



Attendance Report for La Mercè 2016



Report completion: 18/10/2016

Secretaria Tècnica
Institut de Cultura de Barcelona



Summary

1. Main features of the festival
2. Attendance by venue
3. Attendance by type of activity
4. Music at La Mercè
5. Advertising data
6. People counting systems



1. Main features of the festival

4 festival days and over 1.2 million attendees

In 2016, the feast day of Saint Mercè fell on a Saturday. This meant the festival would be **short and condensed**, and that most activities would be held over the weekend.

The festivities commenced on **Thursday 22nd September** with the official opening ceremony, in which author **Javier Pérez Andújar** was guest speaker, and they drew to a close on **Sunday 25th**.

Music: over 270,000 people attended concerts

> BAM. Barcelona Acció Musical	56,950
> Mercè Música	109,432
> Radio concerts	105,000

Popular and traditional culture: over 250,000 attendees

> La Mercè parade	80,000
> Fire run + family fire run	80,000
> Traditional itinerant activities	55,898
> Human towers and events on Plaça Sant Jaume	34,450

MAC. Mercè Arts de Carrer (street arts festival): over 225,000 spectators

A shared festival with venue diversification. In addition to its usual venues, MAC 2016 was held in new locations across the city, such as Trinitat Park, Fabra i Coats, Fàbrica DAMM and the CCCB. In the case of **Trinitat Park**, artists and neighbours took part in the activities and the decoration of the park that filled with hip-hop and other musical genres, in a very participative format.

> MAC Festival	228,946
Ciudadella Park	140,020
Montjuïc Castle	31,000
Palauet Albéniz	28,117
Trinitat Park	19,500
Other venues: Fàbrica DAMM, Fabra i Coats and CCCB	10,309

A more technological festival. The Fabra i Coats premises, Ciudadella Park and the CCCB showcased the award-winning projects from the European Union's **CreatiFi** programme. Spectators had an insight into the internet of the future as they observed how different stages became simultaneously interconnected, overcoming distances and improving citizen participation.

Guest city: Paris

La Mercè 2016 welcomed the artistic involvement of different Parisian groups:

- 2r2 Cirque (street arts and circus arts cooperative)
- Le Monfort Théâtre, a leading light in Parisian cultural life
- Le Centquatre-Paris (artistic and cultural factory)

Thanks to their participation, and that of other cultural performers, the guest city was well represented across all areas of the programme and at a wide range of venues (street arts, concerts, documentaries, firework displays, and the music and firework closing event).

Cancellations due to rain

Rain threatened on Friday and Sunday, and some of the programmed events were cancelled or finished early.

- > **Friday 23** between 21 and 23 h. The concert on Bogatell beach was postponed until Saturday 24.
- > **Sunday 25** between 20 and 21 h.

2. Attendance by venue and emblematic events

VENUE	Previous days	Thurs 22	Fri 23	Sat 24	Sun 25	TOTAL
Plaça Sant Jaume		3,400	600	20,200	10,250	34,450
Projections on facade of Town Hall		11,650	4,560	28,400	6,030	50,640
Avinguda de la Catedral		2,000	3,200	10,700	3,300	19,200
Plaça Catalunya - Associa't				66,612	49,000	115,612
Fòrum			44,700	34,012		78,712
Avinguda Reina Maria Cristina		42,000	10,000	53,000		105,000
Fàbrica DAMM				14,090	7,650	21,740
Bogatell beach			cancelled	12,000		12,000
Moll de la Fusta			4,950	17,100	cancelled	22,050
Plaça Joan Coromines			2,650	5,250		7,900
Plaça dels Àngels		3,500	4,400	6,000		13,900
Palauet Albéniz				14,065	14,052	28,117
Ciudadella Park		18,197	13,931	64,756	43,906	140,790
Montjuïc Castle				14,053	16,947	31,000
Plaça de la Mercè			cancelled	1,450	1,800	3,250
Plaça del Rei				1,300		1,300
Fabra i Coats		284	650	1,470	1,400	3,804
Trinitat Park				11,000	8,500	19,500
Others	20,978	6,228	5,830	13,119	4,395	50,550
Total sites						759,515
Parade				80,000		80,000
Fire run + family fire run					80,000	80,000
Firework display			400	30,000		30,400
Music and firework closing event					90,000	90,000
Total major events						280,400
Open day at museums and centres			16,586	107,861	42,745	167,192
Itinerant events		4,000	cancelled	43,998	7,900	55,898

TOTAL MERCÈ'16	20,978	91,259	112,457	650,436	387,875	1,263,005
-----------------------	---------------	---------------	----------------	----------------	----------------	------------------

FRIDAY 23, CHANGES DUE TO RAIN (from 21 to 23 h approx.)

EVENTS CANCELLED: Bogatell beach, Plaça de la Mercè, Moll de la Fusta, Fabra i Coats, traditional folk gatherings on Plaça Sant Jaume and the *Xambanga* "giant" parade

PARTIAL CHANGES: CreatiFI at the CCCB, inaugural projection at Plaça Sant Jaume and activities in Ciudadella Park

SUNDAY 25, CHANGES DUE TO RAIN (from 20 to 21 h approx.)

EVENTS CANCELLED: Concert with the Orquestra del Liceu at Moll de la Fusta and two Habanera concerts on Plaça de la Mercè

PARTIAL CHANGES: Activities in Ciudadella Park and at Montjuïc Castle ended slightly earlier than planned.

3. Attendance by type of activity

	2016
MUSIC	271,382
BAM. Barcelona Acció Musical	56,950
Mercè Música	109,432
Radio concerts	105,000
POPULAR AND TRADITIONAL CULTURE	250,348
La Mercè parade	80,000
Fire run + family fire run	80,000
Traditional itinerant activities	55,898
Human towers and events on Plaça Sant Jaume	34,450
STREET ARTS	228,946
Ciudadella Park	140,020
Montjuïc Castle	31,000
Palauet Albéniz	28,117
Trinitat Park	19,500
Other venues: Fàbrica DAMM, Fabra i Coats and CCCB	10,309
OTHER ACTIVITIES	512,329
Music and firework closing event	90,000
Projections on façade of Town Hall	50,640
Firework display	30,400
Meeting of associations / Associa't	115,612
Open day to museums and other centres	167,192
Remaining venues and other activities	58,485
FESTIVAL TOTAL	1,263,005

NOTES:

- > **In 2016 the festival ran over 4 days**, three days less than in 2015.
- > **MAC Festival.** In addition to Ciudadella Park, Montjuïc Castle and Palauet Albéniz, in 2016 the MAC Festival was held in new locations, such as Trinitat Park, Fabra i Coats, Fàbrica DAMM and the CCCB.
- > **Other venues and activities.** In 2015, 150,000 people attended the wine show (there is no data for 2016) and 22,000 spectators viewed the projections on the façade of Casa Batlló (a one-off event in 2015).

4. Music at La Mercè 2016

> **A total of 91 concerts on 12 different stages**, with the inclusion of new locations, such as Fabra i Coats and Plaça de la Mercè, and the addition of two new stages at Moll de la Fusta.

> Once again **Mercè Música** and **BAM** promoted up-and-coming talents, with new groups emerging from Sona9, the Brot competition and the Cabal Musical initiative, and from the city's music schools.

La Mercè 2016 music summary	Stages	Concerts	Audience
BAM	6	44	56,950
MERCÈ MÚSICA*	5	31	109,432
RADIO CONCERTS	1	16	105,000
TOTAL	12	91	271,382

* Of the 36 concerts included on the Mercè Música programme, 5 were cancelled due to rain. The concerts scheduled for Friday on Bogatell beach were held on Saturday 24.

BAM 2016

Stage	Concerts	Audience
Moll de la Fusta - main stage	7	14,500
Plaça dels Àngels	8	13,900
Fàbrica DAMM - outside	8	11,600
Plaça Joan Coromines	11	7,900
Moll de la Fusta - small stage	6	7,550
Fàbrica DAMM - inside	4	1,500
Total	44	56,950

MERCÈ MÚSICA 2016

Stage	Concerts	Audience
Fòrum Park	7	78,712
Avinguda de la Catedral	5	13,700
Bogatell beach	3	12,000
Fabra i Coats - premises and square	12	2,770
Plaça de la Mercè	4	2,250
Total	31	109,432

RADIO CONCERTS 2016

Stage	Concerts	Audience
Avinguda Reina Maria Cristina	16	105,000
Total	16	105,000

5. Advertising data

Advertising materials

301,238 general programmes

301,238 folded programmes

	Catalan	Spanish	English+French
100,000 programme summaries	40,000	20,000	40,000

2,324 street banners

Virreina information: 4 festival days

Virreina information office: number of queries	4,253
In person	3,640
Telephone queries	473
Telephone service for hearing impaired	140
Other information points: number of queries	3,745
Ciudadella Park information stand	2,195
Montjuïc Castle information point	800
Trinitat Park information point	750

Internet: from 1 to 30 September

Webs			
	Sessions	Viewed pgs.	Pg./session
Mercè website	892,795	3,960,885	4,4
BAM website	59,722	221,195	3,7
MAC website	6,368	23,507	3,7
Barcelona Cultura website	49,079	84,796	1,7

Social networks

Facebook	Views of La Mercè publications	1,219,357
Vimeo	Views of La Mercè publications	670,763
Twitter (from 22 to 24)	#Mercè16	8,940
Instagram (from 22 to 24)	#Mercè16	1,090

Mercè app downloads	39,341
iPhone	16,762
Android	22,579

Suggestions/complaints via the municipal IRIS* system

Website information	3
Programme/activity	2
Annoyances for citizens	4
Organization	3
Misc.	5

* Files received in September 2016.

6. PEOPLE COUNTING SYSTEMS

For several years, mainly for security purposes, the Institut de Cultura de Barcelona (ICUB, Culture Institute of Barcelona) has used several mechanisms for managing maximum occupancy levels at all La Mercè's venues, shows and events.

This requirement, together with the improvement and development of new IT systems, has made it possible to gradually apply different data collection methods to estimate **attendance** at the various organised activities and, finally, for the festival as a whole.

In 2015, for the first time, a thermal sensor system was installed at the different accesses to Ciutadella Park and Montjuïc Castle. The system delivered more reliable attendance data for two of the locations for which it had been most difficult to provide audience numbers.

Consequently, for the second year in a row, crowd counting at the festival was the result of six different systems depending on the type of venue or activity:

TYPE OF VENUE /ACTIVITY	EXAMPLES	COUNTING METHOD
6.1. Venues without controlled access	Avinguda de la Catedral, Moll de la Fusta, Plaça Sant Jaume...	Venue managers and ICUB* Technical Secretariat
6.2. Open venues with ongoing activity	Ciutadella Park and Montjuïc Castle	Thermal sensors at access points*
6.3. Events with large crowds	Music and fireworks, parade, fire run...	Local police and Mercè organizers
6.4. Fòrum stages	Fòrum	Turnstiles at venue access points
6.5. Closed venues	Saló de Cent, Palauet Albéniz, museums...	Staff at access points
6.6. Sport events	Mercè race, harbour swim...	Registrations

* You will find detailed information on systems 5.1 and 5.2 on the following pages.



6.1. Venues without controlled access

In venues without controlled access, the final audience estimate is carried out using two types of data:

1. Data provided by managers at each location or stage, who estimate audience numbers for each concert according to capacity data received beforehand.

EXAMPLE 1:

> VENUE CAPACITY DATA SHEET:

AVINGUDA DE LA CATEDRAL. Area: 3,400 sq.m.

Description:

4 side sections of the central seated area (700 people) and 2 FOH sections

Max. recommended capacity (4 zones):
6,900 people (approx.) (4 people/sq.m.)

> AUDIENCE ESTIMATE:

Day	Start time	Activity	Initial audience	Max. audience
22	19.00	Opening <i>sardana</i> dance. Cobla Sant Jordi-Ciutat de Barcelona	500	600
	22.30	MM Concert. Alfonso Vilallonga «Alphosphores Variations»	1,300	1,400

2. Question: “Do audiences change from one show to the next or are they the same?” (Estimates according to time band and type of show).

FOR INSTANCE:

In this case, the start time of the two shows (three and a half hours apart) and the type of activity (*sardana* dance and concert) suggest that the audience is not the same. For this reason, both maximum crowd numbers are used.

Venue	Day	Start time	Activity	Initial audience	Max. audience	FINAL ESTIMATE
Avinguda de la Catedral-Mercè stage	22	19.00	Opening <i>sardana</i> dance. Cobla Sant Jordi-Ciutat de Barcelona	500	600	600
		22.30	MM Concert. Alfonso Vilallonga «Alphosphores Variations»	1,300	1,400	1,400

Total estimated audience at Avinguda de la Catedral: **2,000 people**

EXAMPLE 2:

In the example below, audiences from the central concert are believed to be made up of people who have also attended the first concert and of people who have arrived to attend the third concert. For this reason, maximum crowd numbers from the first and third concerts are used.

	Start time	Activity	Initial aud.	Max. audience	FINAL EST.
Fàbrica DAMM-DAMM stage	19.00	BAM concert. Ocellot	3,000	5,000	5,000
	20.15	BAM concert. Sènior i el Cor Brutal	6,600	9,000	
	21.30	BAM concert. Crystal Fighters	9,500	10,000	10,000

Total estimated audience at Fàbrica DAMM: **15,000 people**

6.2. Open venues with ongoing activity

During La Mercè 2015, within the framework of the municipal programme Barcelona Open Challenge, a crowd counting project was launched that, among other achievements, obtained very accurate data on the numbers of people at La Mercè passing through open spaces that are more difficult to monitor, such as **Ciutadella Park** and **Montjuïc Castle**.

At the different access points to these venues, thermal sensors were installed to detect body heat. The data generated is then used to produce numeric indicators.

This year, as in 2015, the company responsible for the system corroborated the data with parallel counts and they concluded that the sensors are highly accurate.

Ctrl4 Enviro SL, experts in control and monitoring systems, oversaw the development of the project with the support of the UAB's Centre de Visió per Computador (CVC, Computer Vision Centre), a leading international research body in the field.

The analysis of collected data highlighted that, in the case of Ciutadella Park, the total number of people passing through during La Mercè activities was much higher than estimates in previous years had suggested. In the case of Montjuïc Castle, however, the number was much closer to estimates made in previous years.

Although maximum numbers to **Ciutadella Park** were similar to previous estimates, the new system highlighted that at this venue there is a **much higher turnaround of people** (the average daily audience was 2.25 times higher than the estimate made until 2014).

In contrast, in the case of **Montjuïc Castle**, the number of people attending did not vary as much in relation to other years as **people who go tend to spend longer there** as its location makes it more difficult to reach.



Patches of heat registered by one of the cameras in Ciutadella Park.



**Ajuntament
de Barcelona**