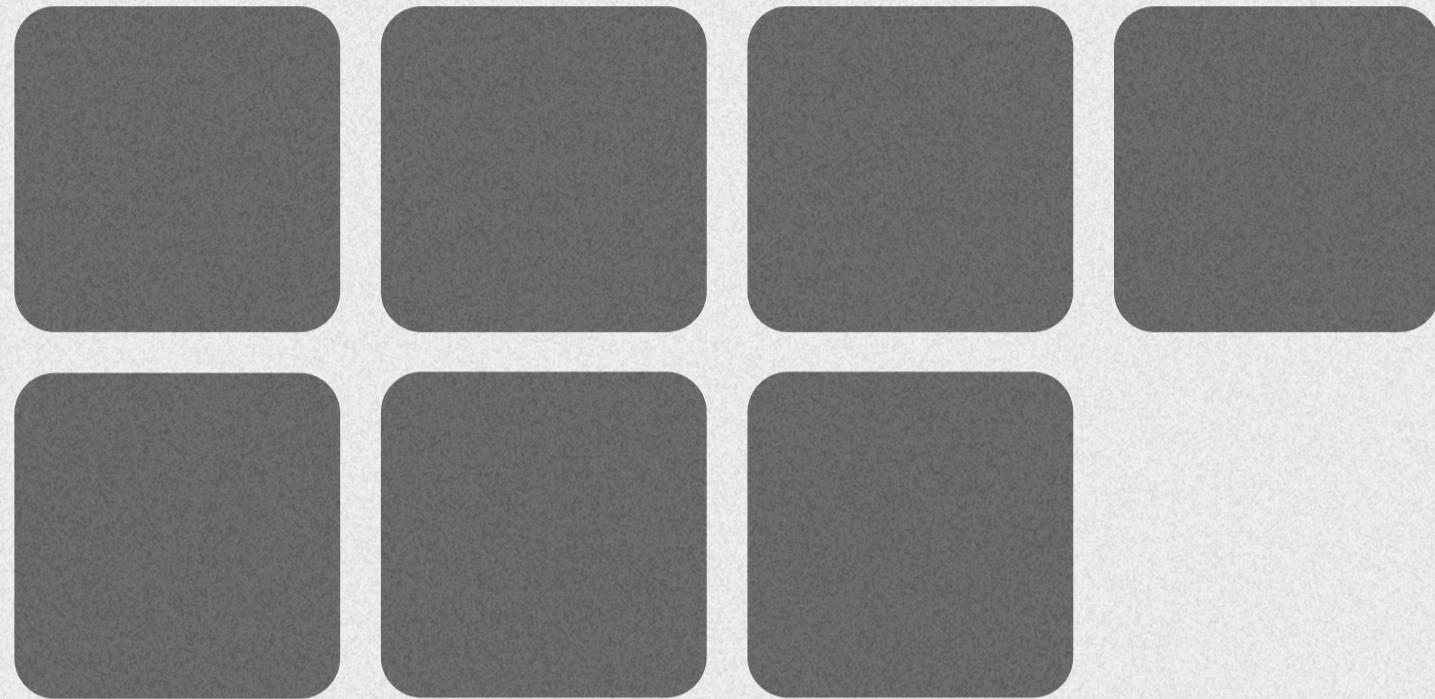
Festival Evolution

2005-2025

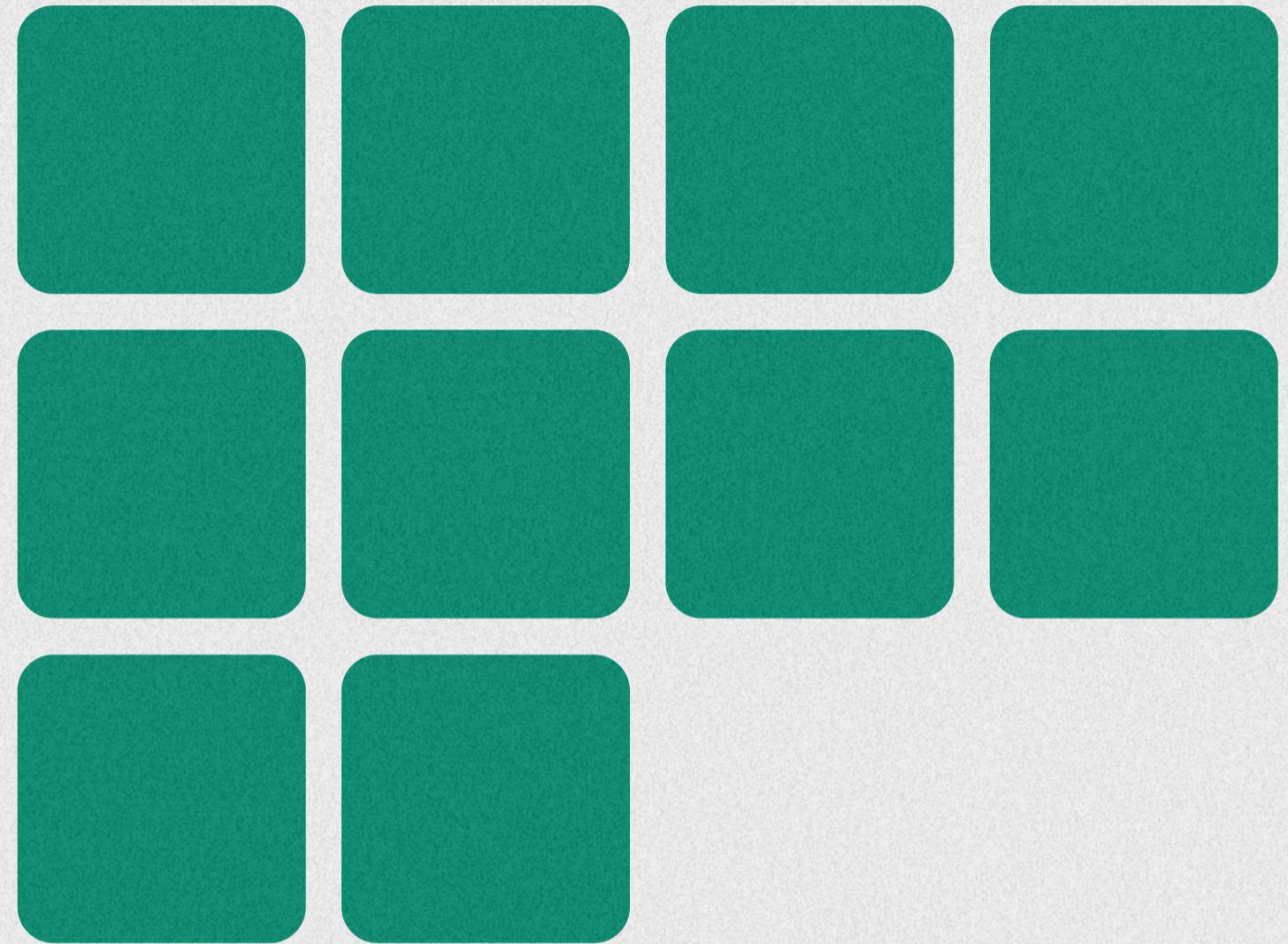
Genre Diversity

Lollapalooza

2005 | 6-7



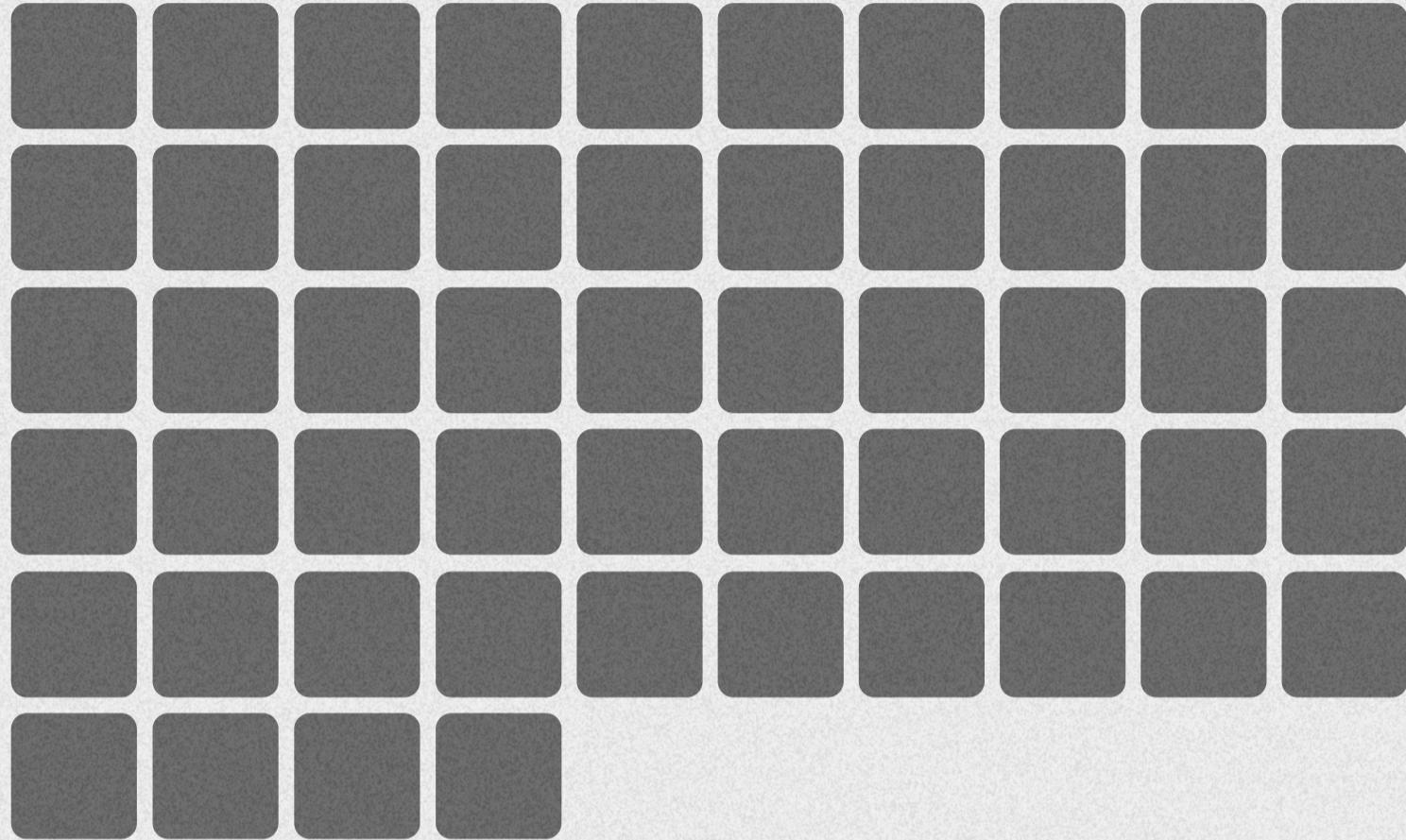
2025 | 9-10



42%
Increase

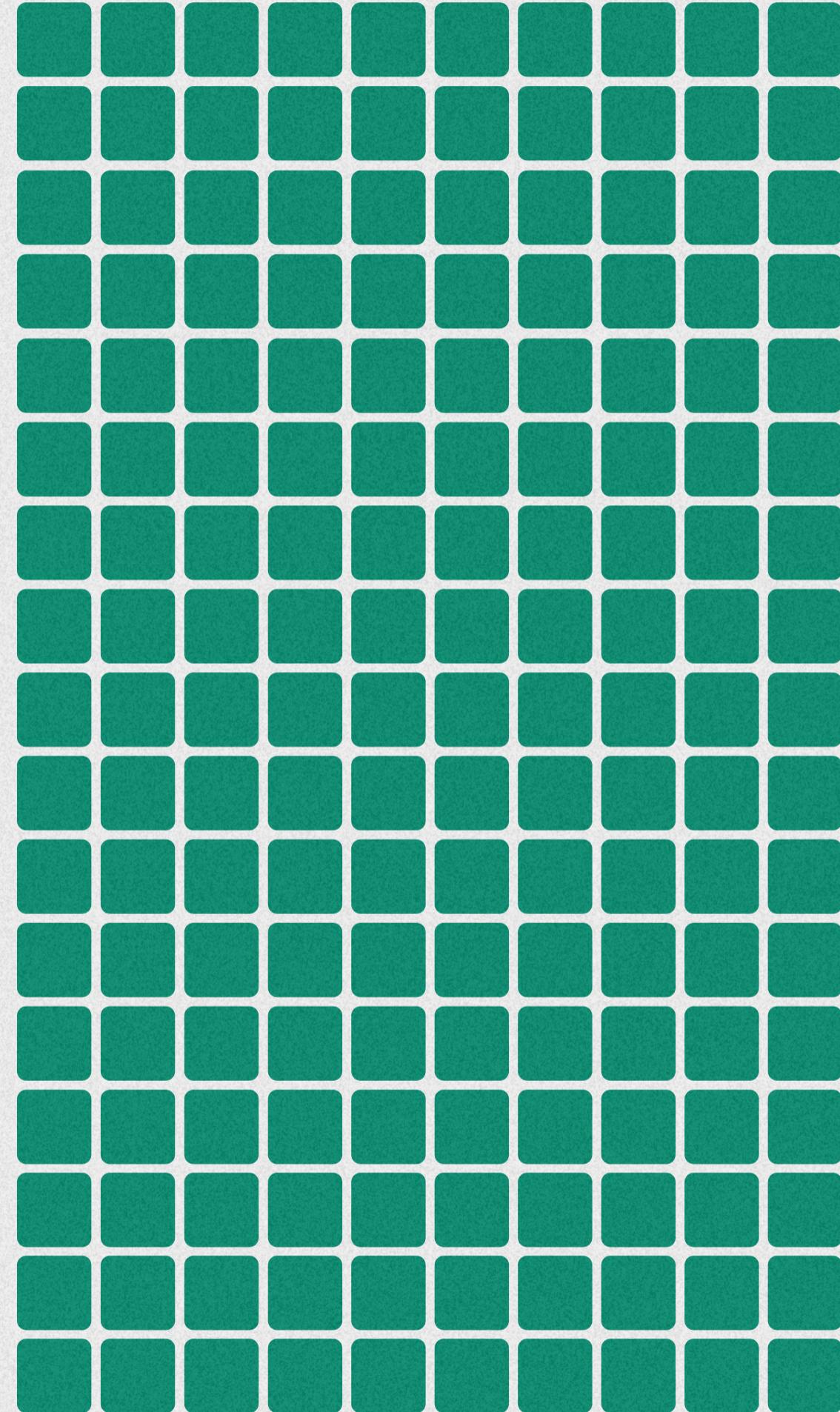
Total Acts

2005 | 54



Lollapalooza

2025 | 170+



214%
Increase

Top Genres

2005

Indie Rock/Alt **40%**

Electronic **15%**

Hip-Hop/Rap **10%**

Punk/Rock **10%**

Lollapalooza

2025

Pop **20%**

Indie Rock/Alt **15%**

Hip-Hop/Rap **20%**

Electronic **10%**

01

Key Learnings.

Genre diversity is up... kind of

Genre diversity is up across the board (58% avg.), but so is the total number of acts (186%), meaning most “new genres” still represent a small slice of larger lineups. This still represents a move towards a ‘more is more’ approach, giving fans a taste of everything, even if some festivals still specialize in a few core genres.

02

Key Learnings.

Rock exits the main stage

Rock genres dominated the late 90s and early 00s, but are declining in relative share across all four festivals, particularly in headlining spots, a clear indicator of shifting consumer tastes. The total number of acts, however, in most cases has remained level, reflecting festivals that have maintained their core offerings (ie. Coachella).

03

Key Learnings.

Rising up

Electronic and Hip-Hop have steadily grown or maintained strong shares across all four festivals. Pop has exploded and 'new' or 'off-brand' genres like K-Pop, Classical, Gospel, etc. are finding their footing in a more diverse festival landscape.

Our Take.

Every festival has a different approach to adaptation. For some it's a complete genre overhaul, for others it's tweaking around the edges for wider appeal. None of these strategies are one-size-fits-all, and will depend on how well you know what your fanbase wants, and what you see for the future.

Want to learn more about how festivals are approaching this new era? [Check out our blog.](#)