



Dublin City Council  
Comhairle Cathrach Bhaile Átha Cliath

# TRAD FEST

TEMPLE BAR





## DUBLIN'S PREMIER NON PROFIT CULTURAL EVENT

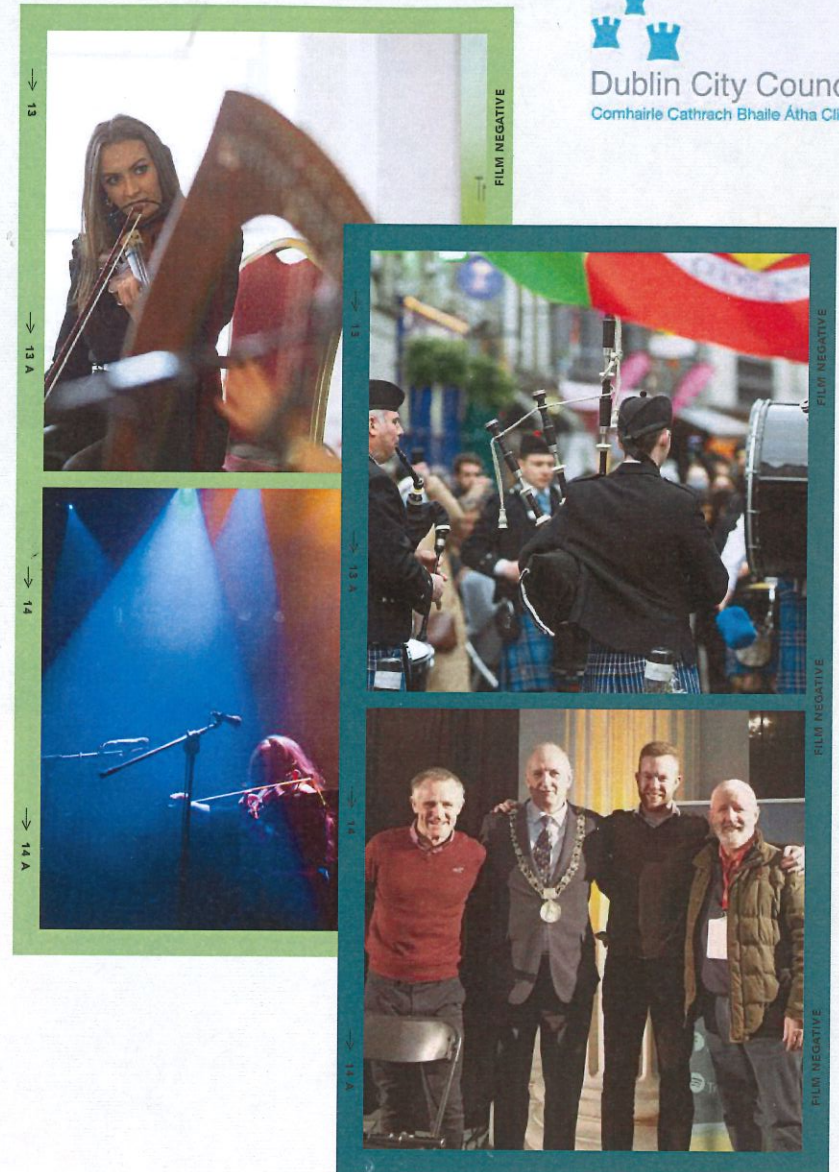
Established in 2005, TradFest Temple Bar is an **annual music and culture festival** that takes place in late January in Dublin, Ireland.

TradFest Temple Bar provides **opportunities to local, independent artists** and as well as providing audiences with the chance to **engage with traditional Irish culture**.

**Over 75** free and ticketed concerts take place across the city - from magnificent choral recitals in St Patrick's Cathedral to cosy trad sessions in the pubs of Temple Bar.

## A KEY ECONOMIC DRIVER

**€5.1M** TradFest Temple Bar is worth €5.1M to the Dublin City economy






# TRADFEST TEMPLE BAR - A LOCAL EVENT, FOR EVERYONE

Over half of our audience are women 

 3 in 5 are under 44 years of age

TFTB attracts approx 33,707 people to the South East Area each year 

Nearly 60% are from Dublin or are classified as locals

That's 19,550 Dubliners who attend TradFest each year 

*TradFest Temple Bar is a key Winter event that is accessible to all and attracts locals from every demographic into the city*



# TRADFEST TEMPLE BAR 2022 IN FIGURES



Social Media Impressions  
4,408,686

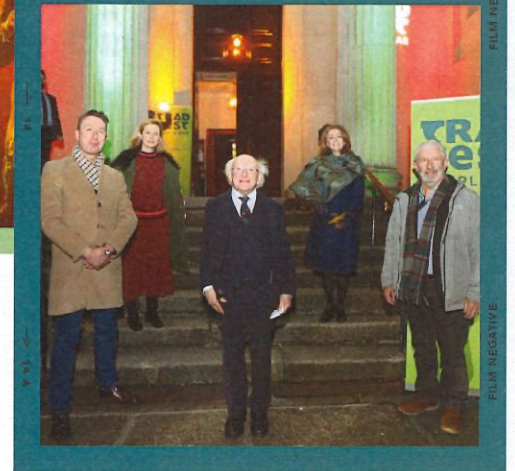
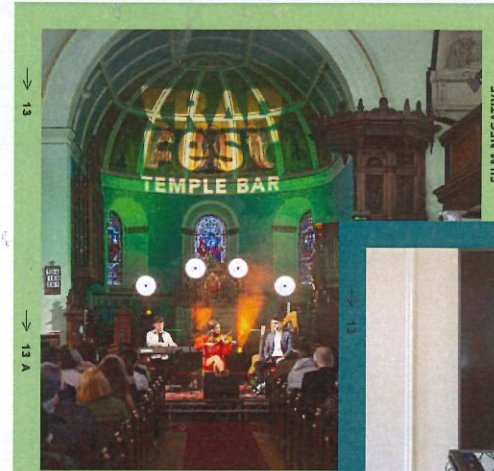
**TRADFEST**  
TEMPLE BAR  
2022



Total Attendance  
17,166  
(capped at 50% capacity)



Estimated Media Coverage Reach  
4,231,496





# TRADFEST TEMPLE BAR - TRAD **WITHOUT FRONTIERS**

## National Gender Disparity Average Among Festivals 2022



Data collected & published by Fair Plé

## Gender Disparity at TradFest Temple Bar 2022



Data collected by Emma Grove, EDI officer at TradFest Temple Bar

*We are committed to investigating issues of equity, diversity, and inclusion as they take place in our own festival, and are strategically planning for 2023 to further reflect diversity in future line ups with regard to gender balance and representation of ethnic groups in Ireland today.*





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**TRAD  
FEST**

TEMPLE BAR

**2023**  
**25-29 JAN**

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## MAKING CULTURE ACCESSIBLE TO EVERYONE

As well as headline shows, **over 40 free concerts** will take place as part of TradFest Temple Bar to ensure that no music fan is priced out of the experience, given the **cost of living crisis**.

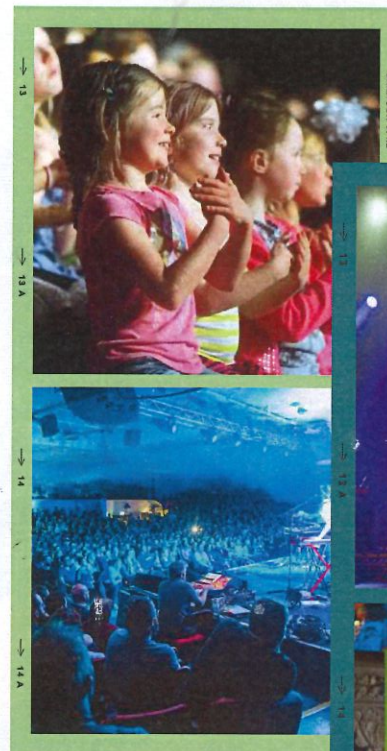
Value package **family tickets** are available at just **€80 for 2 adults and 4 children**, for our largest concerts at the National Stadium which are otherwise priced at €30-40.

Following a successful pilot scheme of **earlier show starting times**, this year concerts will begin in the early evening to be **inclusive of younger children and teenagers**, who otherwise would not be able to attend late gigs due to licensing laws.

## PASSING THE MIC



'Trad Talks' is a brand new podcast produced by The Temple Bar Company highlighting **women's experiences** in trad and folk performance, as well as the **experiences of people of colour** and those from **the Travelling community**. The 2023 festival will also host a series of **panel events** on these issues as well. These initiatives are part of our commitment to equity, diversity and inclusivity.





# ARTISTS

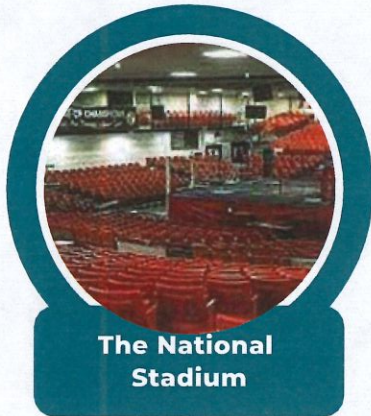


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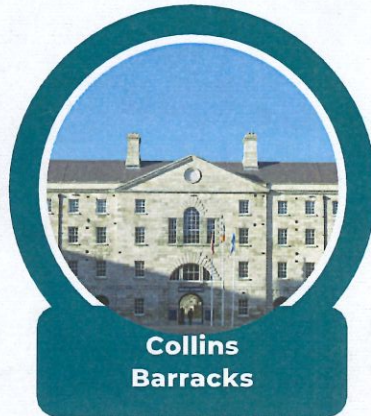




# LOCATIONS & VENUES



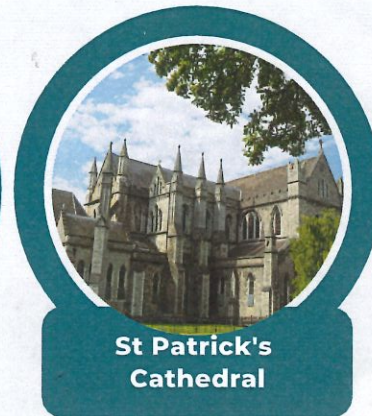
**The National  
Stadium**



**Collins  
Barracks**



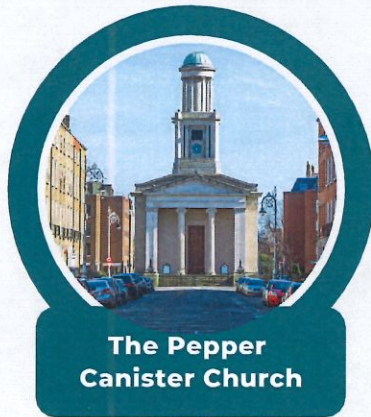
**Castle  
Hall**



**St Patrick's  
Cathedral**



**The  
GPO**



**The Pepper  
Canister Church**



**The Button  
Factory**



**The Grand  
Social**



**Swords  
Castle**



**Malahide  
Castle**





**THANK  
YOU**

TEMPLE BAR

194  
189  
201

