



UNIVERSIDAD
DE GRANADA

Resumen

The paper analyzes the main dimensions of visitor experiences at the largest electronic music festival organized in Romania - Untold. Since 2015, this festival has been attracting an increasing audience with famous line-ups and unique experiences. The event attributes are differently experienced by visitors, and these influence their overall impressions and satisfaction. A content analysis of online visitor reviews posted on the Facebook page of Untold across three festival editions has highlighted the most significant and memorable components of visitors' experiences. The most prominent aspect underlined in people's reviews were the festival's identity, closely linked to a famous artist and the city of Cluj and perceived as an important promotion tool. Other memorable attributes were the festival environment, organization and socialization. The paper findings have direct managerial implications, underlining the main aspects that need improvement or further development.