

2023 Annual report

Movement Entertainment wishes to share with its stakeholders the results of the year 2023, highlighted by the extraordinary recognition of Kappa FuturFestival ranked 11th Festival in the world by DJ mag, the most renowned magazine in the industry.

Productive and cultural activity

During the 2023 financial year, the following events were successfully organized: the 10th edition of Kappa FuturFestival, the 16th edition of Movement Torino, the 4th edition of the cultural initiative Torino City Soundtrack, and the inaugural edition of the official Closing Party for the Nitto ATP Finals.

Audiodrome Live Club, recently voted as the best Italian club and ranked 37th in the world by the International Nightlife Association, curated a diverse schedule with 96 events.

A total of 196 DJs and musicians were hosted in the city of Torino for Movement Entertainment's activities, along with 10 visual artists highly esteemed in the international scene.

Tourism and economic impact

Movement Hospitality System® promoted 47k overnight stays in the city's accommodations and promoted over 30k rides with GTT and Taxi Torino for clients hailing from 118 different nations during the year 2023.

The company reinforced its professional links with the following industrial groups, each a leader in their respective sector: Alpitour World, BasicNet Group, Drivalia, Flibco, Flixbus, GEDI Gruppo Editoriale, Gruppo Montenegro, Gruppo Una, Heineken, Iziwork, JTI, Lavazza, Pioneer DJ, Platinum Group, Rai Radiotelevisione Italiana, Reale Group, Red Bull, Sagat-Torino Airport, Sebach, and Tesya.

Over 700 resources were directly employed throughout the year, corresponding to a full-time equivalent of 77.6 people.

The estimated economic impact generated for the region is 40 million euros.

Innovation

The enhancement of digital integration between ticketing and payment systems has streamlined management, improved the customers experience, and increased interaction between partners and the audience.

Sustainability

The use of high-energy and efficient machinery for logistics and energy production, selective waste collection, and a comprehensive mobility plan have significantly reduced the environmental impact of the events. The exclusive use of state-of-the-art audio systems has also minimized unintended noise pollution.

Territory

The urban regeneration project of the Roseto of Parco Dora has kicked off. The initiative is carried out within the framework of a 3-year sponsorship agreement with the City of Torino to enhance public green spaces and it involves the reconfiguration of flower beds by removing concrete curbs to make the area more accessible and inclusive.

Multimedia

The promotional efforts have significantly enhanced the international reputation of the Piedmont Region and the City of Torino, equivalent to an advertising campaign estimated at 3.5 million euros.

The websites recorded 660k unique users for 2 million page views. The Facebook profiles have a combined total of 379k followers (stable vs 2022), while Instagram has 422k followers (+52% increase). The videos posted on TikTok received 607k likes (+100% increase). The overall social media reach surpassed 70 million users*.

*Users who have come across the content published on the pages of Movement Entertainment.