

# **Feedback Systems & Growth Analysis**

## **Sample Executive Report:**

### **Prepared by ViridiScape Design Studios**

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*Sample Methodology*

A total of 18 verified attendee responses were analyzed. Three duplicate submissions were identified and removed prior to analysis to ensure data integrity. Only unique responses were included in the final dataset. Net Promoter Score (NPS) methodology was used to assess attendee loyalty and recommendation intent. Responses were categorized as Promoters (9–10), Passives (7–8), and Detractors (0–6) in accordance with standard NPS classification. Given the sample size, each response represents approximately 5% of the total dataset. Findings should therefore be interpreted as directional indicators of attendee sentiment and operational performance rather than statistically generalizable conclusions.

*Question Analysis Summary Sample*

**1. What was your favorite part of the festival?**

**Summary:**

Responses emphasized atmosphere, music selection, energy, and overall vibe. Attendees consistently referenced immersive experiences and sense of community.

**Interpretation:**

The event’s core identity is resonating strongly. This confirms brand strength rather than accidental success.

**2. What was your least favorite part of the festival?**

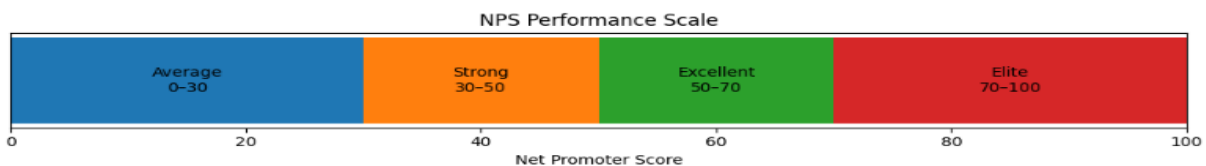
**Summary:**

Environmental discomfort was the most frequent concern. A small number referenced sound quality.

**Interpretation:**

Concerns are operational, indicating refinement opportunities rather than dissatisfaction with programming or identity.

*NPS Score:*



Promoters: ratings of 9–10

Passives: ratings of 7–8

Detractors: ratings of 0–6

$$NPS = (\% \text{ Promoters} - \% \text{ Detractors}) \times 100$$

**Net Promoter Score (NPS) Conclusions:**

Participant Totals	Description
15	Promoters
0	Passives
3	Detractors

**NPS Score: 66.67**

Promoters: 83.3%

Passives: 0%

Detractors: 16.7%

An NPS of 66.67 places the Music Festival within the “excellent” performance range for attendee loyalty. Scores above 50 are generally considered strong; scores above 60 indicate high advocacy and word-of-mouth potential. Notably, there were no passive responses suggesting attendees did not feel neutral. The absence of emotional neutrality reflects a highly engaged audience base.

**Promoter vs. Detractor Insight**

Promoters (~83%) consistently highlighted atmosphere, music quality, energy, and community as the strongest aspects of the event emphasizing emotional connection and immersive experience.

Detractors (~17%) primarily referenced environmental discomfort and isolated concerns regarding sound performance. Notably, feedback focused on operational conditions rather than programming or brand identity.

***Interpretation:***

This suggests that the event’s core concept is resonating strongly. Areas of dissatisfaction are infrastructure-based rather than cultural or creative. Addressing environmental mitigation and production quality is likely to meaningfully reduce detractor share while preserving brand intensity

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*Sentiment and Brand Loyalty Sample*

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The overall sentiment reflected in the survey responses indicates strong emotional engagement with the festival experience. Attendees expressed high levels of enthusiasm and a clear willingness to recommend the event to others. Importantly, feedback suggests that critiques were primarily related to environmental and logistical conditions rather than dissatisfaction with programming, concept, or atmosphere indicating that the event’s core identity and cultural positioning are resonating with attendees.

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*Primary Themes Sample*

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The following recurring themes emerged across the 2026 feedback dataset. These themes represent operational refinement opportunities rather than structural deficiencies.

**1. Environmental Comfort and Weather**

- i. Environmental discomfort, particularly related to cold exposure, was the most frequently referenced experience factor. Attendees noted temperature-related discomfort and limited protection from environmental conditions.
- ii. Weather mitigation is the highest-impact improvement opportunity. While weather itself is uncontrollable, comfort infrastructure is controllable.

**2. Sound Quality**

- i. At least one strong response indicated dissatisfaction with sound quality. In a techno-focused festival, audio performance is core product delivery. Even isolated sound complaints warrant attention due to the centrality of sound experience to attendee satisfaction. Audio quality should be treated as a primary infrastructure.

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*Safety and Experience*

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Respondents generally reported feeling safe and informed throughout the event. Safety perception is a significant brand asset and should be highlighted in sponsor communications and future marketing.

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*Multi-Day Camping Interest*

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Survey responses indicate strong interest in a potential multi-day camping format. Of the 18 respondents who answered:

- 13 – Yes (72%)
- 4 – No (22.2%)
- 1 – No Response (5.6%)

This level of interest reflects significant brand enthusiasm and suggests that attendees are open to a deeper, more immersive festival model. However, a multi-day camping format represents a substantial operational shift. Given the strong promoter concentration and demonstrated audience engagement, this festival is positioned to explore extended-format growth. However, expansion should be approached as a systems transformation rather than a programming extension.

**Strategic Implication:**

The data supports exploration, but not immediate expansion. A structured feasibility assessment is recommended prior to committing to a multi-day format. This assessment should include:

- Demand validation through follow-up surveys
- Infrastructure and staffing cost modeling
- Regulatory and permitting review
- Environmental impact planning
- Revenue modeling for camping add-ons and tiered ticketing

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*Strategic Growth and Scaling*

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The data indicates strong brand resonance alongside clear operational improvement areas. This combination presents an opportunity for measured growth rather than reactive expansion. The absence of passive sentiment suggests a highly engaged audience base. Scaling must preserve this intensity. Growth that dilutes atmosphere or compromises comfort may erode advocacy. Feedback reveals enthusiasm for the event’s concept and atmosphere, alongside identifiable infrastructure-based refinement opportunities. Scaling should be treated as a systems expansion rather than a ticket increase.

**Brand Strength as a Growth Indicator:**

The high proportion of promoters indicates strong word-of-mouth potential and repeat attendance likelihood.

***Implication for Scaling:***

Before expanding capacity, the festival should leverage its existing promoter base. Structured referral campaigns, early-access ticketing for past attendees, and loyalty-driven marketing can increase demand without significantly increasing acquisition costs.

**Operational Friction Points as Capacity Signals:**

The primary themes identified in feedback were:

- Environmental comfort (cold exposure)
- Sound quality refinement
- Expanded food and beverage options

These are infrastructure-dependent factors. Scaling attendance without addressing these areas would magnify discomfort and reduce experience quality.

***Implication for Scaling:***

Operational optimization should precede capacity expansion. Environmental strategies, sound protocols, and vendor coordination must be strengthened before ticket volume.

**Vendor Strategy as Revenue Multiplier**

Feedback indicated interest in expanded warm beverage and food offerings. Vendor mix is both an experience factor and a revenue lever.

***Scaling Strategy:***

As attendance increases, vendor diversity and throughput must scale accordingly. Vendor agreements should be structured to align with seasonal conditions.

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***Phased Growth Model:***

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Event scaling is most effective when approached through structured phases rather than rapid expansion. A phased model allows organizers to strengthen operational systems while monitoring attendee sentiment and performance indicators. Based on current feedback and dataset size, the following scaling pathway is recommended:

**Phase 1: Operational Optimization**

Initial efforts should focus on improving systems that directly influence attendee comfort and experience. Examples include environmental mitigation strategies, sound calibration protocols, and vendor coordination improvements.

**Phase 2: Controlled Capacity Increase**

Incremental attendance increases can be tested by gradual capacity adjustments allowing organizers to evaluate infrastructure performance under higher density while monitoring guest satisfaction and operational strain.

**Phase 3: Format Expansion Exploration**

With strong operational performance and stable attendee satisfaction, the event may explore expanded formats such as multi-day programming or camping components requiring additional feasibility analysis, including permitting, environmental planning, and infrastructure modeling.

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***Sample Recommendations:***

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To strengthen operational resilience and support disciplined growth, the following actions are recommended:

**Operational:**

- ✓ A pre-event sound calibration audit should become standard operating procedure.
- ✓ Increase distributed seating clusters.

**Revenue Building:**

- ✓ Require or incentivize vendors to provide warm beverage options during cold-weather events.
- ✓ Develop branded beverage partnerships or sponsor-aligned warming stations.
- ✓ Develop sponsor-branded warming zones and lounges.

**Strategic:**

- ✓ Formalize weather contingency communication strategy.

**Festival Management:**

To support sustainable growth and protect experience quality, it is recommended that the event establish a dedicated Event Operations Lead role responsible for:

- ✓ Infrastructure logistics and environmental mitigation planning
- ✓ Post-event performance analysis and reporting
- ✓ Cross-team communication between production, vendors, and leadership.

As attendance increases, informal coordination becomes increasingly complex and risk-prone. A centralized operations lead ensures accountability, consistency, and scalability.

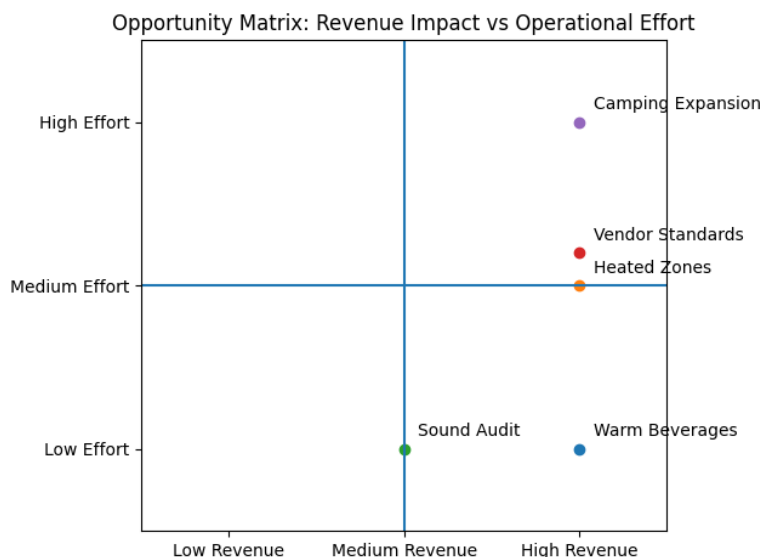


Figure 1 This matrix identifies high-impact, low-effort refinements that can increase revenue while preserving brand intensity.

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*Conclusion*

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The analyzed event demonstrates strong brand resonance and high attendee loyalty, reflected in a Net Promoter Score of 66.67 and a majority of respondents expressing strong recommendation intent. Feedback indicates that the event concept, programming, and overall atmosphere are well received and emotionally engaging.

The primary opportunities identified relate to operational refinement, particularly environmental comfort mitigation, vendor coordination, and sound quality assurance. These areas represent infrastructure-based improvements rather than structural weaknesses.

As this event considers future growth, scaling should be approached strategically. Optimizing operational systems before increasing attendance will help preserve brand intensity, protect attendee experience, and strengthen long-term sustainability.