mapzest

MAPZEST FESTIVAL SOLUTIONS

MAPZEST FOR FESTIVALS

Apps & Kiosks for Festivals

Your festival's own map and guide – a living, interactive site guide that connects you with your audience, gets every festival-goer to the right stage at the right time, and opens up new revenue streams.

App | Site map | Line-up | Kiosks | Print

Used by Brixham Pirate Festival, F.A.B. and more



WHY MAPZEST

Your event. Your audience. Better connected.

Less confusion, less time wasted, more enjoyment – and more profitability for your event.

An app gives you a direct connection between your festival-goers and your team. Mapzest builds your festival its own map and guide, so visitors can navigate your site and move from one stage, stall and activity to the next – while you keep them informed, make suggestions and open new revenue streams.

In their pocket

The free Mapzest app – and the guide stays usable even where the site's mobile signal doesn't.

Around your site

Touchscreen wayfinding kiosks at key points – interactive information hubs everyone can use.

On any browser

Your guide on Mapzest Discover – for the laptop the night before, or a link tapped from a social post.

✓ **One running order. Every act and stall feeds a single live schedule – change a set time once and it's right everywhere.**

It works for everyone at your festival

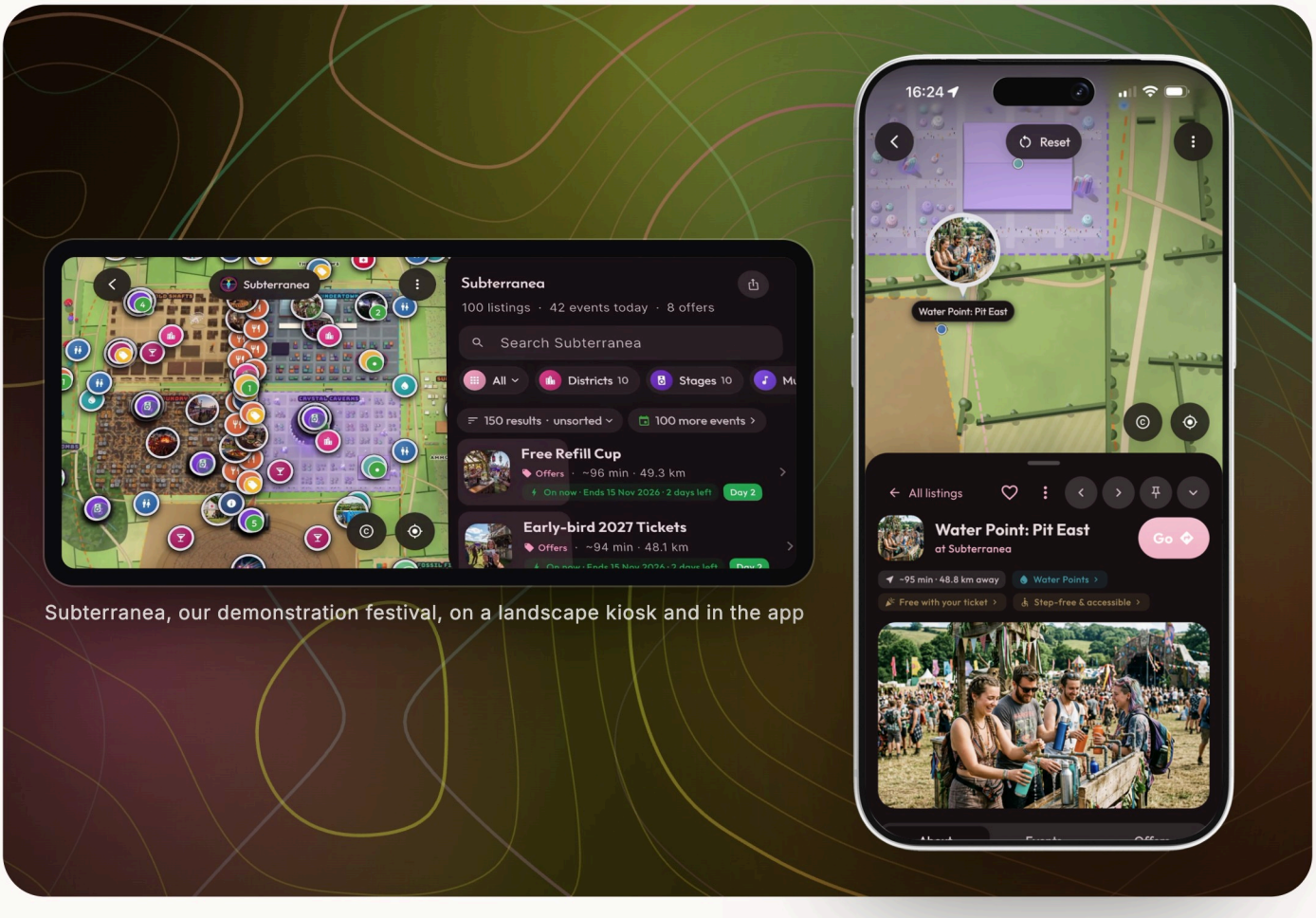
Festival-goers	See who's on, where and when, plan their day around clashes, and find water, showers, medical and info points fast.
Artists	A profile of their own with links to their socials, music and videos – discoverable, not just listed.
Traders	A listing on the map that drives footfall to their stall, and offers that land in every visitor's pocket.
Sponsors	Highlighted on the For You Page every festival-goer opens.
Organisers	A direct line to your audience, managed centrally or handed out to traders and performers – and rebuilt for each year's festival.

See Mapzest for Festivals online **mapzest.app/sdbjj**

YOUR FESTIVAL MAP

A visual guide to navigate your whole site

Plot your entire festival on one interactive map – stages, artists, traders, camping and every facility – instead of a printed sheet handed out at the gate.



Subterranea, our demonstration festival, on a landscape kiosk and in the app

01

Illustrated, or from your plan

We can illustrate your whole site from scratch, or turn your existing site plan into an interactive map with everything where it really is.

02

Every facility, easy to find

Water points, showers, medical and info points, campsites – categorised however you wish, and a tap away.

03

Filter, search, go

Search or filter and the map switches elements on and off, quickly telling visitors where to go – and driving footfall to every stage and stall.

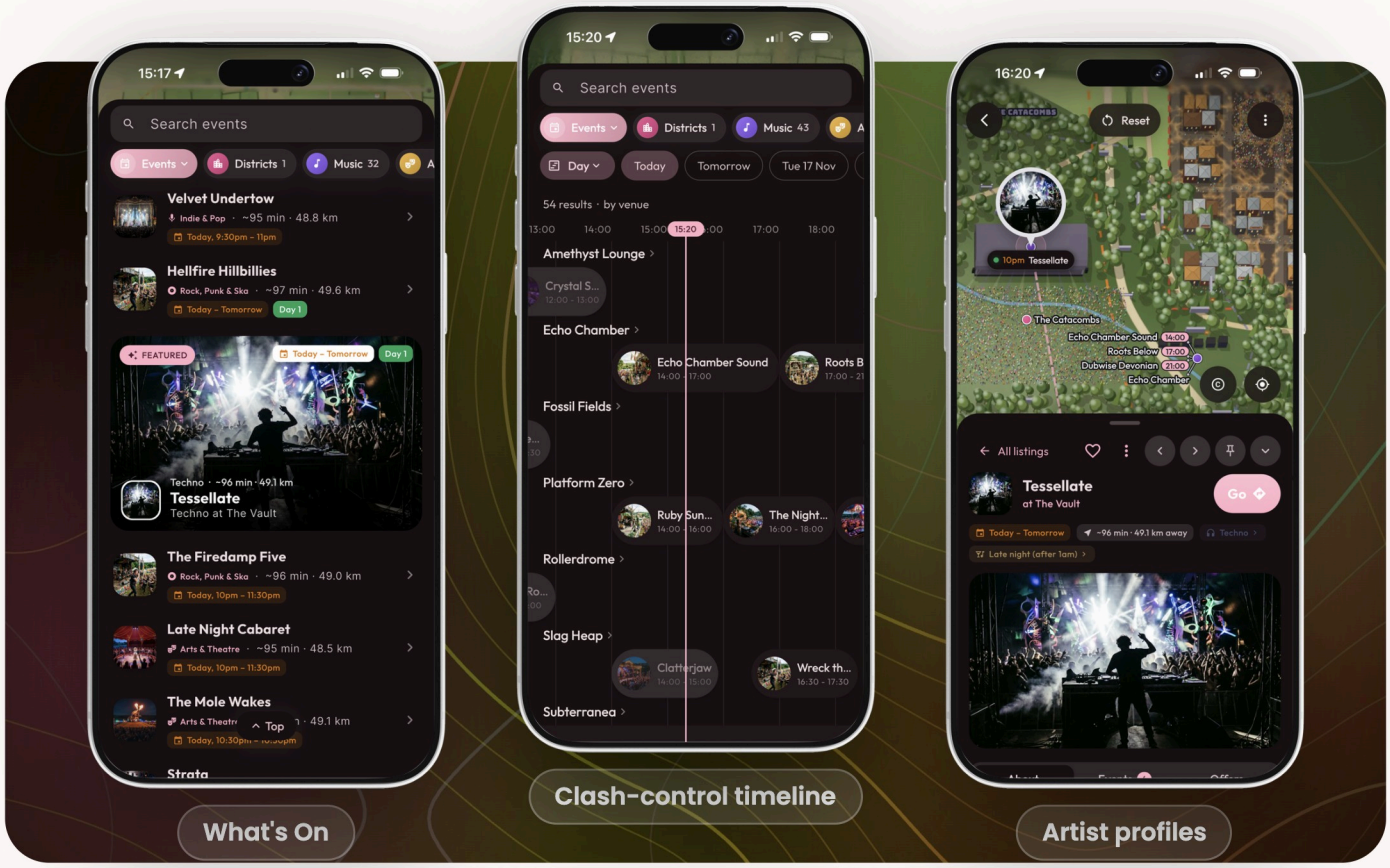
Works where the signal doesn't.

Festival fields are exactly where mobile coverage gives up. The Mapzest guide stays usable offline, so the map, line-up and facilities are still there when festival-goers need them most.

LINE-UP, TIMELINE & ARTISTS

Who's on, where and when?

The line-up is usually the main reason people come. Mapzest makes it easy to navigate, filter and search – and ready to add to every visitor's itinerary.



What's On, right now

The What's On page jumps to the current day and time and shows what's coming up. Tap any act to see its profile – and what's on before and after it, so visitors know when to head over.

A Gantt-style timeline with clash control

Every stage side by side in a time matrix, with the acts playing at each time. Clashes are easy to spot and planning the day is simple.

Every artist and vendor gets a profile

Artists, traders and vendors showcase themselves with their own listing, linking to their socials, music and videos – so bands become discoverable, not just booked.

A personal itinerary for every festival-goer

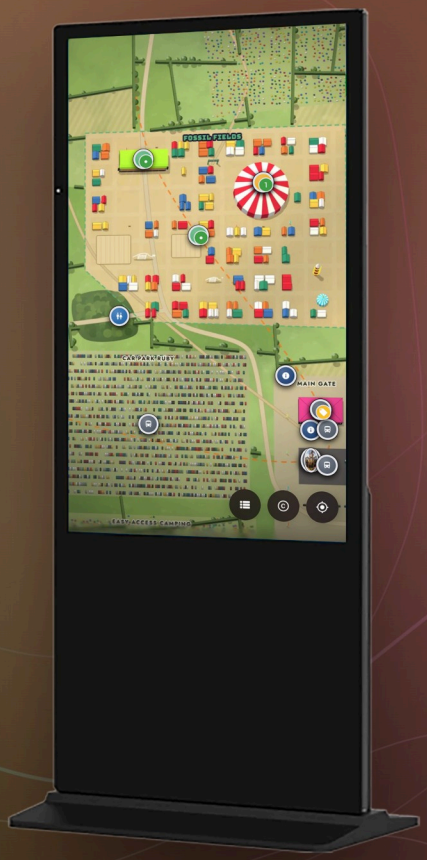
Tap the heart on any act or listing to add it to their own itinerary – one place for everything they don't want to miss.

WAYFINDING KIOSKS

Interactive hubs around your site

Fixed-position touchscreens placed at key points around your festival – the gates, the main arena, the campsites. Festival-goers walk up, find where they need to be and see what's on next, and groups gather round the map together.





Your whole festival, a touch away

The same guide as the app, on a big screen: your festival's home screen, offers, the illustrated site map and every listing. Feed it from one place and a change to the line-up appears on every kiosk and phone at once.

Brand presence
Eye-catching, branded signage that looks every bit part of your festival.

Phone hand-off
Scan from the screen to carry the guide away in the free app.

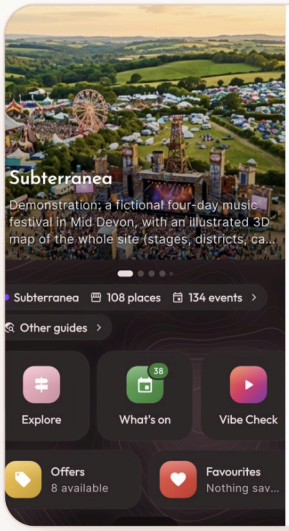
Facilities first
Toilets, water, medical and info points, shown exactly where they are.

Entirely optional
The app works perfectly on its own. Kiosks are an extra, placed where you need them.

COMMERCIAL VALUE

New revenue streams, built in

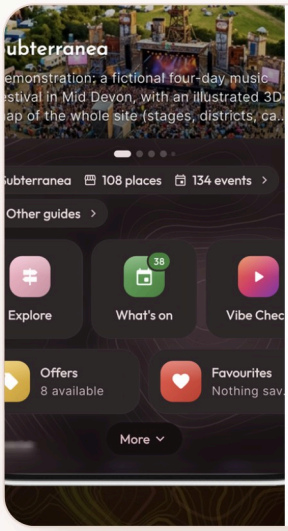
Your guide isn't just a map – it's a channel you control, seen by every festival-goer, all weekend long.



REVENUE STREAM 1

Sponsors in the spotlight

Event sponsors highlighted on your For You Page, the screen that opens every time. New digital sponsorship inventory to sell – and more value for the sponsors you already have.



REVENUE STREAM 2

Every offer, one wallet

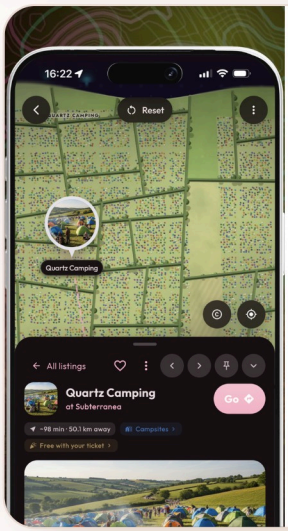
Deals from every trader land in the festival-goer's pocket – not just a handful near the entrance – driving spend right across your site.



REVENUE STREAM 3

Programmes, flyers and magazines

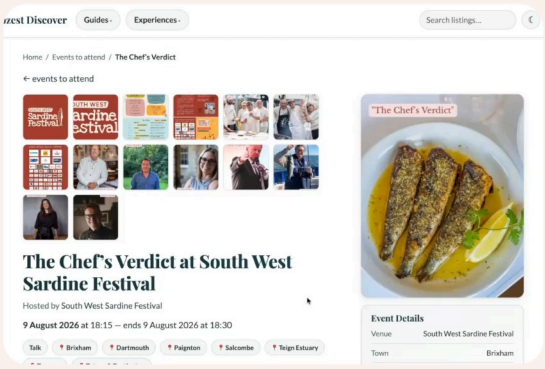
Quality festival print built automatically from your artists, vendors and stages, each with a QR code to discover the listing.



REVENUE STREAM 4

Footfall at every stall

The map puts every vendor, stage and place in front of festival-goers as they explore – and helps drive footfall to each one.



Reach beyond your gates

Found on the web and the wider map

Your festival on Mapzest Discover, in any browser, and on the wider destination map – reaching people who didn't know it was on.

One feed, built from everyone there

VibeCheck combines traders' and performers' Instagram posts tagged with your hashtag into one feed, in the app and on your kiosks.

DONE FOR YOU

Your festival's guide, handled for you

We build your festival its own dedicated map and guide – and you choose how hands-on your team wants to be.

1

Send us what you have

Your site plan, line-up, traders and sponsors – in whatever shape they're in.

2

We build your guide

Your illustrated map, every stage, act, stall and facility, and the running order.

3

Launch everywhere

Live in the app, on your kiosks and on the web, ready to share before the gates open.

4

Rebuilt every year

Next year's guide reflects next year's festival – and starts with a head start, not a blank page.

All we need from you

- ✓ Your line-up and set times
- ✓ Your site plan – or we illustrate it
- ✓ Your traders, vendors and facilities
- ✓ Sponsor logos and artwork

Run every listing centrally, hand control to each trader and performer, or mix both. Only the people actually at your festival appear in your guide.

Already working for festivals

Brixham Pirate Festival
Three days across a historic port, with sponsorship built into the guide

F.A.B. Festival of Arts Brixham
Twelve days, seven venues, nearly 70 sessions

ICF SUP World Cup & SUPER Festival
Five days across two venues

South West Sardine Festival
Nine hours of chefs, bands and talks on one harbour

Quick answers

Can you create our festival site map?
Yes – illustrated from scratch, or from your existing site plan, with every stage, stall, campsite and facility where it really is.

Can we control who appears in our guide?
Yes. Only the stallholders, performers and vendors who are part of your event.

Do we need kiosks?
No. The app works on its own; kiosks are an optional extra.

What does it cost?
Every festival is different – talk to us and we'll scope it around your site, line-up and traders.

Do traders and performers manage their own listings?
It's your choice – centrally, individually, or a mix of both across your site.

Can festival-goers plan their own day?
Yes – hearts build their itinerary, and the timeline shows every stage side by side.

Where can our festival be?
Anywhere – there are no limitations on location.

LET'S TALK

Ready to give your festival its own guide?

Tell us about your festival – its site, line-up and traders – and we'll show you what a complete Mapzest guide could look like.

Talk to us

mapzest.app/y7fxg

SCAN ME

See a festival guide now

Scan to get the free Mapzest app and explore Subterranea, our demonstration festival, in your hand.

mapzest.app/v3s39

- Interactive site map
- Line-up & clash timeline
- Artist & trader profiles
- Personal itineraries
- Sponsor & offer inventory
- Kiosks & festival print



mapzest

The visitor experience platform for festivals, exhibitions, resorts and estates, retail and hospitality, and destinations.