



2019 MAGNA CHARTA EURO Ticket Sales TOP 50 STADIUMS

1	445,586	Johan Crujff Arena	Amsterdam, NETHERLANDS	26	103,324	Het Vrijthof	Maastricht, NETHERLANDS
2	442,440	Wembley Stadium	London, UNITED KINGDOM	27	98,708	Mercedes-Benz-Arena	Stuttgart, GERMANY
3	413,245	London Stadium	London, UNITED KINGDOM	28	95,161	Stadion Letzigrund	Zurich, SWITZERLAND
4	394,145	Etihad Stadium	Manchester, UNITED KINGDOM	29	95,013	Letnany Airport	Prague, CZECH REPUBLIC
5	376,144	Principality Stadium	Cardiff, UNITED KINGDOM	30	93,002	Newmarket Racecourse	Newmarket, UNITED KINGDOM
6	286,367	Olympiastadion	Berlin, GERMANY	31	90,151	Olympic Stadium	Moscow, RUSSIA
7	264,680	Stade de France	Paris, FRANCE	32	80,764	Piazza Napoleone	Lucca, ITALY
8	244,792	Croke Park Stadium	Dublin, IRELAND	33	79,404	Ormeau Gardens	Belfast, UNITED KINGDOM
9	189,987	Hampden Park	Glasgow, UNITED KINGDOM	34	78,515	Red Bull Arena	Leipzig, GERMANY
10	186,953	Olympiastadion	Munich, GERMANY	35	77,676	RDS Arena	Dublin, IRELAND
11	186,743	Ullevi Stadium	Goteborg, SWEDEN	36	67,134	Volksparkstadion	Hamburg, GERMANY
12	186,364	Veltins Arena	Gelsenkirchen, GERMANY	37	65,078	Arena Visarno	Florence, ITALY
13	184,187	Phoenix Park	Dublin, IRELAND	38	64,987	Festivalpark	Werchter, BELGIUM
14	169,328	Trabrennbahn Bahrenfeld	Hamburg, GERMANY	39	63,991	Pearse Stadium	Galway, IRELAND
15	160,415	Marlay Park	Dublin, IRELAND	40	60,955	Macron Stadium	Bolton, UNITED KINGDOM
16	149,226	St. James' Park	Newcastle, UNITED KINGDOM	41	60,000	Makimonttu	Lahti, FINLAND
17	145,785	Ernst Happel Stadion	Vienna, AUSTRIA	42	59,176	Boucher Road Playing Fields	Belfast, UNITED KINGDOM
18	143,823	Old Trafford Cricket Ground	Manchester, UNITED KINGDOM	43	57,409	Orange Veldrome	Marseille, FRANCE
19	133,350	Megaland	Landgraaf, NETHERLANDS	44	57,236	Take Off Park	Neuhausen ob Eck, GERMANY
20	128,969	Páirc Uí Chaoimh	Cork, IRELAND	45	56,678	Eichenring	Scheessel, GERMANY
21	124,184	Friends Arena	Solna, SWEDEN	46	56,264	Tele2 Arena	Stockholm, SWEDEN
22	115,164	GelreDome	Arnhem, NETHERLANDS	47	55,000	Twickenham Stadium	Twickenham, UNITED KINGDOM
23	109,709	Goffertpark	Nijmegen, NETHERLANDS	48	54,702	Maimarktgelände	Mannheim, GERMANY
24	105,855	Stadion Narodowy	Warsaw, POLAND	49	54,221	Murrayfield Stadium	Edinburgh, UNITED KINGDOM
25	104,856	PGE Narodowy	Warsaw, POLAND	50	52,532	Tallinn Song Festival Grounds	Tallinn, ESTONIA

All figures are for tickets sold in Europe as reported to **POLLSTAR** for shows played between 2/1/18 and 1/31/19.

Sustainable & Successful: Johan Crujff Arena

By Gideon Gottfried

Its location in Amsterdam, the entertainment capital of Holland, guarantees the Johan Crujff Arena a constant influx of visitors. "The location is important," the stadium's CEO Henk Markerink said, "if there's a concert on in our venue, people make a day or even an entire weekend out of it."

The venue, which topped *Pollstar's* Top 50 Stadiums chart with 445,586 tickets sold, is also home to AFC Ajax, one of the country's most successful soccer clubs. Still, around 50 percent of the stadium's revenue comes from other forms of live entertainment. "It is a compact venue. Fifty-five thousand to 60,000 people fit in for big concerts, but you are close to the stage. These are just a few aspects that make live shows entertaining in our space," Markerink said. Markerink was involved designing the Johan Crujff Arena, as well as other stadiums around the world, including

the Birds Nest in Beijing, the Allianz Arena in Munich, Germany, and others. "Johan Crujff Arena is designed as a multi-functional stadium," he explained. "We spoke in great detail with the organizers of concerts. Mojo, Live Nation, is our most important partner in concerts. We looked very carefully at the logistics, backstage, how to accommodate productions with 100 to 120 trucks and ensure a smooth load in and load out."

Opened in 1996, Johan Crujff Arena also leads in sustainability. When Ed Sheeran played the stadium last June, the energy for the show came from the building's three-megawatt battery, which is charged by 7,000 square meters of solar panels. The battery also serves as backup power.

"We also changed our lighting system, the main lights in the stadium, to LED," Markerink explained, adding that the new lighting



has opened up new possibilities: "When Ajax played Real Madrid [on Feb. 13], we created a little light show, which we couldn't do with the old lights, which had to cool down for 20 minutes before you were able to turn them on again. Now we can play with the colors. Andre Rieu gave a live performance before the game started.

"You could say that even a football match is increasingly becoming a live show." ★