MORE THAN SURVIVAL FOR BEAR GRYLLS GONE WILD FESTIVAL

Monday 24 June, 2024

Gone Wild Festival with Bear Grylls thrives amidst industry challenges as sell-out beckons for both venues.

Bear Grylls' Gone Wild Festival is returning this year with two incredible locations: Holkham Hall in Norfolk (8-11th August) and Powderham Castle in Devon (22-25th August) with only 250 family tickets left for the ultimate family adventure.

The festival industry has seen a staggering decline, with 172 festivals going out of business since 2019. Operational costs have soared by a third over the past three years, placing immense pressure on event organisers. Despite these hurdles, Gone Wild has continued to flourish, attracting more & more families looking for a unique and memorable experience.

Recent surveys indicate that only one in ten people plan to attend a festival this year, further highlighting the challenging environment (Stat from AIF). Yet, Gone Wild's continued success, marked by its near sell-out status, underscores the festival's ability to meet and exceed the expectations of its audience. The combination of over 150 adventure activities, engaging entertainment, and a family-friendly atmosphere sets Gone Wild apart from traditional music-led festivals.

Gone Wild was founded by TV adventurer Bear Grylls and former Royal Marines Officer Oliver Mason. Since 2021 it's unique concept that combines a family adventure holiday with the excitement of a festival has resonated with attendees, driving year-on-year growth and enabling the festival to expand from one to two sites.

Bear Grylls, Festival Co-Founder said, "I'm so proud the message of family adventure is shining strong for Gone Wild.

"We set up the festival to inspire more families to be active outdoors together. Gone Wild is growing because it has a great team and fantastic, loyal customers who keep coming back. I can't wait to welcome everyone back to Devon and at our new venue in Norfolk."

In a year where the festival industry has faced unprecedented challenges, Gone Wild Festival with Bear Grylls is standing strong and is on the brink of selling out, in a difficult market that's seen 43 festivals call it a day in 2024.

Oliver Mason, Festival Co-Founder said, "I'm so proud of how Gone Wild has stood up during this tough industry storm. It hasn't always been easy, but we're totally committed to giving our customers the best experience when they come through the gates.

"We've expanded to two sites this year. Both events are selling well, and that's a testament to the vision of this event, our fantastic team and loyal customers."

As the festival season approaches, Gone Wild is gearing up to deliver another unforgettable event, promising attendees a special blend of family activities. From high-adrenaline thrills like abseiling and water activities to attending inspiring talks from world-renowned adventurers Bear Grylls OBE and Sir Ranulph Fiennes. Finish the day by dancing the night away with live performances from top artists including Sam Ryder, The Feeling, Jake Shears, McFly and many more.

With only 250 family weekend tickets remaining, those interested are encouraged to act quickly to secure their spot. If you're looking for a unique family getaway, which is guaranteed to have more green time than screen time, Gone Wild has something for everyone. So let your children discover their wild side, embrace the great outdoors, camp under the stars, and get ready for four days of family adventure.

For More Information and Ticket Purchase visit our website: www.gonewildfestival.com

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