



## **KFF23 Final report**

Movement Entertainment is pleased to share the extraordinary results of the 10<sup>o</sup> edition of Kappa FuturFestival, the most appreciated electronic music and digital art festival.

### **PROGRAM AND TURNOUT**

KFF was inaugurated with the Opening Concert at Villa della Regina, followed by three days of Festival at Parco Dora and 12 off-site events which were held throughout the metropolitan area during the evening. The line-up featured 115 world renowned artists, including 32 Italian DJs, 14 of which were from Torino. The Festival brought 100,000 attendees from 118 different countries, setting a new industry record. An impressive 94% of the attendees expressed their desire to return to KFF in the future.

### **TERRITORY AND TOURISM**

The Hotel Observatory of the Torino Chamber of Commerce in collaboration with Turismo Torino e Provincia reported a weekly occupancy rate of 77% in the overall city's accommodation facilities (+8.5% compared to 2022), on the night of July 1st, the occupancy rate of the rooms reached 86.8%. In fact, over 78% of the audience spent at least one night in Torino. KFF also collaborated with over 100 qualified suppliers, employing 950 resources, of which 550 were employed directly and 400 through our partners.

KFF stands out as the cultural entertainment format with the greatest tourist impact in Italy!  
The economic value added to the Territory is estimated to be around €25 million.

### **MOBILITY**

The urban and suburban mobility plan expanded. The GTT (Gruppo Torinese Trasporti) extended the frequency of its vehicles and doubled its carrying capacity thus halving the waiting time at the stops. WeTaxi experienced a daily increase of over 50% in ride requests between June 29th and July 3rd. Sagat - Torino Airport reports an 86% occupancy rate for incoming and outgoing flights to and from Torino (+6.5% vs 2022). The routes to/from France, Germany, and the UK showed the best performance. Flixbus saw a 27% average increase in passengers traveling to Torino during the festival week compared to the previous year, with notable peaks from Switzerland and Croatia, whereas Flibco recorded a 22% increase in passengers between June 29th and July 3rd compared to the monthly average.

### **SUSTAINABILITY**

CGTE SpA, part of the Tesya Group, provided KFF with the most innovative and sustainable machinery for logistics and energy production available in the live entertainment industry in Europe. The use of 48 hybrid light towers, 21 Stage V generators and 6 battery packs has led to a significant reduction in waste and polluting emissions (-33% CO<sub>2</sub>, -80% HC, -92% Nox, -97% PM). Moreover, there were 150 sqm of photovoltaic panels installed which powered 19 office containers for an entire week. KFF also used hybrid and electric vehicles from Drivalia, which were charged at the mobile charging stations provided by Reefilla. These charging stations only use regenerated batteries and energy from renewable sources.

48,500 cups and 12,000 bottles collected at the Recycling Store, a project developed in collaboration with the American non-profit organization Global Inheritance. Thanks to Coripet the bottles will be recycled to become 240 kg of rPET. KFF stands out as the first major Italian event to successfully implement a circular economy process!

### **INNOVATION**

KFF installed 4 km of fiber optics at Parco Dora in order to provide users with an ultra-immersive experience, both in terms of digital services and content. KFF also expanded the use of cashless technology, implementing an in-house digital accounting system aimed at improving managerial efficiency and the monitoring of crowd flow. This resulted in a significant reduction in cash circulation, with 38% of top-ups done online (+120% vs 2022); totaling to over 366,000 economic transactions processed during the three-days.

### **COMMUNICATION AND MEDIA**

The global media reach hit over 100 million users. From June 12th to July 12th, the TikTok profile got 2 million views, whereas the Instagram account reached 304 million users. The IG page's coverage reached 4 million users. Over the course of the year, the number of IG followers grew by 67%, reaching 299,000 followers. The KFF Facebook page had a coverage of 1 million users. The YouTube channel recorded over 150,000 views in just 10 days, and the number of subscribers increased by 26% compared to 2022. Additionally, the official Festival app was downloaded by 29,013 people.

# KFF would like to thank for the precious support

The Mayor and Municipality

Carabinieri (Italian military police force), Circonscrizione 4 e 5, Città della Salute, Parrocchia Santo Volto, Territorial Emergency 118, Guardia di Finanza, State Police, Municipal Police, PIN Service (Progetto Itinerante Notturmo), Vigili del Fuoco

<b>WITH THE PATRONAGE OF</b>	European Commission, Italian Department of Youth Policies, Regione Piemonte, City of Torino
<b>AND THE CONTRIBUTION OF</b>	Torino Chamber of Commerce, Fondazione CRT
<b>CULTURAL</b>	Blackdove, Galleria Mazzoleni, Oliviero Toscani Studio, Pinacoteca Agnelli, Turismo Torino e Provincia
<b>CHARITY</b>	Associazione Italiana Cuore e Rianimazione "Lorenzo Greco" O.n.l.u.s., Help Olly Onlus
<b>TITLE SPONSOR</b>	Kappa
<b>BEVERAGE</b>	Heineken, Jägermeister, Jose Cuervo, Lavazza, Red Bull, Santero, Setz
<b>FOOD</b>	Kebhouze, Poke House
<b>AUTOMOTIVE</b>	Drivalia
<b>EQUIPMENT</b>	Pioneer DJ
<b>MOBILITY</b>	Gruppo Torinese Trasporti, Sagat - Torino Airport, Flixbus, Flibco
<b>MICRO MOBILITY</b>	Alba Mobility, Xraam
<b>SUSTAINABILITY</b>	Coripet, Global Inheritance, Reefilla
<b>INSURANCE</b>	Reale Mutua Assicurazioni
<b>HOSPITALITY</b>	BasicVillage, Gruppo UNA, Utravel, Edit, Environment Park
<b>DESIGN</b>	Seletti
<b>PERSONAL CARE</b>	This Unique
<b>BEAUTY</b>	Casarpège, MBA Making Beauty Academy
<b>MEDIA</b>	Italian Tech, m2o, No Name Radio
<b>COMMUNICATION</b>	Circulate, Measure PR, Phunk Promotion, Smiling Sisters, Undernews Comunicacion, Valentina Ferrara
<b>ACCOUNTING</b>	Studio Corsaro, Studio Ferrero, Studio Pagella
<b>BANKING</b>	Banca del Piemonte
<b>LEGAL</b>	Igpa Avocati, Liguori&Perna Studio Legale, Pacciani d'Ormea Cravetto Avocati
<b>TECH SUPPLIERS</b>	ADF, Amiat, Centro Plotter 2, CGTE, Chimp, Co.ge.t. Costruzioni, Cobra, Cubetto, Engovers, Expoteam, Fast Events, Fidelitas, Fonometrica, Howler, Imagines, Imput Level Group, Iren, Iziwork, Madison Mark, M.R. Security, ModoRent, Net, Nuova Ibat, Officine di Architettura, Pica Group, Pieffe, Platinum Group, Sa.bi system, Saitel, Sartoretto Group, Sebach, Squillari Arti grafiche, T-Art, Telecontrol, Vivai Piero Marchetti, Woov