



MOV23 Summary Report

Movement Entertainment wishes to share with its supporters the excellent results of the 16th edition of Movement, the fall festival of electronic music and arts.

PROGRAMME AND ATTENDANCE

Movement took place from October 27th to November 1st in 4 venues involving 22 artists.

Seven dates on the table: six Club Episodes, among which the Superga Night, and the 31st October Night Show at OGR Torino. The overall attendance was 15,000 people from 25 different countries. The program also featured the fourth edition of the City Soundtrack, curated by Movement DJs, that was simultaneously broadcasted in all the structures associated with Federalberghi Torino.

Movement contributed to generate a positive turnout on the hotel's occupancy rate with a peak on October 31st.

COMMUNICATION AND MEDIA

To support the event, an extensive promotional campaign was carried out, including 180 posters in Torino, digital mupis at the Torino-Caselle Airport, and print advertising.

The website recorded 63,000 page views across 30,000 sessions and 30,000 users. The Instagram page surpassed 26,000 followers, while Facebook reached 107,000, resulting in an overall coverage of 50,000 users since August 2023.

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