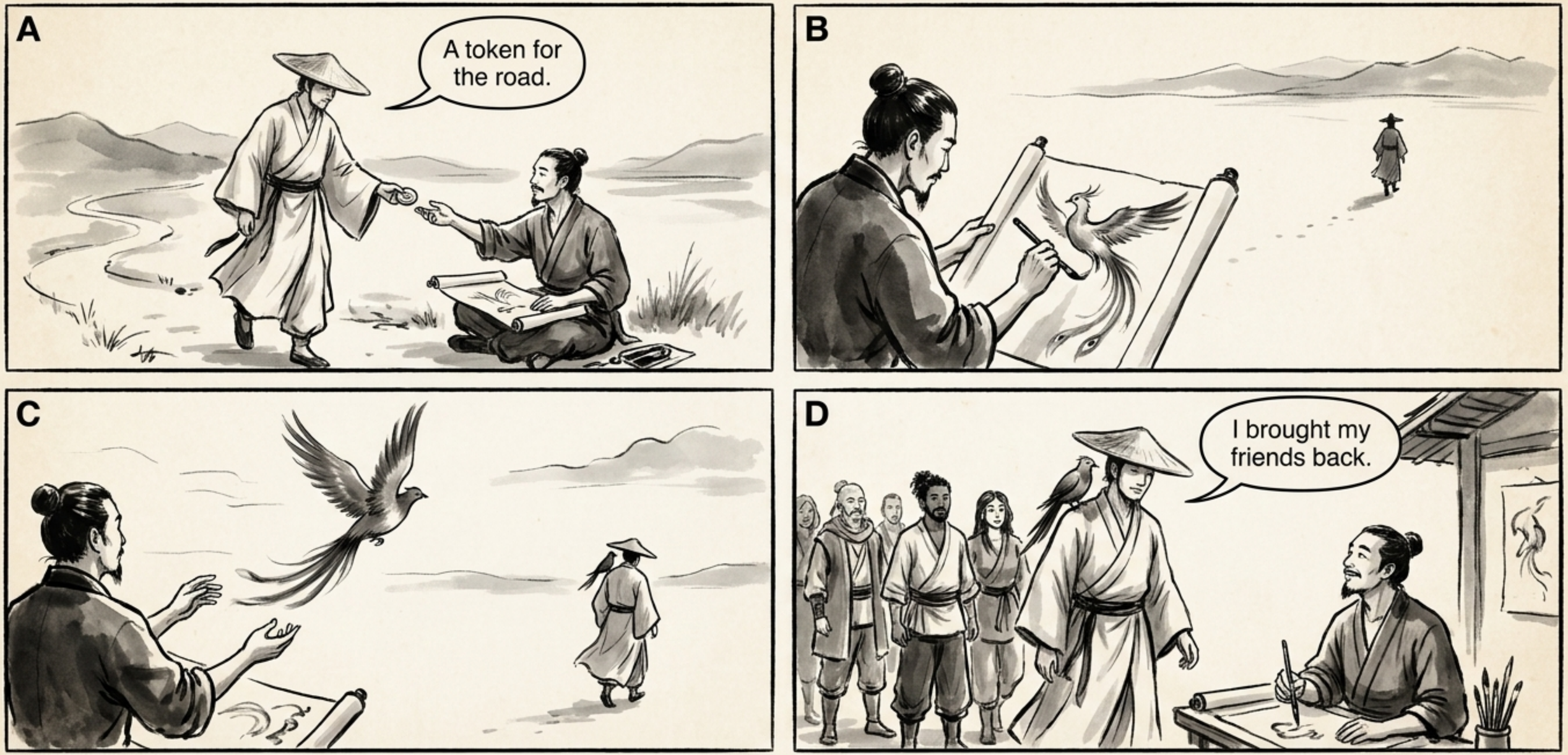

The strongest opportunity at festivals is capturing consented contact information to convert traffic into future bookings.

Hoping strangers wander back into the woods is a terrible map.