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COACHELLA ROCKS SOUTHERN CALIFORNIA ONCE AGAIN

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During the last two weekends the Coachella Valley played host to the always epic Coachella Music Festival. The festival brought out big names in the music industry including: Ellie Goulding, Guns N' Roses, Ice Cube, Sia, Calvin Harris and Zedd to name a few.

While Coachella is not the biggest grossing music festival, it is one the major players, and located conveniently in Southern California. About a two hour drive from Los Angeles and maybe three hours from San Diego, an easy drive for a weekend or two of fun, art and music in our own backyard.

During their set, Disclosure brought out Sam Smith to perform "Latch" and "Omen" while Lorde joined the group for their song "Magnets". Guns N' Roses used the festival to kick off the group's reunion tour. Calvin Harris brought Rhianna as she The duo's 2011 hit song "We Found Love" to the massive crowd.

Major Lazer and Usher performed a tribute to the late Prince. Usher sang "I Would Die 4 U" and "1999" during Major Lazer's set as the usually colorful palm trees turned purple.

Johnny Osorio who has attended Coachella the past three years says, "...it is life changing in the sense that the people there

are very friendly and just being there in the presence of huge art displays that tower over you leave you in awe." The Coachella Music Festival is more than just a bunch of artists performing for a massive crowd. It's an experience. Johnny adds, "The feeling of getting away from the world and just seeing artists with tens of thousands of other people who are just as ecstatic to see those people with you. It's all dream like."

When asked about how college students whom might be on a tighter budget can go and experience the festival Johnny's advice was, "...try and get tickets when they first go on sale in may to take advantage of the payment plan."

According to Goldenvoice who puts the festival on, 99,000 people attend Coachella each day. That is almost 600,000 people over the two weekends. Basic admission is \$399.00 for each weekend and the VIP passes start at \$899.00. If each attendee buys the basic pass the festival will make \$239,400,000. This does not include food, drink, people that stay on the campground, merchandise, etc.

On average a person attending one weekend of the festival will spend \$750. Making sure you prepare yourself and you plan in advance will save you a lot of money. Booking your hotel early will

avoid the drastic increase the hotels will initiate when it is closer to the festival dates. A good tip is to see if the hotel has discounts for students, military or any other affiliations you may belong to.

The festival also offers camping for those attending that feel like 'roughing it' but the area is also home to many hotels. "If staying at a hotel book your room as soon as possible or the rates will

be way more expensive" Johnny advises.

Not everyone is a fan of the festival though. Jeff Whan, a Palm Springs resident says, "Having this size of a festival for two weekends in a row causes too much commotion. They come and practically take over the city. It's not right."

Not everyone's opinion matches his though. Carlos Aquino who also lives in Palm Springs says, "I really don't have an opinion on Coachella. I see the good and I see the bad. But for the most part, it's a good thing."

The festival does bring in jobs, tourism and a lot of money to the community of Coachella Valley, which includes Palm Springs. And according to Johnny the price is worth the experience. "The



average headliner playing anywhere else would run you close to 50 dollars or more and then everyone else is 50 or less so in one day you get at least half of your money's worth. By day 3 you made you're money back and then some with everyone you saw."

Coachella is more about the experience rather than just going to hear good music. It is about community and bringing people together.

lifebackstage.com

The Coachella Festival offers festival goers the chance to be immersed in art, food and music. Bringing different genres of music together in one setting and in turn bringing a diverse group of people all together in the same place. Creating a unique experience for those who flock to the Coachella Music Festival. An experience that everyone should make in their lifetime.