

2025

GLOBAL COLLECTION

THE
ULTIMATE
GO-TO
GUIDE FOR
MUSIC
TOURISM

THE HIDDEN GEMS
OF MUSIC TOURISM



SHOWCASING THE BEST MUSIC TRAVEL ITINERARIES TO DISCOVER FROM ALL AROUND THE GLOBE



2025

EXPLORE
40 MUSIC
ITINERARIES

Compiled by Sound Diplomacy Events and Education

Anchorage • Anguilla • Auckland • Baku • Beirut • Bogota • Bristol •
Buffalo • Cape Breton Island • Casablanca • Cluj-Napoca • Dubai •
Dublin • Fayetteville • Halifax • Hamilton • Havana • Istanbul • Lima
• London • Macon • Mbabane • Melbourne • Memphis • Mexico City
• Miami • Montreal • Monterrey • Norrköping • Riyadh • São Paulo •
Salvador • San Juan • Shelby • Manchester • Paris •
Shillong • Tokyo • Ulaanbaatar • Vienna



TRAVELLING THE WORLD WITH MUSIC

Pablo Borchi, Sound Diplomacy Events and Education

Every city has thousands of music gems

At times, these can look like a big museum, such as the British Music Experience, or an impressive concert venue as, Red Rocks Amphitheater. At times, these can be the most intimate moments, like discovering the jazz book section at Born Bad Records, or catching a pop up concert for toddlers by Baby Rock Sample.

In the same way as the musical taste of each person is a photograph of their identity, the music gems of each city are an opportunity to have a conversation with their culture.

But there's a problem. These music gems are everywhere, but it's not always easy to discover them.



EDITORIAL

Sometimes I feel that the only way to travel to enjoy an exciting music scene properly, say, the acid jazz one from Taiwan, is to form a band and book a show in Taipei. Or to host a podcast about free jazz for a global online radio.

What if there was a different way to connect with local music scenes, their musicians, their melomaniacs and all of those hidden gems that are constantly flashing across town?

What if there was an articulated network of musicians, music tour operators and music fans that could help you explore other parts of the world through the eyes of a local music nerd?

In 2024 the Taylor Swift Effect put “music tourism” and “gig tripping” in everyone’s mouth, but the truth is that there is a whole universe of people who are eager to discover the world through music beyond the biggest concerts.

However, there’s still to exist a music tourism guide that can find those music geeks, the kind of people that drool for music documentaries, and direct them to music destinations that will blow their mind.

Even if they’re found in a small rural town in a Northern Indian mountain, or a village in Eswatini.

That is what The Hidden Gems of Music Tourism is all about. A guide and platform that eases access to community driven music tourism and its most exciting innovations.

This guide is an invitation to converse
with the world through music and
connect with kindred spirits.



LET'S PLAN YOUR TRIP

WHAT WILL YOU FIND INSIDE?

A few ways to explore the Hidden Gems	7
Music itineraries	
Middle East & Africa	11
Asia & Oceania	22
Europe	38
North America	52
Latin America & The Caribbean	80
Trends in music tourism	100
Join the Sonic Gem Seekers community	109
It's time to play a game!	110
New hidden gems for 2026	111



A FEW WAYS TO EXPLORE THE HIDDEN GEMS

AN EDITORIAL WAY OF MUSIC TRAVELLING

No two people are the same and not all music travellers are the same.

That's why we've prepared this section which helps you explore the guide through several editorial travel lines that can be discovered across itineraries of the guide.

Let's
explore
them!



AN EDITORIAL WAY OF MUSIC TRAVELLING

FOR MUSIC TODDLERS

Vienna, Austria: A Toddler's Day in the Melodic Capital

Page - 50

Manchester, GBR: Manchester Echoes: Unveiling the City's Musical Legacy

Page - 44

FOR HI-FI MUSIC LISTENING

Tokyo, Japan: Tokyo - Beats for a Day

Page - 34

Cluj-Napoca, Romania: The HeartBeat of Transylvania

Page - 40

FOR CATCHING A MUSIC WALKING TOUR

Dublin, Ireland: Singing Streets Dublin

Page - 42

Mexico City, Mexico: From Danzon to Digital Cumbia

Page - 90

Melbourne, Australia: Mapping Melbourne Through Music

Page - 30

FOR MUSIC BOOK LOVERS

Paris, France: Paris Underground

Page - 48

Beirut, Lebanon: A Tour of Beirut's Music In A Day

Page - 12

Bogota, Colombia: Exploring Bogotá: The Heartbeat of a Multicultural Music Scene

Page - 84

TO TAKE PART IN A MUSIC WORKSHOP

Salvador, Brazil: The Drum's Revolution

Page - 96

Fayetteville, AR, USA: Soundtrack of the Ozarks Old and New

Page - 62

FOR STAYING AT A MUSIC HOTEL

Salvador, Brazil: The Drum's Revolution

Page - 96

Bristol, VA, USA: The Birthplace of Country Music

Page - 56

FOR VISITING THE GRAVES OF FAMOUS MUSICIANS

Bogota, Colombia: The Heartbeat of a Multicultural Music Scene

Page - 84

Macon, GA, USA: From Soulful Sites to Southern Rock Royalty: Macon, GA

Page - 70

FOR JAZZ LOVERS

San Juan, Puerto Rico: A Musical Sunday
in a Caribbean Gem
Page - 98

Monterrey, Mexico: Monterrey: The
Melting Pot Tour
Page - 92

Istanbul, Türkiye: Istanbul Unplugged:
Harmonies of the Old City
Page - 28

Mbabane, Eswatini: Bring your fire,
Eswatini
Page - 18

FOR EXPLORING MUSIC MUSEUMS

Melbourne, Australia: Mapping
Melbourne Through Music
Page - 30

Salvador, Brazil: The Drum's Revolution
Page - 96

London, Canada: Welcome to Canada's
Only UNESCO City of Music
Page - 68

Shillong, India: Echoes of Faith: A
Spiritual Folk Music Journey
Page - 32

Buffalo, NY, USA: A Music-Lover's Guide
to Buffalo
Page - 58

Macon, GA, USA: From Soulful Sites to
Southern Rock Royalty: Macon, GA
Page - 70

FOR ENJOYING BUSKERS

Melbourne, Australia: Mapping Melbourne
Through Music
Page - 30

Casablanca, Morocco: Discover
Casablanca, where music meets the
souls!
Page - 14

Halifax, Canada: Halifax: A Sea of Music
Page - 64

Fayetteville, AR, USA: Soundtrack of the
Ozarks Old and New
Page - 62

Montreal, Canada: Summertime Beats in
Montreal
Page - 76

FOR OUTDOOR FESTIVALS

Hamilton, Canada: For Visiting Musicians
and Music Lovers
Page - 66

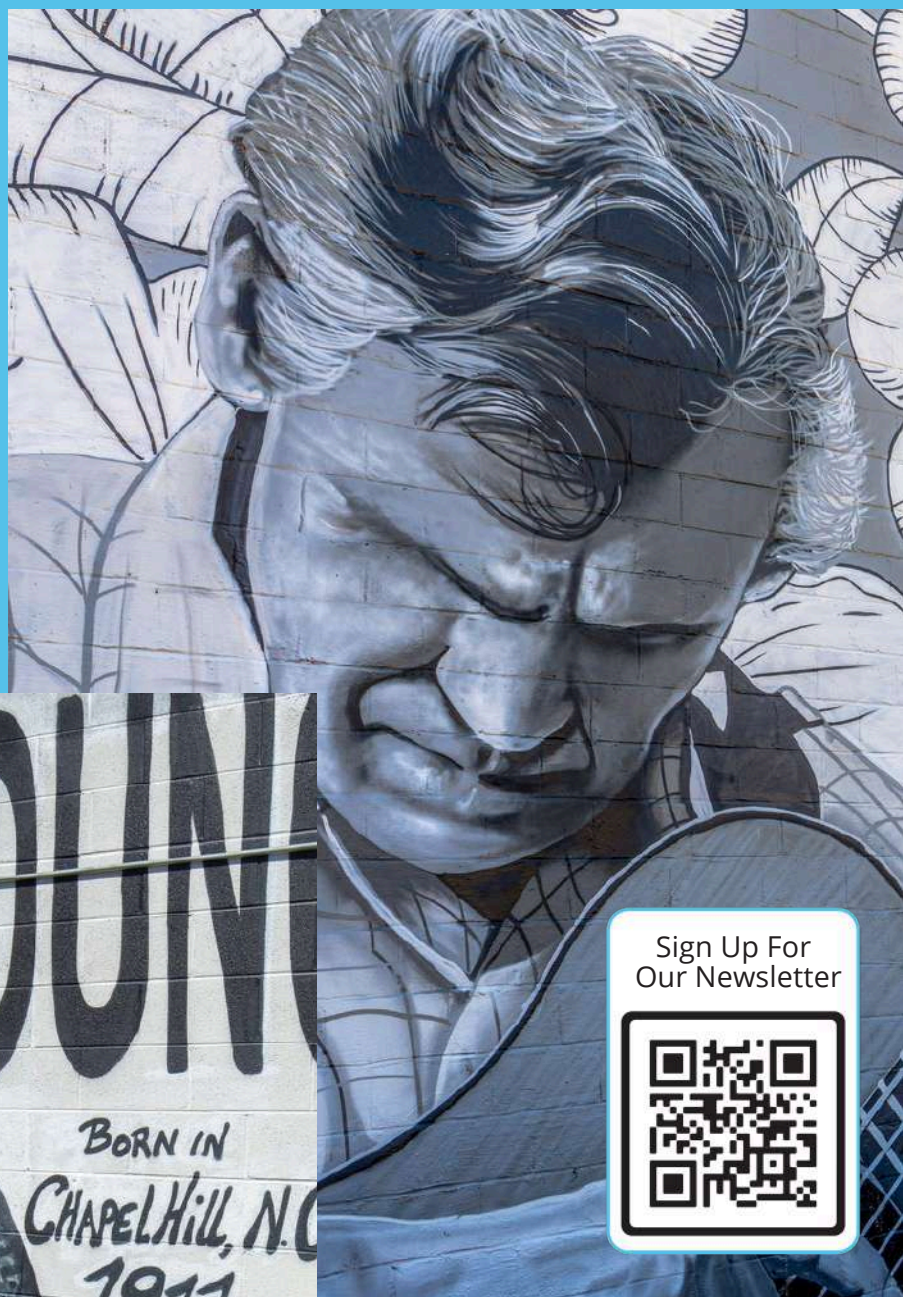
Anchorage, AK, USA: Music Under the
Midnight Sun
Page - 54

Montreal, Canada: Summertime Beats in
Montreal
Page - 76

San Juan, Puerto Rico: A musical Sunday in
a Caribbean Gem
Page - 98

The Roots of American Music Run Deep in North Carolina

Explore Music Across The State



Featured Artists (Left to Right) Roberta Flack Mural, Floyd Council Mural and Doc & Merle Mural





MIDDLE EAST & AFRICA

Beirut • Casablanca • Dubai •
Mbabane • Riyadh



Sonic Gem Seeker: Mounya Abou Rahal

Location: Beirut, Lebanon

Playlist



Kifak Inta - Fairuz

Abu Ali - Ziad Rahbani

La Ba'Den - Yasmine Hamdan

Khruangbin - Texas Sun

Home - Adriatique

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BEIRUT, LEBANON

A TOUR OF BEIRUT'S MUSIC IN A DAY

MORNING

SALON BEYROUTH

[WEBSITE](#)

Salon Beyrouth is an authentic looking cafe in the Hamra area in Beirut. It is home to Jazz nights where bands perform regularly and jam together in front of a jazz loving crowd. It is a great place to have breakfast in the morning, with its gorgeous landscape and design surrounding it. If you're a jazz enthusiast and food lover, it would be the perfect place to start your day.

MIDDAY

CHICO RECORDS

[WEBSITE](#)

Chico Records would be the perfect stop during the day. It's a vinyl record store in Hamra as well, in the same area as Salon Beyrouth. It is home to a large collection of records. You can find pretty much any Arabic record there, as well as international ones. You can take your time going through the collection and selecting the records you like.

AFTERNOON

BARZAKH BOOKSHOP

[WEBSITE](#)

There are two spots that you can hit in the afternoon, Barzakh Bookshop and Mezyan. They both serve as music venues as well during the night. Barzakh - a beautiful bookshop- hosts intimate oriental performances by local and international artists and musicians. Mezyan, a Lebanese restaurant, is home to regular Arabic Pop and Lebanese nights where Arabic music and dancing take over.

EVENING

THE GRAND FACTORY

[WEBSITE](#)

Beirut is home to one of the best nightlife scenes. There are so many venues to check out such as The Grand Factory, Ahm Club, Skinn, etc for electronic or Pop or even Hip Hop nights/parties. Jam sessions happen at Hole in the Wall, Aaliya's, Riwaq, Now, and Tota. Metro Al Madina is iconic in terms of music events and theatre. The biggest venues (rave/concert) Beirut Waterfront & Forum de Beyrouth.

TOP TIP

Beirut is so vibrant. Try to explore its cafe and museums during the day, but also its magnificent nightlife. The locals are welcoming people, and they'll help out with places to discover.



Sonic Gem Seeker: Douaa Serhir

Location: Casablanca, Morocco

Playlist



Casablanca - Douaa Serhir
Casablanca - Saad Lamjarred
Makhelaw Magalou - Manal
Hind Ziadi - Wajahni
RYM - Jayeb Khbari



CASABLANCA

DISCOVER CASABLANCA, WHERE MUSIC MEETS THE SOULS!

 MORNING

**CONSERVATOIRE
DE CASABLANCA**

WEBSITE

Let's start with the ****Music Conservatory of Casablanca**** to learn about traditional Moroccan music and its contemporary evolution.

 MIDDAY

**ART DECO
DISTRICT**

WEBSITE

Head over to the "Art Deco District", where you can appreciate the architecture while listening to street musicians playing traditional Moroccan instruments.

 AFTERNOON

LA SCALA

WEBSITE

Enjoy a traditional Moroccan lunch accompanied by live music at a restaurant in the Old Medina.

 EVENING

**AMSTRONG
CASABLANCA**

WEBSITE

In the evening, delve into Casablanca's contemporary music scene. Attend a live music performance at a local venue. Look for places featuring traditional Moroccan music such as Andalusian, Gnawa, or Chaabi, or opt for a more contemporary setting showcasing Moroccan fusion or jazz. Amstrong Casablanca: A haven for rock lovers, Amstrong offers a lively atmosphere and features local rock bands.

 TOP TIP

This itinerary combines cultural exploration with a focus on the rich musical heritage of Casablanca, alongside contemporary expressions of musical creativity. Enjoy the melodies and rhythms!



Sonic Gem Seeker: Shilpa Ananth

Location: Dubai, United Arab Emirates

Playlist



One & Only - Shilpa Ananth

Yumma - Zeina Aftimos

Sthuthi - Shushin Shyam

Pocket - Miloux

Raat Ki Raani - Arooj Aftab



GLOBAL COLLECTION

DUBAI, UNITED ARAB EMIRATES

THE DUBAI MUSIC DIARIES

MORNING

THE FLIP SIDE @ ALSERKAL AVENUE

Start your morning by strolling around the artistic warehouses of Alserkal Avenue, in Al Quoz, and make sure to check out The Flip Side and Raw Music Store to get your fix for rare and revered vinyl records.

WEBSITE

MIDDAY

MELODY HOUSE @ DEIRA STREET

Walk around the bustling streets of Deira, which is the OG side of Dubai, and now considered as one of the oldest and first neighbourhoods of this city, and check out unique and regional, as well as regular musical instruments and audio gear, at a variety of music shops that are located close to each other. Melody House and Thomsun are both great!

WEBSITE

AFTERNOON

GLOBAL VILLAGE

If you're traveling to Dubai between the months of October to May, then be sure to add Global Village to your to-do list. An incredible space that brings together over 90 different cultures of music, food, clothing, home goods, and entertainment, there is nothing quite like this place anywhere in the world.

WEBSITE

EVENING

HONEYCOMB HI-FI

Without a doubt you need to make sure you visit this beautiful, speak-easy restaurant and bar called Honeycomb Hi-Fi. Spinning eclectic global sounds, with Izakaya style dining, rotating art exhibitions, a vinyl record and book shop are all part of the offering here, including the drinks which are delicious!

WEBSITE

TOP TIP

If you have extra time and wish to listen to the best live Jazz music in an incredibly intimate 50 person max music venue setting, with good food and drink, then Jass Lounge is your place to go.



Sonic Gem Seeker: Sizo Hlophe

Location: Mbabane, Eswatini

Playlist



Indzawo Yami - Bholoja

Nkombose - Azumah & Smiles Makama

Azambe mntfwanami - ZiyawaKazitha

Musa - Sooks

Inhilitiyo -Iyavuma - Parcel



MBABANE

BRING YOUR FIRE, ESWATINI

 MORNING

BAHLE GALLERY

[WEBSITE](#)

We begin the day with Bahle Gallery, a jazz cafe that will serenade you with some warm jazz over coffee and the signature Bahle Gallery breakfast. A variety of collections of artifacts and artworks are displayed in the small gallery. It gives a glimpse of Eswatini's cultural landscape.

 MIDDAY

MANTENGA CULTURAL VILLAGE

[WEBSITE](#)

During the lunch hours, we visit the Mantenga Cultural village and see the traditional dance. We also get to learn about the uniqueness of the Swazi home, structurally and socially. Here we'll also join the dance troupe in song and dance.

 AFTERNOON

MANTENGA CRAFT CENTRE

[WEBSITE](#)

After the dance, we wind down at the Mantenga Craft Centre. This is a complex for communal eateries. It houses Italian, Ethiopian, and African Braai/BBQ-style restaurants.

 EVENING

HOUSE ON FIRE

[WEBSITE](#)

We end the night at House on Fire, also known as the venue for the famous Bush Fire Festival. House on Fire is located within the Mandelas Complex. It is an Afrocentric amphitheater that brings together the best live bands and later a DJ would spin popular Southern African rhythms until close.

 TOP TIP

You could also pass by the Country's museum on your way to House on Fire to learn about the culture. Eswatini has very friendly people, be nice.



Sonic Gem Seeker: Haya Al-Hejailan

Location: Riyadh, Saudi Arabia

Playlist



Aalam AL Ahlam - Seera
Fannan - Sound of Ruby
Batt Habibi - Garwasha
Ya Thalam Ya Kabes - Fulana
Ahrub - Tamtam



RIYADH, SAUDI ARABIA

A SONIC TOUR OF RIYADH

 MORNING

SAUDI MUSIC HUB

[WEBSITE](#)

In the morning, stop on over at the Saudi Music Hub located in the heart of Riyadh. Come learn about the heart of the local music community and the jugular vein of musical lifelong learning.

 MIDDAY

SOUQ AL-HILLAH

[WEBSITE](#)

Make your way down to the traditional musical souq, Souq al-Hillah. A tourist attraction in the al-Oud neighbourhood which emerged in 1955 and includes 50+ shops specialising in instruments such as Oud & Rebab. Great for souvenir shopping.

 AFTERNOON

MERWAS STUDIO

[WEBSITE](#)

Visit the Guinness World Record holding studio Merwas, the largest studio in the world.

 EVENING

**THE WAREHOUSE
@ JAX STREET**

[WEBSITE](#)

Finish off the day with one of three options, 1) a show at The Warehouse, a grassroots venue in JAX district 2) walk over to Beast house for a mocktail, dinner or for a dance or drive over to the Diplomatic Quarter for dinner and a dance at Unstable (a stable turned club) or Attache a cigar and mocktail lounge.

 TOP TIP

Visiting Riyadh during December can be an exciting time because you'll be able to catch Soundstorm Festival and XP Music Futures Conference.



ASIA & OCEANIA

Auckland • Baku • Istanbul • Melbourne



● Shillong ● Tokyo ● Ulaanbaatar



Sonic Gem Seeker: Mark Roach

Location: Auckland Tāmaki Makaurau, New Zealand

Playlist



We Know The Way - Opetia Fao'i, Lin-Manuel Miranda
Royals - Lorde
Sway - Bic Runga
Young Blood - The Naked and Famous
Supalonely - BENEE, Gus Dapperton



AUCKLAND TĀMAKI MAKĀURAU, AUSTRALIA

THE UNIQUE SOUNDS AND TASTES OF THE SOUTH PACIFIC

 MORNING

DEVONPORT

WEBSITE

Start the day by taking the 10-minute ferry from the downtown area across to Devonport for a spot of breakfast amongst the artisan boutiques and art dealerships of this bayside village. Being the hometown of some of our most well-known exports such as Lorde, The Naked and Famous and The Veils underlines this suburb's reputation as a hotbed of creative talent.

 MIDDAY

CIVIC THEATRE

WEBSITE

Wander up Queen Street which will lead you to the theatre district to take a tour of the 2300-capacity Civic Theatre - the only atmospheric theatre in Australasia. Built in 1929, it has hosted performances from Nick Cave to Gladys Knight, Broadway musicals to ballet. Tours of the Auckland Town Hall are also conducted. The town halls doubles as seat of governance and a live performance space.

 AFTERNOON

**THE
POWERSTATION**

WEBSITE

Walk to the summit of Maungawhau Mt Eden for a 360 degree vista of the city before heading to Galbraiths Alehouse and micro-brewery for a late pub lunch and a selection of their award-winning craft beers. Across the road you're sure to find a gig for the evening at the legendary 1000-capacity venue The Powerstation which has a jammed schedule of local and international acts.

 EVENING

**KARANGAHAPE
ROAD**

WEBSITE

For a smaller gig, stroll down to Karangahape Road, known by locals as "K' Road". It's Auckland's creative hub for alternative arts & events, unique hospitality and independent retailers. This culturally distinctive area is home to some of the best grassroots music venues in town such as Whammy Bar, Wine Cellar and Neck of the Woods.

 TOP TIP

If you time your visit to Auckland in sunny March you'll be able to attend the Pasifika Festival (free of charge) - the largest celebration of Pacific culture, food and music anywhere in the world!



Sonic Gem Seeker: Ülvü Gitaliyev

Location: Baku, Azerbaijan

Playlist



Синяя вечность – Muslim Magomayev
Muğam – Vaqif Mustafazadə
Şən Azərbaycan – Şövkət Ələkbərova
Ey Gözəl – The Half
Ey Sən – Rasim Müzəffərli



BAKU, AZERBAIJAN

THE WINDY CITY: MUSICAL SHRINES OF BAKU

 MORNING

VINYL CLUB BAKU

[WEBSITE](#)

While most streets in Baku awake to the chirping of birds, one street starts with 70s music. Nestled between a Mosque and a metro, the Vinyl Club teleports its visitors to a pre-internet era, when plastic and tape was the source of music. Vahid, the owner, is known to offer tea to passersby. If you plan on going, expect to spend an hour going over Soviet Pop, Azerbaijani ballads, and classic rock.

 MIDDAY

THE INTERNATIONAL MUGHAM CENTRE

[WEBSITE](#)

The International Mugham Centre, a unique venue worldwide, immerses visitors in Baku's musical soul. Mugham, an intense blend of poetry and rhythm, comes alive here, played on traditional instruments like the tar and kamancha. The centre hosts performances and showcases exhibits on the genre's evolution, bridging centuries of Azerbaijani culture and drawing enthusiasts from across the globe.

 AFTERNOON

AZERBAIJAN STATE PANTOMIME THEATRE

[WEBSITE](#)

While Baku is known for its large and impressive theatres, one place that makes up for its lack of size and budget with sheer talent is the Baku Pantomime Theatre. Housed in a former German church, a small but dedicated team of veteran and fresh faces perform weekly. Whether you like modern comedies or retellings of Azeri tragedies, there is something for everyone at the Baku Pantomime Theatre.

 EVENING

MUSLIM MAGOMAYEV STATUE

[WEBSITE](#)

At night, no part of Baku is more beautiful than the Caspian Sea. While the Sea is silent, you can hear a plethora of music, from street performers playing the traditional kamancha to modern pop music. The latest voice is Muslim Magomayev, the Azeri singer known for "Oh Sea, Oh Sea", his ode to the Caspian. A life size statue plays his songs at the click of a button, used by locals and tourists.

 TOP TIP

There is a small but dedicated rock scene, though it's not apparent at first. Bars and clubs in the centre of Baku can be heard well into the night, you have to be adventurous enough to find them.



Sonic Gem Seeker: Altaylı Kız

Location: Istanbul, Turkey

Playlist



Zalim - Sezen Aksu

Seni Her Gördüğümde - Erkin Koray

Yazlık - Lin Pesto

Anadolu Ejderi / Elektro Sayfiye Havası -

Live - Gaye Su Akyol

The Way I Do - Ipek Ipekcioglu



ISTANBUL, TURKEY

ISTANBUL UNPLUGGED: HARMONIES OF THE OLD CITY

MORNING

PIKAP KADIKÖY RECORDS

[WEBSITE](#)

Take a morning stroll along the Bosphorus, cradled by the city's Adhan. Take a ferry to Kadıköy Station, enjoy some Turkish coffee onboard. Head over to Pikap Kadıköy, a neatly decorated vinyl store in the middle of the busy alleys, for some affordable priced second hand Erkin Koray records. Make sure to get distracted and lost in the streets of Istanbul - that's where half the magic happens.

MIDDAY

ÜSKÜDAR COAST WALKWAY

[WEBSITE](#)

Head back to the coast. A midday stroll along the Üsküdar Walkway, accompanied by a tasty Döner, will help you relax your brain and stomach for the time being. The waves of Bosphorus and crowded streets are a part of the Istanbul sounds.

AFTERNOON

BALAT

[WEBSITE](#)

Afternoon is a good time to start making your way to Fatih in the European side. Take the metro to Balat, an old neighborhood that once was the hot spot for diverse crowd. Catch the Tuesday market, buy some home-made wine, and make sure to pet some stray cats outside the historical homes, churches, and mosques.

EVENING

BOVA JAZZ CLUB

[WEBSITE](#)

Evening must be spent in Taksim Square. Grab another bite from the street vendors outside the metro station, walk five minutes over to Bova Jazz Club, where all the talented musicians from or passing by Istanbul performs. Make your way inside, small talk with the bartender, and enjoy a jazz fusion that blends the east and west, old and new.

TOP TIP

If you're up after midnight; head to Beyoğlu for some more music and drinks.



Sonic Gem Seeker: Daniel Bacchieri

Location: Melbourne, Australia

Playlist



- Everything's Beautiful - Hiatus Kaiyote
- Hertz - Amyl and The Sniffers
- Overdrawn - Bumpy
- LION - Steph Strings
- My Mouth (la la la) - ISHAN

GLOBAL COLLECTION



MELBOURNE

MAPPING MELBOURNE THROUGH MUSIC

 MORNING

AUSTRALIAN MUSIC VAULT

[WEBSITE](#)

Enjoy your morning visiting, for free, the Australian Music Vault (open daily, from 10 am to 5 pm, within the Arts Centre Melbourne). Its permanent exhibition showcases key moments of Australian music history blending physical archives with interactive and digital experiences.

 MIDDAY

BEYOND BOURKE STREET

[WEBSITE](#)

While turning sidewalks into performance stages, street musicians are part of the cultural scene of Melbourne. Daily, artists can be seen playing in several locations, including central spots like Bourke Street Mall, Swanston Street, and Southbank Promenade, creating a Melbourne 'live music playlist' on the streets.

 AFTERNOON

DIGGIN' MELBOURNE VINYL LOVERS' TOUR GUIDE

[WEBSITE](#)

With more than 60 record stores across Melbourne and surrounding suburbs (according to the great project 'Diggin' Melbourne Vinyl Lovers' Tour Guide, created in 2010 by Chris Gill, from Northside Records, and Tim Bartold, from Wax Museum Records), Melbourne is an 'amusement park' for record collectors. Explore the map available here and have a fun diggin' :)

 EVENING

COLLINGWOOD YARDS

[WEBSITE](#)

Opened in 2021, Collingwood Yards is a not-for-profit arts organization and arts precinct located in Collingwood, an inner-city suburb in Melbourne. Home to solo artists and creative companies, this major contemporary arts incubator also hosts live music events in its courtyard and through two bars.

 TOP TIP

With more live music venues per capita than any other city in the world (Melbourne Live Music Census Report 2017), the positive challenge is to select a live gig to attend in Melbourne :)



Sonic Gem Seeker: Pondermost Khongkliam

Location: Shillong, India

Playlist



Scotland of the east - Imilate
Law Ban Phyrnai - DBRYN, Jesparwell
Lyngdoh Tongkhar
Ko Ri Baieid - Master Warjri and The Band
U Syiem - Desmond Rimaki Sunn
Jingkyrmen - Lily Sawian, Neh

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SHILLONG, INDIA

ECHOES OF FAITH: A SPIRITUAL FOLK MUSIC JOURNEY

 MORNING

HARMONY HOUSE

[WEBSITE](#)

Start your morning at the Harmony House, a cozy museum nestled in the heart of the city, dedicated to preserving our unique blend of folk and spiritual music. Here, explore exhibits of ancient instruments and listen to recordings that capture the soulful fusion of traditional tunes with stories of faith and hope.

 MIDDAY

PYNURSLA

[WEBSITE](#)

Midday is embraced by the landscape's silence, broken only by the haunting melody of flutes. Amidst the serene, frost-covered vistas of Pynursla, the soulful tunes carry stories of faith and tradition, merging seamlessly with the natural beauty. This unique moment offers an intimate connection with local culture, experienced through the echoes of flute music in the crisp winter air.

 AFTERNOON

MELODY HOUSE

[WEBSITE](#)

Afternoon brings you to the Melody House, birthplace of unique cultural hymns that narrate the story of Jesus. Here, each room sings with history, adorned with artifacts and instruments that tell tales of faith. Live performances fill the air, creating an immersive experience where music and spirituality intertwine, echoing the core of local heritage.

 EVENING

CHAPEL OF ECHOES

[WEBSITE](#)

Evening falls with a chill, gathering at Chapel of Echoes to await Jesus' birth through song. Voices blend in harmony, warmth in the cold, celebrating with melodies rich in faith and anticipation.

 TOP TIP

Meghalaya welcomes tourists warmly, boasting a rich array of artists and stunning sights. Known for exceptional hospitality, it's a haven for both nature lovers and music enthusiasts.



Sonic Gem Seeker: Apryl Peredo

Location: Tokyo, Japan

Playlist



Secret Path - Besper

Let's Get Started - Sora Satoh

バナラアイスのいうとおり - Catford Salmons

How's The Weather - Aimi

Night Parades - Asano Raincoat

GLOBAL COLLECTION



TOKYO, JAPAN

TOKYO - BEATS FOR A DAY

 MORNING

**TOWER RECORDS
SHIBUYA**

[WEBSITE](#)

Go big or go home. Step into Tower Records in Shibuya, the world's largest physical music store, and lose yourself across nine floors of musical heaven. The sixth-floor houses Tower Vinyl Shibuya, with 100,000 records, including 40,000 vintage and second-hand gems. Whether you're hunting nostalgic treasures or fresh vinyl, this iconic store offers an unparalleled experience for music aficionados.

 MIDDAY

**MEIKYOKU
KISSA LION**

[WEBSITE](#)

Still in Shibuya, a nearly century-old café hides behind a simple façade, offering a unique baroque vibe. Dim lighting, and wooden décor, this spot serves only drinks, which are required to be drunk in near-silence to maintain the owners insistence on a musical atmosphere. Only classical vinyl is played. Boasts an impressive 3D wall of speakers in its tabernacle.

 AFTERNOON

MEIDAI DORI

[WEBSITE](#)

"Guitar Street" is a vibrant haven for music lovers! The sounds of rock, j and K-pop, fill the air as the hard-core long-time players mingle with kids picking out their first instruments. Hundreds of guitars and gleam under night lights, and the expertise of buyers and sellers spark lively discussions. Explore the side streets and back alleys, too: there are shops around every corner here.

 EVENING

**MULTIPLE VENUE
AND EVENT
LISTINGS**

[WEBSITE](#)

Over 600 live music venues operate in Tokyo and most of them are open 365 days a year, booking 3-7 bands a night at each one. Here in mid-April? Come join "music bridge Tokyo," an international music showcase festival with over 30 local and overseas bands. Here any other time? Walk into any live venue for a welcoming and good time. Venues aren't genre-specific, so there's a happy musical chaos.

 TOP TIP

Over 80% of the music consumed in Japan is domestic, so don't expect the world's 2nd largest music market to rely on imported music. Open up to exploring both traditional and modern Asian music.



Sonic Gem Seeker: Khulan
Erdenechimeg

Location: Ulaanbaatar, Mongolia

Playlist



1983...86 - The Lemons

Seruun Tsetsegs- Badar Uugan

Bii Biyelgee - The HU

Expectations - Soyol Erdene

Улаанбаатарын Агаар - Бадар-Ууган

GLOBAL COLLECTION



ULAANBAATAR, MONGOLIA

EXPERIENCE THE POST-SOVIET BLEND OF THE WEST AND THE EAST

 MORNING

**TUUL
RESTAURANT**

[WEBSITE](#)

Ulaanbaatar, the world's coldest capital city, is ideal to visit in summer. Start the day with a walk to Travel St, just north of the Yavuuhan Garden. Notice the old Soviet buildings in the midst of shiny skyscrapers—this collision of styles really defines the soul of the city. Head to the historical Tuul Restaurant for a nutritious Mongolian breakfast.

 MIDDAY

SUKHBAATAR SQ

[WEBSITE](#)

Walk along Peace Avenue to reach Sukhbaatar Sq. You'll find the Opera Theatre & Central Cultural Palace, two of the great performance venues in town. There, you can take a moment to enjoy traditional music shows from local ensembles. If you get a short break, feel free to enjoy the latest exhibition at the National Gallery of Art. Enjoy some beef brisket at Modern Nomads Restaurant for lunch.

 AFTERNOON

**CHOIJIN LAMA
TEMPLE MUSEUM**

[WEBSITE](#)

Head south to enjoy Korean street food vendors in front of the Drama Theatre. Stroll along the Jamiyan Gyn St to grab your afternoon caffeine from Jack's Coffee Shop. Turn right to check out Choijin Lama Temple Museum to learn about the country's Buddhist influences.

 EVENING

**FAT CAT JAZZ
CLUB**

[WEBSITE](#)

The best dinner is at Veranda Restaurant. Make sure you get the terrace seating to get the best night view of the city. Head downstairs to end the night with a show at the Fat Cat Jazz Club. Grab a cocktail, take a seat, and see the real gems of the city's music scene perform jazz fusion.

 TOP TIP

If you're feeling energized after the show, take a nice long walk to the Zaisan Monument. The night is when the city shines the most. Take a breath and take it all in.

EUROPE



Cluj-Napoca • Dublin • Manchester



• Norrköping • Paris • Vienna



Sonic Gem Seeker: Claudiu Şulea
Location: Cluj-Napoca, Romania

Playlist



Liniştea - om la luna
You're So Good To Me - Curtis Mayfield
Brother On The Run Nu MT Edit - Mousse T.
La Baja - Su Round
Rise - Herb Alpert



CLUJ-NAPOCA

THE HEARTBEAT OF TRANSYLVANIA

 MORNING

MUFA ROOM

[WEBSITE](#)

A proper start of your day should start with a good musical experience! Head to Mufa Room, a Hi-Fi music listening spot known for delivering a joyful and immersive musical experience. You can bring your own music (vinyl, CDs, USB etc) or play them online from streaming platforms such as Spotify, Qobuz or Tidal. Coffee and water is on the house.

 MIDDAY

CASA TIFF

[WEBSITE](#)

Make a visit to Casa Tiff, a community hub that hosts a charming gastropub called Visuin and the independent record store Melomelanj. Enjoy a cup of freshly brewed coffee & some good bites, while soaking in the artistic ambiance. Music selectors usually take over the terrace with cool vinyl selections. Or you can just visit the independent record and store listen to some tunes.

 AFTERNOON

ZAZEN GARDEN

[WEBSITE](#)

Explore other vibrant parts of Cluj-Napoca and make your way to Zazen Garden, street food garden with indoor venue for concerts, or outdoor venues for DJing like Kibo. This cozy establishment is a nice spot for live music enthusiasts and party lovers alike. Browse through a big selection of food vendors and enjoy the cozy setting. You might even stumble upon a live DJ set or a live act.

 EVENING

OBERJIN CLUB

[WEBSITE](#)

As the evening approaches, indulge in a culinary delight at Oberjin/Dapino or at Bruto Food. Sit back, relax, and savor your meal while being serenaded by live music performances or eclectic dj sets that showcases the diversity of Cluj-Napoca's musical scene. From soulful jazz, to energetic folk tunes, the two locations offer an unforgettable dining experience. For cool afters, check Mushuroi.

 TOP TIP

[Booha Bar, Atelier Cafe, Form Space.](#)



Sonic Gem Seeker: Mark Redmond

Location: Dublin, Ireland

Playlist



Old Town - Phil Lynott

Raglan Road - Luke Kelly

Heyday - Mic Christopher

The Foggy Dew (With Sinéad O'Connor) -

The Chieftains

Streams of Whiskey - The Pogues

GLOBAL COLLECTION



DUBLIN

SINGING STREETS DUBLIN

 MORNING

KILLINEY HILL PARK

WEBSITE

Taking the train south of the city to leads to a morning in the coastal towns of Killiney & Dalkey. A walk up Killiney Hill reveals locations where the film Once (Oscar winner for best song) was filmed and Depeche Mode shot a music video. Bono, The Edge, and Enya are locals, so you never know who you might run into. Stopping at Dun Laoighre on the way back to town reveals old Bob Geldof haunts.

 MIDDAY

WINDMILL LANE STUDIOS

WEBSITE

Back in the city, a walk along the docks (U2 and Cranberries album cover locations) brings you to the famous Windmill Lane Studios (where everyone from AC/DC to Bowie to Gaga recorded) for a tour. Lunch can be had at The Bailey, where Luke Kelly first had the idea to sing Raglan Road, perhaps first stopping for a pint at Bruxelle's, or at least for a selfie with the Phil Lynott statue outside.

 AFTERNOON

LITTLE MUSEUM OF DUBLIN

WEBSITE

A post-lunch walk around the city is next up. A stroll down Grafton Street leads to Stephen's Green, where you can check out the sites of Elvis Costello and Van Morrison album covers. The Little Museum of Dublin, and its permanent U2 exhibition, across the road is a fantastic overview of the city. There are multiple Record shops and Instruments shops worth checking out in the vicinity.

 EVENING

VICAR STREET

WEBSITE

Temple Bar can be visited if only to check out Rory Gallagher Corner, but if you feel like dinner, The Bad Ass Cafe is where Sinead O'Connor waitressed and also has live music. The night's main entertainment should be caught at Vicar Street, The Workman's Club, The Olympia, or Whelan's. A pint will be needed to finish the day - O'Donoghue's hasn't changed since the The Dubliners' time there.

 TOP TIP

All of these locations (and many more) can be found on our [Singing Streets iPhone App](#), available for download for free from the App Store.



Sonic Gem Seeker: Jeka Narea

Location: Manchester, UK

Playlist



Everything Is Going to Be Ok - GoGo Penguin

Airtight (Live at The Stoller Hall) - The Orielles

You're Mine - IST IST

No Place Like Home - The K's

Haemoglobin - Crimewave



MANCHESTER

MANCHESTER ECHOES: UNVEILING THE CITY'S MUSICAL LEGACY

 MORNING

**PICCADILLY
RECORDS**

[WEBSITE](#)

Whether it's poached eggs from Federal Cafe Bar or a full English at The Koffee Pot, the choices for breakfast are plentiful. Explore Piccadilly Records, a cutting-edge record shop offering an across-the-board variety of music. Around the corner, there is Afflecks Palace, an independent three-floor maze of alternative shops and subcultures, where you can get a tarot reading, a coffee or a tattoo.

 MIDDAY

**BAND ON THE
WALL**

[WEBSITE](#)

Families should visit Band On The Wall, to experience gigs for both kids and adults such as the Baby Rock Sampler and more. For lunch, head to Mackie Mayor, a casual food hall in a Victorian building with diverse options, fine wine, and craft beer. Alternatively, try Rudy's for the best Neapolitan pizza in town and dessert at Gooney's where people often queue for a box of cookies.

 AFTERNOON

**SALFORD LADS
AND GIRLS CLUB**

[WEBSITE](#)

After the lunch-break, hop on the Metrolink to visit the iconic Salford Lads and Girls Club, a historic landmark forever immortalized by The Smiths. Immerse yourself in music history and snap a photo outside this cultural gem. Then, venture to The White Hotel, an avant-garde venue renowned for its experimental music events, adding a touch of underground allure to the Mancunian experience.

 EVENING

**THE WAREHOUSE
PROJECT**

[WEBSITE](#)

As night falls, a must-visit place is YES, a four-floor venue hosting dynamic concerts and club nights catering to every music taste. Electronic music enthusiasts shouldn't miss The Warehouse Project, renowned for its immersive EDM events held in various venues from September to New Year's Eve. Goth and emo music lovers must visit Satan's Hollow, a nightclub dedicated to metalheads.

 TOP TIP

If you are on a budget, you can also visit grassroots music venues such as The Castle Hotel, Night & Day, and The Peer Hat where you can find great gigs for less than a tenner.



Sonic Gem Seeker: Sandra Wall
Location: Norrköping, Sweden

Playlist



Sommarsången - Georg Riedel
Symphony No. 15: Beginning - Allan Peterson
Home Alone - Lex Ludlow
Ett Liv, Ett Lag - Markus Krunegård
Ver Jag Mig i Världen vänder - Den Svenska
Björnstammen



NORRKÖPING

THE SWEDISH MUSIC EXPERIENCE

 MORNING

KULTURSKOLAN

[WEBSITE](#)

It is freezing outside when you go for a morning Walk. The tower bells of the city hall play a song by Avicii and you sneak into the beautiful Hedvig Church on the square to experience a church organ concerto by Ulf Tellin. A short walk to the venue Hörsalen and the School of Culture rehearsing a children's Choir singing Astrid Lindgren Songs by George Riedel and folk music by a youth orchestra.

 MIDDAY

**LOUIS DE GEER
CONCERTHALL**

[WEBSITE](#)

The Wilhelm Stenhammar International Music Competition is open and free for the audience. The Norrköping Symphony Orchestra and Young global talents in Classic song on Tage. The Pratte Harpfestival and Nkpg Sound for Young composers entertain You in the beautiful Louis De Geer concert hall in the old industrial landscape by the City museum, Museum of Work, and Ståhls Collection contemporary Art- and Campus

 AFTERNOON

SKÄRBLACKA

[WEBSITE](#)

Every year since Bob Marley passed away the Memorial Festival (free) gathers Swedish reggae lovers, families, and music tourists to Skärblacka with their reggae sound and legendary Red Hut Studio. Bring your picnic blanket. Late afternoon you find your way to a record café in the city promoting the annual LP fair.

 EVENING

ARBIS

[WEBSITE](#)

There are 25 venues in the city center-working 15 minutes. You go from Hugo Parkfestival by the train station to Hallarna Cultural Hub for grassroot concerts to historical Arbis for a Swedish Rising star (passing ABBA producer Tretows childhood home) then international music at Värmekyrkan before Epic electronic cluster Eternity.

 TOP TIP

The all city Night of Culture last weekend of September is breathtaking and the city festival in August a free family festival of all genres, Skogsröjet is a unique rockfest. Archipelago summerstage Arkösund.



Sonic Gem Seeker: Michael Spannu

Location: Paris, France

Playlist



- Paris Is a Bitch - Big*Banx
- Ménilmontant - Charles Trenet
- Antitaxi - La Femme
- Le Villejuif Underground - Le Villejuif Underground
- La Fête Noire - Flavien Berger

GLOBAL COLLECTION



PARIS

PARIS UNDERGROUND

MORNING

COMETS

WEBSITE

It's hard to escape the hipster lifestyle, so I'll recommend having a specialty coffee at COMETS, 38 Rue Léon Frot, a place that also happens to be a record shop. It's small and cozy, although the record selection will probably be the same as any other hipster shop.

MIDDAY

BORN BAD RECORDS

WEBSITE

After having lunch in the area at Bistrot Paul Bert, Au Petit Panisse, or Café du Coin, I'd go for a pastry at Tapisserie and then head to Born Bad Records. This record shop is also the label behind some of the French indie, alternative, and experimental rock gems. See artists like Forever Pavot, La Femme, Villejuif Underground, Usé, Orval Carlos Sibelius or Cheveu.

AFTERNOON

MONTE EN L'AIR

WEBSITE

Paris has so many good bookstores, and we're lucky enough to also have an amazing publishing scene focused on popular music. At Monte en l'air, you can find amazing publications, from academic to DIY materials. I remember going there for the release of the super-specialized periodical Audimat which brings together some of the finest music writers in the country.

EVENING

LA GARE

WEBSITE

La Gare - Le Gore is an old train station that was abandoned and has now been transformed into a jazz club. Entrance is free, and you can see some of the best musicians from the local scene and beyond. What I like most of all is the super chill atmosphere and the crowd full of young people. So different from a regular jazz club.

TOP TIP

Paris has so many underground music collectives that do a wonderful job in maintaining DIY culture alive. A special mention for: [En Veux-tu en v'la](#), [Non Jazz](#), [Sonic Protest](#) and [Instants Chavirés](#).



Sonic Gem Seeker: Kathrin Heimel

Location: Vienna, Austria

Playlist



Wien wort auf di - Granada

Wanna Take You There - DIVES

Jö Schau - Georg Danzer

Feet Up - My Ugly Clementine

Hand im Gesicht - Endless Wellness



VIENNA

A TODDLER'S DAY IN THE MELODIC CAPITAL

 MORNING

**KLASSIK COOL!
CONCERT**

[WEBSITE](#)

Get right into it with one of the KLASSIC COOL! interactive concerts for kids. They are taking place in museums all over the city, for example the District Museum Floridsdorf.

If there's no concert planned, then check out Haus der Musik instead.

 MIDDAY

**SUBSTANCE
RECORDS**

[WEBSITE](#)

Take a stroll through the streets of the 7th district to explore independent shops & cafes, and to check out Substance record store. Grab some food at Dschungel Cafe (restaurant of the youth theatre of the same name). Also book an hour slot at the Zoom Kindermuseum which is next door, and offers an underwater themed adventure play area for toddlers.

 AFTERNOON

**HAUS DES
MEERES**

[WEBSITE](#)

Head to the public Aquarium "Haus des Meeres". It is a converted 2nd world war flak tower, houses over 10,000 aquatic beings and has magnificent views of the city. There's also a great playground behind the building if the little ones need more space to run around.

 EVENING

YPPENPLATZ

[WEBSITE](#)

If you have a babysitter for the night then grab dinner at Yppenplatz, a market square with multiple restaurants. Afterwards head down the street to explore the Gürtel railway arches, where an array of intimate venues host live music and clubs are open until the early hours.

 TOP TIP

For those visiting in late June, make sure to check out the Donauinselfest, the largest free open-air music festival in Europe.

NORTH AMERICA



Anchorage • Bristol • Buffalo • Cape Breton Island • Fayetteville • Halifax



• Hamilton • London • Macon • Memphis • Miami • Montreal • Shelby



Sonic Gem Seeker: Michael Howard
Location: Anchorage, Alaska, USA

Playlist



Live In The Moment - Portugal. The Man
Thanks - Quinn Christoperson
Ayaprun - Pamyua
So Sweet - SunDog

GLOBAL COLLECTION



ANCHORAGE, ALASKA

MUSIC UNDER THE MIDNIGHT SUN

 MORNING

**ANCHORAGE
MUSEUM**

[WEBSITE](#)

Music at the Anchorage Museum - Welcome to Anchorage! Get oriented to Alaska's diverse histories, cultures, and arts by visiting the Anchorage Museum. Coffee at the Muse cafe followed by interactive exhibits, guided tours, and videos will orient you to our unique northern destination for arts and culture.

 MIDDAY

**THE WRITER'S
BLOCK**

[WEBSITE](#)

Live Music Brunch at The Writer's Block - Featuring both touring and local songwriters 12pm-2pm in the historic Spenard neighborhood. Meet some of Alaska's most popular songwriters, poets, and visiting guests!

 AFTERNOON

**SUNDOWN
SOLSTICE FESTIVAL**

[WEBSITE](#)

Sundown Solstice Festival - Welcome to a one-of-a-kind music festival nestled in the heart of Anchorage, Alaska each June. This festival celebrates the longest day of the year with a fantastic lineup that spans genres including indie, EDM, and hip hop, featuring both local and national artists.

 EVENING

VAN'S DIVE BAR

[WEBSITE](#)

Alaska's Underground Music Scene - Experience Alaska's untamed music scene that has produced artists like Portugal. The Man, Quinn Christopherson, and Medium Build. Van's Dive Bar is the late-night heartbeat of the Anchorage music scene and is a great way to wrap up your music tour of Anchorage by really getting to know the locals!

 TOP TIP

[Pablo's Bike Rentals](#) provides opportunities to explore Anchorage's world-class trail system and coastal trail. Anchorage offers easy access to spectacular hiking and views from the Chugach Mountains.



Sonic Gem Seeker: Andrew Cothern
Location: Bristol, Virginia, USA

Playlist



Keep On The Sunny Side - The Carter Family
Blue Yodel (T for Texas) - Jimmie Rodgers
Lonesome Road Blues - Ernest Stoneman
When They Ring The Golden Bells - Alfred G. Karnes
Will The Circle Be Unbroken - The Carter Family

GLOBAL COLLECTION



BRISTOL, VIRGINIA

DISCOVERING THE BIRTHPLACE OF COUNTRY MUSIC

 MORNING

SESSIONS HOTEL

[WEBSITE](#)

Wake up and relax during your stay at the music-themed Sessions Hotel. Each room calls to the history and heritage of Bristol with themed decor alongside modern amenities, including a record player and country albums for your room to enjoy a private listening session. The hotel also includes indoor and outdoor music spaces with regular jam sessions.

 MIDDAY

COUNTRY MUSIC MUSEUM

[WEBSITE](#)

Explore the Birthplace of Country Music Museum, a Smithsonian-affiliated museum that tells the story of the 1927 Bristol Sessions, where some of the earliest country music recordings in America were made, including names like the Carter Family and Jimmie Rodgers. Visitors can also explore how evolving technology shaped the early artists' successes and see how this rich musical heritage lives on.

 AFTERNOON

DOWNTOWN BRISTOL

[WEBSITE](#)

Take a stroll on historic State Street of Bristol, which is full of locally owned restaurants, breweries, and shops, many of which regularly host live music. Downtown gems include the famed lighted Bristol Sign, the Birthplace of Country Music mural, the Paramount Center for the Arts performance venue, and the famed Burger Bar, the last location where the legendary Hank Williams was seen alive.

 EVENING

CARTER FAMILY FOLD

[WEBSITE](#)

Head up Clinch Mountain to the Carter Family Fold, a rustic, 800-seat music venue dedicated to the preservation of traditional bluegrass and old-time country music and named in honor of the original Carter Family, considered to be country music's first family. Every Saturday night offers traditional concerts full of people flatfooting.

 TOP TIP

Every September, the [Bristol Rhythm and Roots Reunion](#) music festival takes place downtown and features more than 150 artists, drawing in excess of 50,000 music lovers.



Sonic Gem Seeker: Ed Healy
Location: Buffalo, New York, USA

Playlist



- Fallin' Down - The Goo Goo Dolls
- Both Hands - Ani DiFranco
- Super Freak - Rick James
- Nebraska - Moe
- Vagabond Moon - Willie Nile



BUFFALO

A MUSIC-LOVER'S GUIDE TO BUFFALO

MORNING

COLORED MUSICIANS CLUB & JAZZ MUSEUM

WEBSITE

Start your day at the Colored Musicians Club & Jazz Museum. Founded in 1918 as a social club for African American musicians, the CMC is symbol of Buffalo's deep and abiding musical traditions. Set to reopen in 2024 after a \$3 million renovation and expansion, the CMC will feature new space for programs dedicated to jazz preservation, education and performance.

MIDDAY

REVOLVER RECORDS

WEBSITE

Continue your music-lover's day with a few hours sampling the wares at one of Buffalo's many independent record stores. There's plenty of vinyl, CDs and memorabilia to be found at Revolver Records, Doris Records, Hi-Fi Hits and Apples and Oranges. All of these stores are community hubs for our music scene.

AFTERNOON

SPORTSMEN'S TAVERN:

WEBSITE

Buffalo's legendary Sportsmen's Tavern features regular afternoon shows. Once a humble watering hole in Buffalo's Black Rock neighborhood, Sportsmen's is one of the country's great homes of Americana and roots music in all its forms. Check their gig calendar and stop on by. (Pro tip: Be sure to sample some of the smokin' good Buffalo wings...).

EVENING

HEAR HERE LIVE MUSIC IN BUFFALO

WEBSITE

Buffalo is an ideal destination for the lover of live music. From elegant concert halls to indie-rock watering holes, we've got it going on, seven days a week. Our city is home to deeply talented musicians working in every imaginable genre. True music lovers bask in the region's all-but-limitless live music offerings.

TOP TIP

Buffalo has two signature music festivals one week apart in early September: The Borderland Music & Arts Festival and the Music is Art festival founded and led by Goo Goo Dolls bassist Robby Takac.



Sonic Gem Seeker: Adam Hill
Location: Cape Breton Island, Canada

Playlist



- The Island - The Barra MacNeils
- The Drunken Piper - Natalie MacMaster
- Girlfriends - Breagh Isabel
- Dry Land - The Town Heroes
- Mull River Shuffle - The Rankin Family

GLOBAL COLLECTION



CAPE BRETON ISLAND

THE MUSIC OF CAPE BRETON ISLAND

 MORNING

**CELTIC MUSIC
INTERPRETIVE
CENTRE**

[WEBSITE](#)

Visit the Celtic Music Interpretive Centre in Judique on Canada's Musical Coast. Learn how Cape Breton Island has fostered some of the world's best-known fiddlers then explore the Celtic Shores Coastal Trail and make some music of your own with musical installments found throughout the trail.

 MIDDAY

**THE RED
SHOE PUB**

[WEBSITE](#)

Stop by a local and tourist favourite, the Red Shoe Pub for lunch. This pub is owned by the Rankin sisters of the esteemed group, The Rankin Family, and features live traditional music on the regular. It's a must-see destination for any music lover when visiting the Island.

 AFTERNOON

**THE GAELIC
COLLEGE**

[WEBSITE](#)

Continue your day by heading eastward and visit Colaisde na Gàidhlig | The Gaelic College. A home for Gaelic culture, the College is dedicated to preserving and teaching traditional arts, including Cape Breton fiddle, piano, guitar, step-dancing, piping, highland dancing, weaving, and of course Gaelic language.

 EVENING

**DOWNTOWN
SYDNEY**

[WEBSITE](#)

Spend your evening in Downtown Sydney, home to the Big Fiddle and great restaurants that feature amazing traditional and contemporary musicians. Sydney's downtown offers a boardwalk along Sydney harbour where you can watch the sunset on a great day of exploring Cape Breton Island's musical history and talent.

 TOP TIP

Ceilidhs and square dances can be found throughout Cape Breton Island. Don't be shy, get up on the dance floor and don't worry if you don't know the steps, we're always happy to show you what to do!



Sonic Gem Seeker: Experience Fayetteville

Location: Fayetteville, Arkansas, USA

Playlist



I'll Know - Bonnie Montgomery
Whooped If You Will - Nick Shoulders
Nothing Unexpected - Modeling
Your Heart's A Big Tent - Willi Carlisle
practicing silences / looking for water -
Jude Brothers



FAYETTEVILLE

SOUNDTRACK OF THE OZARKS OLD AND NEW

 MORNING

FAYETTEVILLE FARMERS MARKET

WEBSITE

Farm fresh veggies and flowers are accompanied by music on every corner of the celebrated Fayetteville Farmers Market, and you're as likely to hear a young band trying out a new song as you are to hear award-winning musical veterans.

 MIDDAY

OZARK BALL MUSEUM

WEBSITE

Make a reservation in advance to experience the quirkiest musical attraction in Fayetteville, the handmade Ozark instruments at the Ozark Ball Museum. The proprietors are accomplished folk musicians who sing and play their way through the collection for groups of up to eight.

 AFTERNOON

FOLK SCHOOL OF FAYETTEVILLE

WEBSITE

Drop in to Folk School of Fayetteville. Housed in a stately 1845 home with broad porches, the Folk School hosts workshops, jam sessions, intimate house concerts, and square dances.

 EVENING

GEORGE'S MAJESTIC LOUNGE

WEBSITE

End your day in Fayetteville with a show at George's Majestic Lounge, Arkansas's oldest live music venue. George's is the heart of Dickson Street nightlife. As you walk back to your hotel, you'll hear music calling from restaurants and pubs and you'll dream of your next visit to Fayetteville.

 TOP TIP

Mt. Sequoyah, a leafy 32-acre center overlooking town hosts free outdoor concerts with a sunset view as well as intimate chamber music and indie and hardcore all-ages shows.



Sonic Gem Seeker: Holly Warhus

Location: Halifax, Canada

Playlist



Possession - Sarah McLachlan
Johnny Tulloch - The Rankin Family
Survive - Reeny Smith
E Horo - Mary Jane Lamond
Barrett's Privateers - Stan Rogers



HALIFAX

A SEA OF MUSIC

 MORNING

TAZ RECORDS

[WEBSITE](#)

Let's start off by stopping by TAZ Records in downtown Halifax and checking out their wide selection of vinyl's, CDs, DVDs, turntables, and more! After that we'll walk to the lively Halifax waterfront. We'll wander the boardwalk, starting at the piers where the cruise ships are docked. We can take in the sweet sounds of the buskers along the way, and we might be lucky enough to hear a bagpiper!

 MIDDAY

**ALEXANDER KEITH'S
BREWERY TOUR**

[WEBSITE](#)

Next, we will visit the historic Alexander Keith's Brewery, established in 1820. On the brewery tour we will learn about Alexander Keith's important role in the city, sample the beers and take in some Celtic music.

 AFTERNOON

DURTY NELLY'S

[WEBSITE](#)

Next, we can drop by the open session at Dirty Nelly's for a late lunch. The musicians sit around a large table and play traditional Irish music. Visiting musicians can take part in the fun! We can order a Guinness or maybe try an Irish coffee with our meals.

 EVENING

**EAST COAST
LIFESTYLE SUNSET
CRUISE**

[WEBSITE](#)

In the evening, we will sail the high seas (oops! I mean Halifax Harbour) which is one of the deepest harbours in the world! We'll grab a drink at the bar aboard the popular Tall Ship Silva which was built in Karlstad, Sweden in 1939. We can buy local beer onboard and enjoy some East Coast music like we were at a traditional kitchen party!

 TOP TIP

Bring a jacket because the weather changes often and it's cooler on the water.



Sonic Gem Seeker: Devon Hogue
Location: Hamilton, Canada

Playlist



- it'll be alright - ellis
- Guilty Pleasure - Ariana Fig
- Why - Whitniss
- Calibrate - Ten Minutes Detour
- Sunset - Alex Whorms

GLOBAL COLLECTION



HAMILTON

FOR VISITING MUSICIANS AND MUSIC LOVERS

 MORNING

MAIN STAGE REHEARSAL STUDIOS

[WEBSITE](#)

How do you get to FirstOntario Centre? Practice, practice, practice! And there is no better place in Hamilton to do that than Main Stage Rehearsal Studios! Don't let the exterior fool you, this King St E location is home to over 30,000 sq ft of rehearsal and performance space – with an awe-inspiring collection of top-quality gear that will make your heart sing! Created for musicians, by musicians.

 MIDDAY

GRANT AVENUE STUDIOS

[WEBSITE](#)

After all that practicing, why not record your next single? Established in 1976, Grant Avenue Studios in Hamilton was conceived as an alternative to the large, sterile recording environments the founders frequently worked in. This studio is steeped in history with U2, Johnny Cash, Sarah McLaughlin, and even Raffi having recorded there! Bask in the rich history of this space and be inspired.

 AFTERNOON

THE GASWORKS

[WEBSITE](#)

The Gasworks is Hamilton's hub for arts, education, and community! Drop by for a jazz concert, student showcase, or coffee house – while you're there, be sure to visit the Hamilton Music Collective, to learn how you can support their "Instrument for Every Child" initiative. Our creative community is what makes Hamilton special, and we encourage all to learn about the youth programming available.

 EVENING

BRIDGEWORKS

[WEBSITE](#)

Bridgeworks is dedicated to showcasing dynamic events and programming that celebrates creative visions and voices from across the region and beyond – fostering a diverse and inclusive arts ecosystem and enabling people to connect and collaborate. Catch the Dirty Nil on stage with 499 of your soon-to-be closest friends, or hang with Ellevator in the green room and have a great end to your day!

 TOP TIP

For travel in September, be sure to visit during Supercrawl weekend! Take in the energy of Ontario's premiere FREE street festival, which attracts almost 275,000 visitors to James St N annually.



Sonic Gem Seeker: Anja Kniffen
Location: London, Canada

Playlist



Southeastern Home - Charlie Weber
High - Paris Monroe
Brine - Amanda Movio
Former Friend - Eleanor
Fora do Aquário - Anddre Mafra

GLOBAL COLLECTION



LONDON

WELCOME TO CANADA'S UNESCO CITY OF MUSIC

MORNING

GROOVES RECORDS

[WEBSITE](#)

If you arrive by train or airplane, grab a picture of our UNESCO City of Music mural located at both locations. Start your morning off right in London, home to many coffee shops, breakfast joints and amazing local record stores! Comb through the crates at Grooves Records, Odyssey Records & Cinema, The Village Idiot and Speed City Records.

MIDDAY

COVENT GARDEN MARKET

[WEBSITE](#)

Head over to Covent Garden Market and discover local eateries, and vendors and take in some live music with featured local artists. For lunch, grab a bite at the Early Bird, offering a unique dining space. Afterwards take a stroll on Dundas Place and Richmond Row, London's downtown shopping, dining, and entertainment areas. Don't forget to hit a patio or festival in the summer months.

AFTERNOON

LONDON MUSIC HALL OF FAME

[WEBSITE](#)

Explore London's deep rooted music history at the London Music Hall of Fame! A one-of-a-kind for Canada, this collection is a love letter to the musical legacy of the city and is packed with displays of awards, instruments, costumes and features a live music venue. Don't miss the Johnny and June mural just down the street, reflecting an iconic piece of London history.

EVENING

BUDWEISER GARDENS

[WEBSITE](#)

Dive into the local music scene at one of London's many music venues. From small listening rooms to larger concert venues such as Aeolian Hall, London Music Hall and Budweiser Gardens, visitors can take in music from many genres. Rest up after a day of fun at London's very own Rock N' Roll BnB - a space for artists and guests alike to relax and create.

TOP TIP

As a UNESCO City of Music, London is home to many world renowned music festivals such as Sunfest, Rock the Park and [VENUExVENUE](#).



Sonic Gem Seeker: Haley Garrett
Location: Macon, Georgia, USA

Playlist



Southern Child - Little Richard
(Sittin' On) The Dock Of The Day - Otis Redding
Blue Sky - Allman Brothers Band
Country Side Of Life - Wet Willie
Shake A Leg - Sea Level

GLOBAL COLLECTION



MACON, GEORGIA

FROM SOULFUL SITES TO SOUTHERN ROCK ROYALTY: MACON, GA

MORNING

H & H RESTAURANT

[WEBSITE](#)

Start your morning at H & H Restaurant, known for its delicious soul food and its unique connection to the Allman Brothers Band (the owners, Mama Louise Hudson and Inez Hill, used to feed the band members for free in the early years of their career and would later become life-long friends). Catch a tour at Capricorn Sound Studios, the birthplace of Southern Rock, after!

MIDDAY

BIG HOUSE

[WEBSITE](#)

Continue the exploration of all things Allman Brothers by visiting the Big House, the band's home in the early 1970s and now it serves as a museum with rare memorabilia! After, take a stroll through Rose Hill to visit the graves of four of the band members. Or head to the Otis Redding Museum to learn about the King of Soul!

AFTERNOON

MACON MUSIC TRAIL

[WEBSITE](#)

If you want to learn more about the King of Soul after visiting the museum, we recommend downloading the "Tour Macon" app and exploring the "Macon Music Trail" for an interactive look at Macon's musical heritage!

EVENING

GRANT'S LOUNGE

[WEBSITE](#)

Macon comes to life at night! Stroll through downtown and hear the sounds of multiple genres of music coming from our venues and restaurants. You can't miss exploring Grant's Lounge and seeing the Wall of Fame. Enjoy dinner at Downtown Grill and see the spot where Gregg Allman proposed to Cher!

TOP TIP

Macon also has [Rose Hill Cemetery](#) - resting places of four Allman brothers, AND Coming soon - [Macon Amphitheater](#) 10,000 seat capacity and the [Otis Redding Center for the Arts](#).



Sonic Gem Seeker: Bluffcity Belle
Location: Memphis, Tennessee, USA

Playlist



Carried Away - Cyrena Wages
Do the Milkshake - Oblivians
Little Sister - Elvis Presley
Drive - Arc Of Quasar
Daytime Dreams - Qemist & Marcella Simien



MEMPHIS, TENNESSEE

MEMPHIS SOUL STEW

 MORNING

CROSTOWN CONCOURSE

[WEBSITE](#)

Memphis is the calmest in the mornings. Catch the Mississippi sunrise from Mud Island, drive east to Midtown. First stop is Crosstown Concourse, a historical factory turned into a center for everything arts, culture, and business. Grab a joe from French Truck on the first floor, head upstairs to the Memphis Listening Lab to explore the city's musical heritage on vinyl.

 MIDDAY

GONER RECORDS

[WEBSITE](#)

Still in Midtown, head over to Cooper Young Ave. Invest in some local punk CDs and exclusive prints at the Goner Records, a historical label/shop that hosts the strangest acts of the city. Grab a bite at either at Mulan, a Chinese-inspired southern restaurant, or Soul Fish Cafe, for a taste of that soul food.

 AFTERNOON

SUN STUDIOS

[WEBSITE](#)

Head to the iconic Sun Studios museum, where everyone from Elvis to Johnny Cash to Maneskin recorded, before it reverts to a working studio at 5 pm. The studio engineers and assistants tour-guide visitors during normal working hours, so feel free to ask them specific questions. And of course, make sure to leave a good tip as you head out!

 EVENING

BAR DKDC

[WEBSITE](#)

There's always a show to catch in Memphis. B-Side hosts the local masters, Overton Park Shell brings families together, Beale St has the tourist package. Nothing tops a night at the Bar DKDC, though. Dine from the Beauty Shop next door, enjoy a night of real Memphis music under the iconic disco ball of DKDC. Head to Wild Bill's after midnight for more boogie-ing.

 TOP TIP

Go Downtown if you're into stories about the Rolling Stones. Much of western music comes from Memphis, so you're bound to find a fact that relates to your favs.



Sonic Gem Seeker: John Copeland
Location: Miami, Florida, USA

Playlist



Miami - Will Smith
Conga - Miami Sound Machine
Where You Are - John Summit
Otra Noche en Miami - Bad Bunny
Fiesta de los Feos - Spam Allstars



MIAMI, FLORIDA

TROPICAL PARADISE: THE MIAMI SOUND

 MORNING

THE BETSY HOTEL

[WEBSITE](#)

Immerse yourself in the vibrant music scene of Miami Beach with a jazz-themed itinerary centered around The Betsy Hotel. Begin your day with their iconic Jazz Brunch, where live jazz musicians create a relaxed yet sophisticated ambiance. Afterward, stroll along Ocean Drive, taking in Miami's Art Deco charm, and pop into the The Wolfsonian Museum to reveal how the past influences the future.

 MIDDAY

KNIGHT CONCERT HALL

[WEBSITE](#)

Experience the cultural pulse of Downtown Miami with a backstage tour of the acoustically superb the Knight Concert Hall. This state-of-the-art venue features world-class musicians in this incredibly stunning venue. Afterward, explore nearby attractions like the Perez Art Museum and Bayfront Park for contemporary art and scenic views.

 AFTERNOON

MONTREUX JAZZ FESTIVAL MIAMI

[WEBSITE](#)

Spend an unforgettable day in Coconut Grove at the Montreux Jazz Festival Miami, where music lovers gather each spring for world-class performances in a tropical setting. Start with a scenic walk along the waterfront, then dive into intimate live shows by today's top artists. Savor local flavors at nearby cafés, and explore the Grove's unique shops and galleries in this bohemian paradise.

 EVENING

BALL & CHAIN MIAMI

[WEBSITE](#)

Samba into Little Havana's Ball & Chain, an iconic venue pulsing with live Latin music and rich history. Begin with authentic Cuban cuisine and cocktails as the sounds of salsa, jazz, and Afro-Cuban beats fill the air. Cha-cha under the stars on the pineapple-shaped stage, then explore Calle Ocho's vibrant nightlife, murals, and cigar shops for a true taste of Havana in Miami.

 TOP TIP

Miami's music scene brings global energy, anchored by Ultra, New World Symphony, Jazz in the Gardens, iii Points, Rhythm Foundation, Nu Deco and more. This dynamic tropical paradise hits every note!



Sonic Gem Seeker: Carlos Rivas

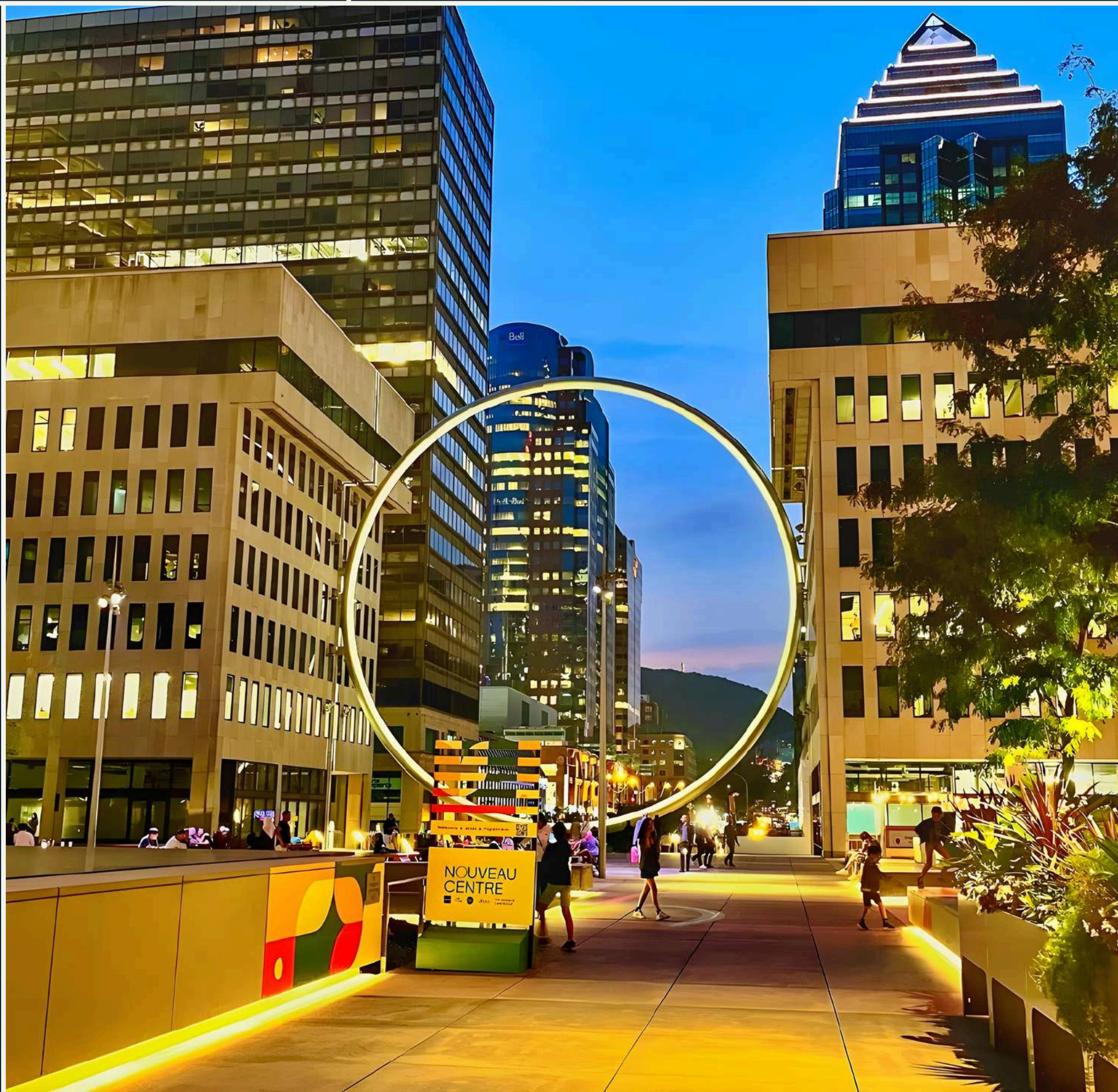
Location: Montreal, Canada

Playlist



- Reflektor - Arcade Fire
- Fancy Footwork - Chromeo
- Que Viva - Poirier
- Baluka - Pierre Kwenders
- El Gato Rumbero - Boogat

GLOBAL COLLECTION



MONTREAL

SUMMERTIME BEATS IN MONTREAL

 MORNING

LE VIEUX-PORT

[WEBSITE](#)

OLD PORT MELODIES: Take a relaxing morning stroll through the European-style cobbled streets of the Old Port of Montreal ("Le Vieux-Port," in French), where you will find street musicians playing soulful melodies, be them in a guitar, saxophone, or another melodic instrument. Lead your way to the Place d'Armes (Montreal's main square), where you may see a music duo or trio perform around noon.

 MIDDAY

JARDIN NELSON

[WEBSITE](#)

JAZZY LUNCH: After soaking in the street music in a 300-year-old neighborhood, make sure to have lunch at Jardin Nelson. Also located in the Old Port of Montreal, this restaurant offers live jazz music while you savor a wide range of international dishes and signature cocktails, all in an upscale environment.

 AFTERNOON

LES JARDINS GAMELIN

[WEBSITE](#)

AFTERNOON HARMONIES: To walk off lunch, you can check out Les Jardins Gamelin, a public plaza located in the heart of downtown Montreal. They host free summer programming that includes a variety of artistic acts, from DJs to dance lessons, and sometimes live music too. You can grab a beer or a dessert while you interact with performers and a crowd of all ages.

 EVENING

MONTREAL SUMMER FESTIVAL GUIDE

[WEBSITE](#)

THE RHYTHM OF THE NIGHT: Montreal is known as the city of festivals par excellence in Canada. This is especially true during summertime when you can find a live music festival every week. From the Montreal Jazz Fest, the largest jazz festival in the world, to rock-pop OSHEAGA Fest, world-music Nuits d'Afrique, and country music LASSO Fest, there is a festival for every genre and every budget.

 TOP TIP

Remember there are very long daylight hours in Canada during the summer months, so make sure to take some time to rest to have your batteries charged for days full of music. Bon voyage!



Sonic Gem Seeker: Debbie Tullos

Location: Shelby, NC, USA

Playlist



Foggy Mountain Breakdown - Lester Flat

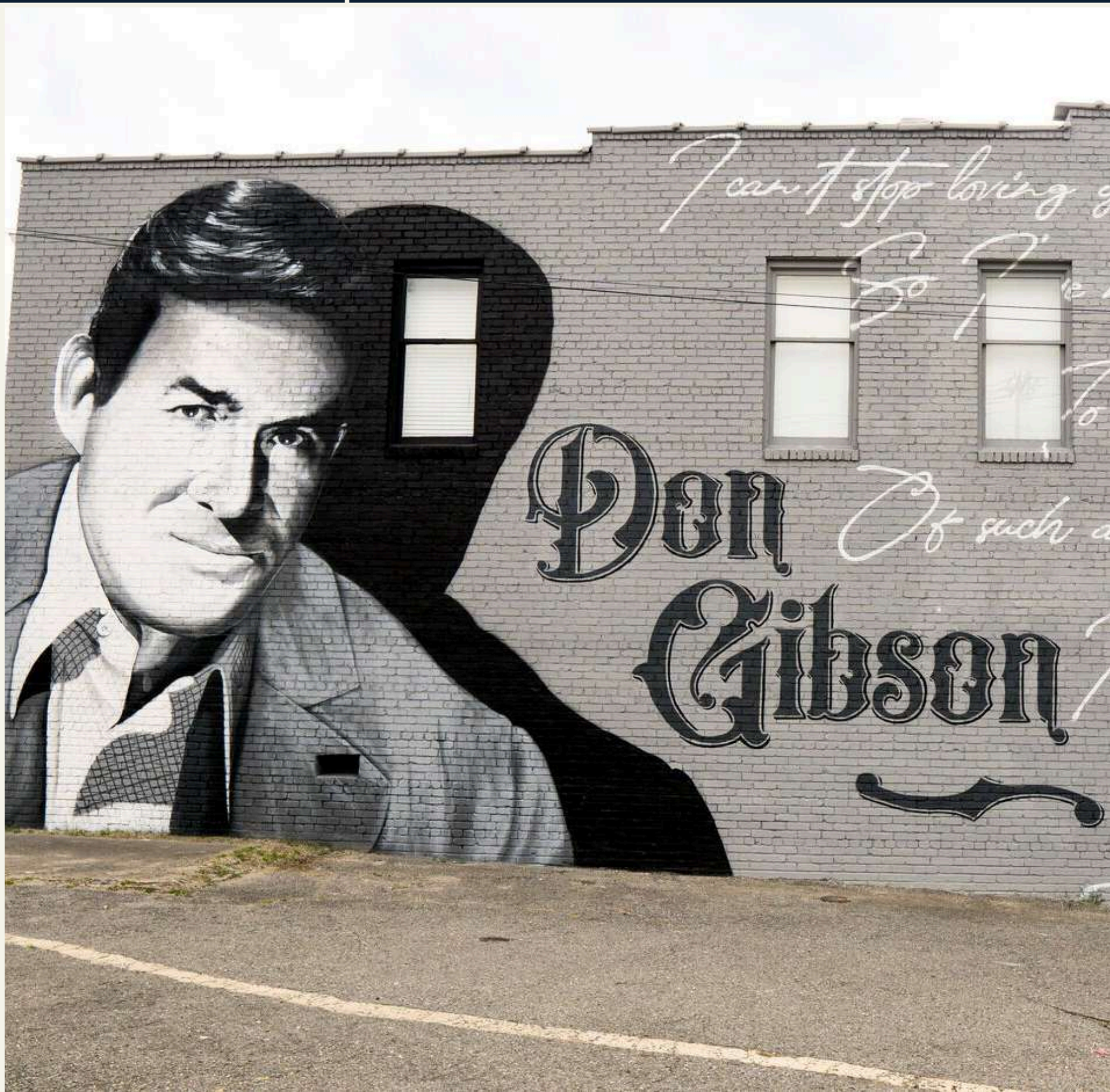
The Ballad of Jed Clampett - Lester Flat

Crying My Heart Out Over You - Flat & Scruggs

I Can't Stop Loving You - Don Gibson

Sweet Dreams - Don Gibson

GLOBAL COLLECTION



SHELBY

FIND YOUR RHYTHM IN SHELBY, NC

 MORNING

EARL SCRUGGS CENTER

[WEBSITE](#)

After breakfast and coffee at one of Shelby's local eateries, head to the Earl Scruggs Center. This museum celebrates the legacy of banjo legend Earl Scruggs, who revolutionized American popular music with his three-finger picking style. You'll explore exhibits on Scruggs' influence on bluegrass and country music, along with a deep dive into the culture and history of the region.

 MIDDAY

NC MUSICIAN MURALS TRAIL

[WEBSITE](#)

Head to Uptown Shelby and check out two larger-than-life tributes to legends Earl Scruggs and Don Gibson. These incredible works by artist Scott Nurkin are both part of the North Carolina Musician Murals Trail. Take a stroll around Uptown Shelby to enjoy lunch and local shopping. After lunch, get in a little extra walking on the Rail Trail Boardwalk.

 AFTERNOON

DON GIBSON THEATER

[WEBSITE](#)

Further explore the legacy of local music icon Don Gibson at the Don Gibson Theatre. This restored historic theatre celebrates the life and career of Don Gibson, one of country music's greatest songwriters, known for hits like "I Can't Stop Loving You" and "Sweet Dreams." Then take a stroll on Shelby's music-themed rail trail, the Carolina Harmony Trail.

 EVENING

LAND OF RHYTHM

[WEBSITE](#)

Shelby has a foodie's dream selection of unique eats for dinner. Find a plate of North Carolina barbecue and get a taste of liver mush, a local delicacy. (Seriously, get you some!) End your day with local music at one of the many music venues in and around Shelby. You can return to the Don Gibson Theatre for a show or check out Cleveland County's visitor guide for a listing of music events.

 TOP TIP

[Call ahead to schedule a tour of the Don Gibson Theatre, including backstage and the green room.](#)



LATIN AMERICA & THE CARIBBEAN

Anguilla • Bogota • Havana • Lima • Mexico City



• Monterrey • São Paulo • Salvador • San Juan



Sonic Gem Seeker: Avon Carty

Location: Anguilla

Playlist



Bankie Banx - Prince of Darkness

British Dependency - Close Your Eyes

Vere Musiq - Greater

Omari Banks - No Point to Prove (feat. Peetah Morgan)

GLOBAL COLLECTION



ANGUILLA

ISLAND MAGIC - MOODS AND MUSIC

MORNING

NATURAL SOUNDS ALONG THE BEACH

[WEBSITE](#)

Mornings are peaceful and tranquil. The music one hears are the sounds of nature - the crowing of a rooster, the soft cooing of the Turtle Doves and if you are lucky enough to be beachside, the rhythmic lapping of gentle waves on impossibly white, sandy beaches. Enjoy a leisurely breakfast at any one of our many restaurants, ranging from delicious local fare to delectable international cuisine.

MIDDAY

JOHNNO'S BEACH BAR

[WEBSITE](#)

Sunday is the day to explore Anguilla's lunch & music combo menus. Check out Johnno's Beach Bar in Sandy Ground for Jazz paired with amazing local food, or the Sunshine Shack where you will find Omari Banks (Acoustic Solo) on the stunning Rendezvous beach and more great food, or try Ocean Echo for yet more great food and enjoy the supremely talented young brothers, '264 Island Boys'.

AFTERNOON

BANKIE BANX'S DUNE PRESERVE

[WEBSITE](#)

Visit the Anguilla Music Academy, a state of the art recording studio for a tour of the facility, or pop by the Music Room of the Albena Lake Hodge Comprehensive School and visit our young (6 - 10 year old) violin students receiving lessons virtually, facilitated by the Volta Music Foundation from Pompano Beach, FL. If it's Sunday, Sunday School at the Dune, hosted by the famous Bankie Banx is a must!

EVENING

MOONSPLASH FESTIVAL

[WEBSITE](#)

Evening activities depend on when you visit! Moonsplash is full immersion in a weekend of reggae music (13-16 March 2025). Anguilla Summer Festival is a week of Calypso and Soca music, boat races and pageantry during the first week of August and Malliouhana Fest is around the last week of Nov. into the first week of Dec. During rest of the year there is music everywhere!

TOP TIP

Travel during November and also attend the 2025 Music Tourism Convention!



Sonic Gem Seeker: Liliana Ramírez

Location: Bogota, Colombia

Playlist



- Mujer Gala - Aterciopelados
- Candelaria - Distrito Especial
- Suéltame, Bogotá - Diamante Eléctrico
- El Platanal - 1280 Almas
- Esto No Es Madrid - Orquesta Sinfónica de Chapinero

GLOBAL COLLECTION



BOGOTA

EXPLORING BOGOTA: THE HEARTBEAT OF A MULTICULTURAL MUSIC SCENE

 MORNING

LA TORNAMESA

[WEBSITE](#)

A musical route in Bogota should start early at a music store called La Tornamesa. Spend a couple of hours exploring the literature that journalists and researchers have written recently about Colombian sounds and artists. I recommend 'Una idea descabellada: instantáneas del rock en Bogotá (1957 - 1975)' which tells the story of rock music in the city and the beginning of an alternative culture.

 MIDDAY

CUMBIA HOUSE

[WEBSITE](#)

Enjoy lunch at Cumbia House, a restaurant owned by Carlos Vives, one of Colombia's most iconic artists of recent decades. Here, you can savor some of the most delicious Caribbean dishes while admiring the walls adorned with numerous pictures of Colombian musicians and a small museum showcasing images of traditional music legends, including local stars of vallenato, salsa, and modern pop artists.

 AFTERNOON

**LEÓN DE GREIFF
AUDITORIUM**

[WEBSITE](#)

A visit to the León de Greiff Auditorium, located in the heart of the National University of Colombia campus, is a must. This venue serves as the home of the Bogota Philharmonic Orchestra and is considered a heritage of modern architecture. It was honored with the first National Architecture Prize awarded to a woman in 1974 and has since been declared a National Monument.

 EVENING

MATIK MATIK

[WEBSITE](#)

With many options at night, I decided to choose Matik Matik, a musical and experimental laboratory that serves as a reference for experimental and emerging local sounds. Bands like Las Pirañas, Meridian Brothers, Frente Cumbiero, Las Añez, Romperayo, and many other pioneering Colombian projects have had their beginnings there. Without a doubt, this venue is ideal for discovering new music.

 TOP TIP

Bogota offers a variety of options for small venues where new artists and musicians can begin their careers. [Quiebracanto](#) and [El Anónimo](#) are always opening their doors to emerging talents.



Sonic Gem Seeker: Ained Cala
Location: Havana, Cuba

Playlist



Bacalao Con Pan - Irakere
Dj Jigüe - Vamo'a gozar
Yissy García - Te cogió lo que anda
Dj Jigüe - RIVE
Irakere - Xiomara



GLOBAL COLLECTION

HAVANA

HAVANA RPM TOUR

 MORNING

THE EVOLUTION OF CUBAN MUSIC

[WEBSITE](#)

10 am-12pm - Experiencia Vinyl Master with DJ Jigüe. Vinyl Master is a unique musical trip narrated in a special way, through vinyls. It's a trip in which its host, Dj Jigüe, directs with all sorts of wisdom, combining his experience with historical, political and social references that reveal the many reasons behind Cuba's music's unique evolution.

 MIDDAY

PALADAR SAN CRISTÓBAL

[WEBSITE](#)

Tale lunch in a Cuban Paladar: Paladar San Cristobal. This spot was visited in 2016 by Obama. The Paladares where one of the first private businesses that the Post-Revolution Cuban Government authorized. They are small restaurants located in the living rooms of Cuban houses. With the pass o the years they've become an important source of income for famillies across the city.

 AFTERNOON

VISIT A VINYL COLLECTOR

[WEBSITE](#)

Most vinyl collections in Cuba can't be found on stores. They are mostly kept in the houses of music fans, musicians and regular people. If you're into diggin, make sure to visit the house/store of Rafa Jiménez on Neptuno Street, a well known vinyl collector from the city.

 EVENING

FESTIVAL HAVANA RPM

[WEBSITE](#)

Make sure to catch up Festival RPM, Havana's first vinyl only music festival.

 TOP TIP

“Finca Vista Hermosa” is a lovely paradise that you can find really close to the city. Is a family business which is praised as an example of successful entrepreneurship within Cuba.



Sonic Gem Seeker: Zoila Antonio Benito

Location: Lima, Peru

Playlist



Soy Provinciano (En Vivo) - Chacalón y la Nueva Crema

Demolición - Los Saicos

Regresa - Lucha Reyes

Motor Y Motivo - Group 5

Quema - Yanna, LUANDA, Ar13\$

GLOBAL COLLECTION



LIMA

MULTICULTURAL LIMA

 MORNING

CHABUCA GRANDA

WEBSITE

We start visiting the house of one of the most representative artists of criolla's music: Chabuca Granda, in Barranco. Then, we'll go to El Angel's cemetery in Lima's center. We can find the tomb of the same Granda and peers like the legendary Lucha Reyes and a big influence of cumbia's music: Lorenzo Palacios, 'Chacalón'. Also, one of the best folklore's singers: Paula Chávez, 'Flor Pucarina'.

 MIDDAY

BAR QUEIROLO

WEBSITE

In Lima's center, Bar Queirolo is one of the perfect place for lunch. This bar mixes music, literature and Peruvian food. We can find criolla's food. Also, we can drink chilcano, the second most popular one that is doing with pisco while we can stay in the Hora Cero's zone, space where underground poetry collective in the seventies was reuniting and artist doing the same nowadays.

 AFTERNOON

JIRON QUILCA

WEBSITE

Near to Queirolo is Jiron Quilca, of the most important spots for rock and punk music. Sometimes, they have street concerts but always we can find vinyl stores and second hand bookstores with affordable prices and hidden gems. Then, we'll visit Los Saico's mural in Lince. And then we'll go to Los Silencios Coffee Shop, where we can continue buying vinyls while tasting a cup of Peruvian coffee.

 EVENING

LA NOCHE DE BARRANCO

WEBSITE

The tour has to finish in Barranco in the classic La Noche de Barranco's bar. Here we can find intimate concerts for multiple alternative music genres and jazz, cumbia and reggae also. Just we have to check their schedule on their social media. Also, if we want salsa, afro Peruvian and jams sessions, we recommend Jazz Zone.

 TOP TIP

Enjoy!



Sonic Gem Seeker: Pablo Borchi
Location: Mexico City, Mexico

Playlist



Nereidas - Acerina y Su Danzonera
La Boa - La Sonora Santanera
17 Años - Los Ángeles Azules
Pájaro Cenzontle - Son Rompe Pera
Bocanegra - Sonido Gallo Negro



MEXICO CITY

FROM DANZON TO DIGITAL CUMBIA

 MORNING

PLAZA DE LA CIUDADELA

WEBSITE

Any given Saturday, go to "Plaza De la Ciudadela" at 11am to catch the live orchestra playing Danzón music. You'll see lots of elderly people in costume dancing this beautiful dance that was the big craze in the 50's. You can even take a dance class in the small tent to the right of the stage.

 MIDDAY

MERCADO DE SAN JUAN

WEBSITE

Get on the subway at Balderas, catch "Rockdrigo's Statue" and then get down at the next stop to find the "Mercado De San Juan". This is a typical Mexican market that has some exciting and surprising gourmet street food spots inside.

 AFTERNOON

DISCOS Y AMIGOS

WEBSITE

Go to Discos Strut in Doctores neighbourhood to catch the start of the Discos y Amigos Cumbia Tour & Jam. This tour will take you through record stores, local clubs and then to a studio to create your own improvised cumbia band. This is a great way to dive into the history and current scene of alternative cumbia in CDMX and even meet some of its main personalities along the way.

 EVENING

NOCHENEGRA

WEBSITE

Catch one of the cumbia and alternative world music parties of the Nochenegra collective. Depending on the night, you'll probably catch local legends of the local alternative cumbia scene, such as Son Rompe Pera or Sonido Gallo Negro, and have a great experience at one of the vintage venues the city's tropical, like Salon Los Ángeles or Cabaret Barba Azul.

 TOP TIP

Mexico City is full of concerts and parties going on for all kinds of music scenes. Just ask the people you meet about cool shows taking place and they'll be more than happy to point you in the right direction.



Sonic Gem Seeker: Ricardo Haas-Rivera
Location: Monterrey, Mexico

Playlist



Si Señor - Control Machete
Chúntaros Style - El Gran Silencio
A chillar a otra parte - Pesado
Band Of Bitches - Noreste Caliente
Celso Piña - Cumbia Sobre El Río

GLOBAL COLLECTION



MONTERREY

MONTERREY: THE MELTING POT TOUR

MORNING

LAS DUNAS RECORD CAFE

[WEBSITE](#)

Wake up early, it's coffee and music time in the hottest spot in Northeastern Mexico! North, east, west, south or centralbound, Monterrey and its 5+ million-people metropolitan area offers a richly diverse selection of more than 150 coffeehouses, each with its unique musical selection. Don't get lost and follow tastemaker Max Torres' map in Google Maps, or get your physical Coffee Passport.

MIDDAY

LA NACIONAL

[WEBSITE](#)

The day slowly unfolds and the morning coffee and breakfast chill out vibe now gives way to the brunch and lunch crowd, the one eager for more upbeat dishes and beats. Food from all latitudes, catering every taste. If you head from San Pedro to Monterrey, stop at the unmissable La Nacional to experience the magic of northeastern cuisine with a global twist, where meat is the name of the game.

AFTERNOON

SAXY JAZZ CLUB

[WEBSITE](#)

If you're into bar hopping and great mixology, start your afternoon by diving into Maverick for some of the best cocktails in town and special DJ or live performances (be it jazz, be it blues, be it electronic... let yourself be surprised). Then move to Saxy Jazz Club to catch local or national cats cooking up the night, with your choice of the venue's great signature dishes and drinks.

EVENING

CAFE IGUANA

[WEBSITE](#)

Now its time to move downtown to Barrio Antiguo, historic district known for its rich cultural heritage, colonial architecture and vibrant nightlife, filled with bars, clubs, and restaurants for both locals and tourists. Unmissable: Café Iguana, one of our most iconic and long-standing music venues, known for its eclectic atmosphere, alternative vibe, and diverse range of live music performances.

TOP TIP

Pal Norte, one of the most important music festivals in the World, especially Latin America (compared now to Coachella and Lollapalooza), takes place during Spring Break season in Monterrey.

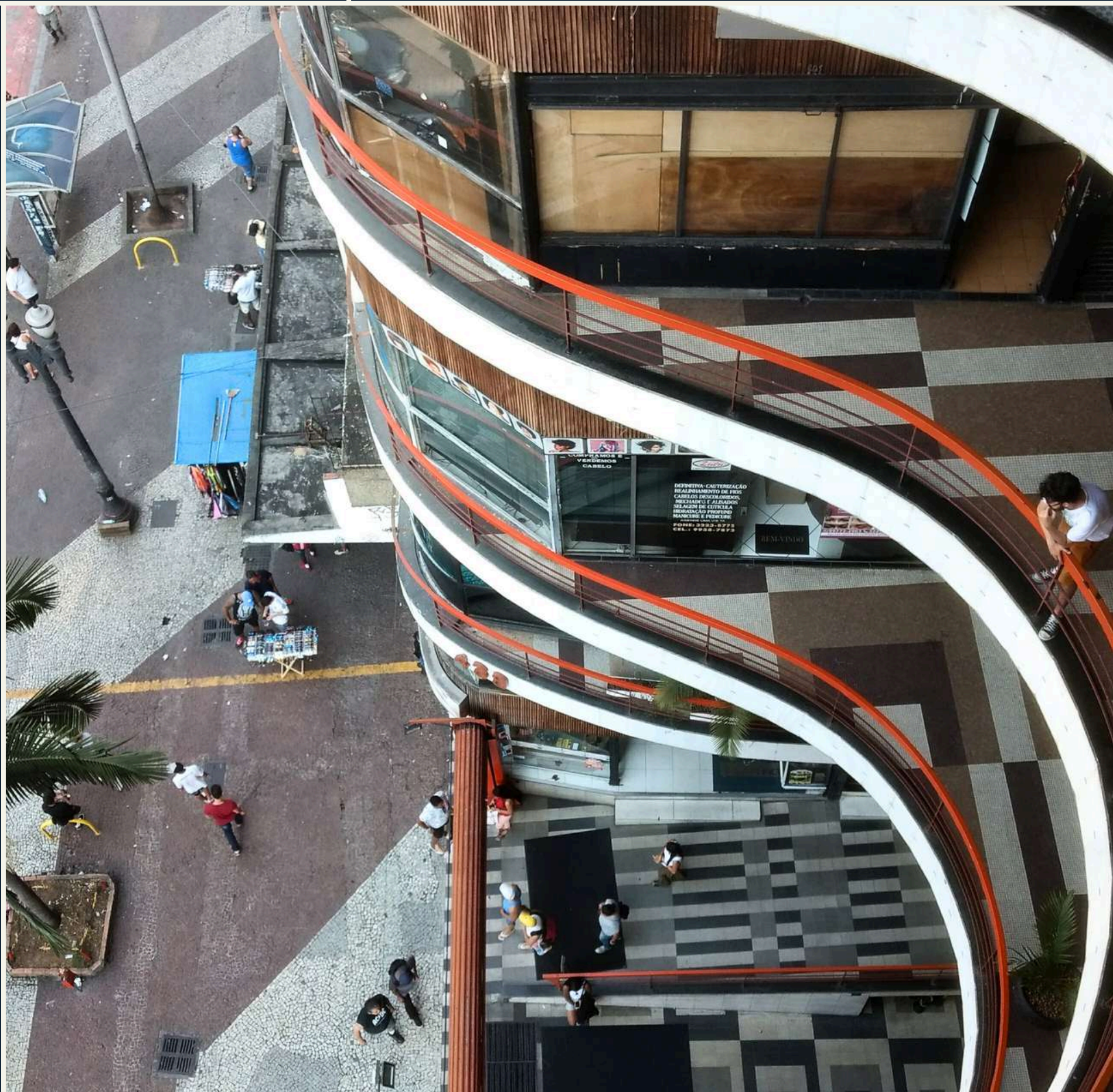


Sonic Gem Seeker: Marcos Virgílio da Silva
Location: São Paulo, Brazil

Playlist



- Sampa - Caetano Veloso
- Trem Das Onze - Adoniran Barbosa
- Ronda - Maria Bethânia
- Venha Até São Paulo - Itamar Assumpção
- Roda de Sampa - Kiko Dinucci



SÃO PAULO

SÃO PAULO'S UPBEAT DOWNTOWN

MORNING

THEATRO MUNICIPAL

[WEBSITE](#)

You should start at Sala São Paulo, one of the finest concert rooms in Brazil. With luck, you'll be able to watch a morning concert. At a walking distance, you'll find 'Santa Ifigênia' Street, a place for musical shopping (equipment, instruments, devices...). Then head to Teatro Municipal, another venue for enjoying music and dance (both inside or in its environment). Next stop: lunch time!

MIDDAY

GALERIA OLIDO

[WEBSITE](#)

At lunchtime, you can eat a traditional 'bauru' at Ponto Chic restaurant. Ready to live a song? Go to the corner of avenues Ipiranga and São João, and see if 'something happens to your heart', as Brazilian composer Caetano Veloso once sang. You can come back later for a show at Bar Brahma, or explore Galeria Olido, where dance groups, shows, and musical workshops are frequent.

AFTERNOON

GALERIA DO ROCK

[WEBSITE](#)

Take your time to explore one of the most emblematic points of São Paulo's musical scene: 'Galeria do Rock' is an iconic mall that brings together record stores, clothes, accessories, tattoos, piercings, and items related to rock and alternative culture. You can find everything from rock classics to independent and underground bands. Pay attention to the lower grounds, dedicated to rap and hip hop!

EVENING

CASA DE FRANCISCA

[WEBSITE](#)

Have your dinner with live music in Casa de Francisca (in the older downtown area). That recently built ballroom is based on a historical Building Where there was a radio station and later a musical instruments store. On one of the building's wall, there is a sign in tribute to the nationally famous samba composer Adoniran Barbosa, a musical Symbol of the city!

TOP TIP

Sadly, downtown area may sometimes be dangerous if you are alone at non-commercial times. Try to go in groups and enjoy! Also: keep your ears open, you will probably hear some bar with popular music!



Sonic Gem Seeker: Bruno Soares Reis
Location: Salvador, Brazil

Playlist



- O Mais Belo Dos Belos - Ilê Aiyê
- Afros E Afoxés - Araketu
- Didá Banda Feminina - Didá De Salvador
- Olodum - Várias Queixas
- Pradarrum - Águas de Oxalá



SALVADOR

THE DRUM'S REVOLUTION

MORNING

CIDADE DA MÚSICA DA BAHIA

[WEBSITE](#)

The day starts with a musical-historical tour of our state-country, birthplace of great artists from MPB, samba-reggae, pagode, axé and so many genres and rhythms, in Cidade da Música da Bahia. After mixing, singing and listening to percussion in this cultural equipment, cross the street to Mercado Modelo and find yourself typical musical instruments with local vendors in its corridors.

MIDDAY

CASA DO CARNAVAL

[WEBSITE](#)

Take the Lacerda Elevator to Casa do Carnaval, diving into a musical, visual and sensory journey about the festivities, the essence of popular culture, society and the formation of identities. Have lunch with live music at the Mãe Comida Afetiva restaurant, on the terrace, with a breathtaking view of the Bay of All Saints and a menu inspired by family recipes and the ancestral gastronomy of Bahia.

AFTERNOON

BANDA DIDÁ REHEARSAL

[WEBSITE](#)

Continuing the afternoon in Pelourinho, many percussive experiences intertwine. Afro percussion and dance workshops can be found in the headquarters of Afoxé Filhas de Gandhi; or even rehearsals with Banda Didá, Brazil's first all-female Afro-percussive band who played at Beyoncé's Salvador event; and with Olodum, which delivers a musical experience influenced by different sounds and rhythms.

EVENING

PRADARRUM PROJECT

[WEBSITE](#)

Search for presentations of the PRADARRUM Project, which arises from the desire to preserve, disseminate and value the musicality of candomblé terreiros, inspired by ancestral rhythms of the diaspora. Through the touches and sounds of the drums, as well as courses and workshops, it will enchant you with a new way of approaching terreiro music without hurting or exposing the sacred.

TOP TIP

Further away from the proposed agenda, in the neighborhood of Itapuã, you can find a charming historical hotel: Boutique Hotel Casa Di Vina, house where the poet and musician Vinícius de Moraes lived.



Sonic Gem Seeker: Ilen Candelario

Location: San Juan, Puerto Rico

Playlist



Bombuleria - Hector Barez, Kianí Medina, La Niña del Cabo
Alma Adentro - Miguel Zenón, Luis Perdomo
Guerra - Chuwi
Muy Feliz - Abraham Dorta
No Cantamos - Andrea Cruz, Fabiola Méndez

GLOBAL COLLECTION



SAN JUAN, PUERTO RICO

A MUSICAL SUNDAY IN A CARIBBEAN GEM

 MORNING

BARULLO

WEBSITE

Go to T Mobile District and enjoy a delicious breakfast with live music in Barullo.

 MIDDAY

**PRO ARTE
MUSICAL**

WEBSITE

Experience the magic of Pro Arte Musical at one of their events held at the Centro de Bellas Artes de Santurce, where you'll be treated to incredible concerts by both Puerto Rican and Latin artists.

 AFTERNOON

VENTANA AL JAZZ

WEBSITE

One of the most incredible events in Puerto Rico is Ventana al Jazz. Held on the last Sunday of every month, this event invites you to experience the finest jazz talents on the island. Set against the backdrop of the beach, this outdoor gathering welcomes attendees to bring their own drinks and chairs, creating a relaxed and enjoyable atmosphere to savor excellent music.

 EVENING

TALLER LA GOYCO

WEBSITE

One of my favorite venues is "Taller Comunidad la Goyco,". Founded by the renowned plenero Tito Matos, this space serves not only as a cultural and artistic center but also hosts concerts on the last Sundays of the month. These concerts feature incredible artists who skillfully blend elements of jazz with our own music genres.

 TOP TIP

Puerto Rico: a musical paradise where live music thrives daily, from Bomba Pal Pueblo in front of the beach to indie gigs at La Respuesta.

CAN A MUSIC TOURISM STRATEGY BUILT AROUND MUSIC TRAILS BE SUCCESSFUL?

An interview with [Catherine Swain](#), Director of Marketing for the North Carolina Department of Natural and Cultural Resources

Absolutely. A music tourism strategy centered on music trails can be highly successful, especially when it taps into both the cultural heritage and the contemporary music scene of the area.

Music trails provide visitors with immersive experiences that connect them to the state's rich musical history, local artists, and vibrant communities. North Carolina's diverse music landscape, which includes genres like bluegrass, jazz, hip-hop, and more, offers a unique opportunity to attract both dedicated music enthusiasts and casual tourists, ensuring broad appeal.



What are the main music trails promoted by the Come Hear NC campaign?

The Come Hear NC campaign promotes several notable music trails, including:

- The North Carolina Musician Murals Trail: This trail highlights the state's most iconic musicians through murals located across North Carolina. Visitors can explore cities and towns, discovering the stories and contributions of artists like John Coltrane, Nina Simone, and Charlie Poole.
- Blue Ridge Music Trails: Focusing on the rich tradition of bluegrass and Appalachian music, this trail leads visitors through the Blue Ridge Mountains, offering a journey into the roots of American folk music.
- African American Music Trail: This trail celebrates the contributions of African American musicians to North Carolina's music history, with stops in eastern NC that showcase genres like gospel, jazz, and R&B.

Each of these trails connects visitors with the authentic cultural heritage and musical traditions of North Carolina, offering a deep dive into the local soundscape.

What's the strategy behind creating these trails?

The strategy behind these music trails is to showcase North Carolina's musical heritage while promoting tourism and economic development. By curating trails around different genres and themes, the state taps into diverse musical interests, drawing tourists from around the country and even internationally. These trails are designed to:

- Celebrate the state's contributions to American music.
- Drive tourism to less-visited, rural areas that might not otherwise attract travelers.
- Engage both residents and visitors by connecting them with local culture, arts, and heritage.
- Provide educational opportunities by preserving and promoting the stories of influential North Carolina musicians.



How do they connect with the State's target audience?

The music trails have a direct and positive impact on local communities by:

- Encouraging economic development through increased foot traffic to small towns and local businesses such as restaurants, shops, and venues.
- Highlighting local musicians and artists, who benefit from greater exposure and opportunities to perform or showcase their work.
- Fostering a sense of pride in local heritage, as residents see their communities celebrated for their contributions to music.

Connecting visitors with local guides, festivals, and music venues, ensuring that tourism dollars circulate within the community and contribute to sustained growth.

How do they interact with local communities?

The music trails connect with North Carolina's target audience by offering experiences that cater to a wide demographic of music lovers, cultural tourists, and history enthusiasts. For example:

- Family-friendly destinations are built into the trails, offering activities and venues that engage visitors of all ages.
- Cultural tourists who seek authentic, off-the-beaten-path experiences find depth in the stories of local musicians and communities.
- Music fans from a variety of genres, whether bluegrass or blues are targeted through specialized trails that speak to their musical interests.

The trails also appeal to the drive tourism market, encouraging visitors from nearby states to explore multiple stops over a weekend trip or a series of visits.



Any tips for destinations looking to develop a music tourism strategy through music trails?

1. Identify Your Music Heritage

Highlight the unique contributions your destination has made to the music world, whether through specific genres, artists, or venues.

2. Collaborate with Local Artists and Communities

Ensure that the music trail benefits and involves local musicians, venues, and cultural institutions. This fosters community pride and makes the trail authentic.

3. Develop Engaging Storytelling

Tourists are drawn to narratives. Use local stories, personal histories, and artist legacies to create a rich, immersive experience.

4. Incorporate Visual and Interactive Elements

Consider including public art installations like murals, interactive museums, interpretive signs, or live performances that bring history and culture to life.

5. Promote Year-Round Events

Pair the trail with local festivals, concerts, and events to create ongoing reasons for visitors to return throughout the year.

6. Leverage Digital Tools

Create an online presence for the trail through apps or websites that provide maps, itineraries, and digital content such as video interviews, music clips, and artist profiles.

By focusing on collaboration, storytelling, and community involvement, a music tourism strategy centered on trails can create lasting cultural and economic impact.



TRENDS IN MUSIC TOURISM

HOW DO YOU USE MUSIC TO CONSOLIDATE A LAYOVER DESTINATION?

HOW DO YOU "SWIFTIFY" YOUR CITY TO MAKE THE MOST OUT OF A BLOCKBUSTER CONCERT IN YOUR DESTINATION?

A 2 part interview with [John Copeland](#), Director, Arts & Culture Tourism, Greater Miami Convention and Visitors Bureau

HOW DO YOU USE MUSIC TO CONSOLIDATE A LAYOVER DESTINATION?

Approximately 50% of the flight arrivals to Miami International Airport (MIA) are connecting on to their final destination. While many of these layover arrivals will never leave the airport, a small minority will stay overnight.

These visitors are arriving from destinations throughout Europe and the Americas. MIA serves 182 cities through 80 individual airlines providing non-stop flights. Last year more than 50 million passengers traveled through MIA. several more days in Miami.



Miami is the Cruise Capital of the World

The cruise industry attracts a tremendous number of visitors who are passing through the destination. Port of Miami is the Cruise Capital of the World, attracting more than 8.2 million passengers per year. Many of these visitors arrive 1 to 2 days prior to embarkation and will frequently add time to their post-cruise vacation with several more days in Miami.

How is music used to complement the experience of layover visitors?

We are always seeking to provide visitors (regardless of length of stay) with information about what's happening in Miami. For short-term stays, we have many 1- or 2-day itineraries that feature heritage neighborhoods, cultural experiences along with concerts, live music venues and hotspots for the local music scene.

What are the top 3 things to focus when using music to consolidate a layover destination?

- Important considerations always include the visitor location. Greater Miami can be a vast landscape to move across, so it's important to know the neighborhoods in proximity to the overnight accommodations. Based on that location, diving into local venues becomes an easy and exciting way to immerse in our local live music scene.
- Miami is an event town. There are always multiple concerts, shows and performances taking place so it's also important to connect to our events listings. Based on the particular day, there may be a classic concert at the Knight Concert Hall, and outdoor festival at the Moss Center for the Performing Arts and a local salsa band at Ball & Chain. We have something for every taste and every type of experience.
- Be prepared to go late into the evening. Miami loves to dance, move and party into the wee hours of the morning. Our EDM club scene is internationally renowned with globally recognized DJs keeping the party going all night long – sleep is not a top priority in Miami.





MIAMI
GREATER MIAMI & MIAMI BEACH

WHERE EVERY NOTE TELLS A STORY

Immerse yourself in Miami's vibrant music scene, where diverse genres and cultures create an electrifying atmosphere. From classical symphonies to jazz and electronic beats, Miami offers unforgettable musical experiences for every taste. Discover why Greater Miami & Miami Beach stands as a true hub of creativity, innovation and sound.

Visit VisitMiamiArts.com to learn more.

How do you “Swiftyfy” your city to make the most out of a blockbuster concert in your destination?

Greater Miami and Miami Beach came alive during the week preceding the tour. For months preceding, we had been following the trending forecasts of hotel demand and fielding inquiries from around the world about what to do, see and experience while in the destination. Our community stepped up to welcome visitors and provide unique opportunities to cater to this super-engaged audience of fans. Here are a few examples:

1. Brightline:

Our high-speed rail provider hosted a special edition ride experience from Orlando to Miami featuring a live DJ spinning Taylor music. This was complimented with coach shuttle service directly from the train station to the stadium for the concert.

2. Frost Science Museum:

:Presented 2 showings of their Laser Evenings for an immersive "Shake it Off" party under the Frost Planetarium's 67-foot dome.

3. R House Wynwood: Frost Science Museum:

Hosted an Eras Tour-themed drag brunch with four seatings over the Saturday and Sunday of the weekend.

4. Sweet Melody Ice Cream Shop::

Launched "Scoop It Off" by creating limited-edition flavors to celebrate the weekend while filling the shops with Taylor's hits and offering \$1 off for fans showing off their friendship bracelets.

5. Tidal Cove Water Park:

Presented a weekend long themed pool party highlighted by live DJs spinning Taylor hits, lip-sync battles, tinsel hair-braiding, costume contests and making friendship bracelets.



In what way did the city help for all these activities to take place?

The GMCVB aggregated activity from throughout the community and created a dedicated landing page to capture all of the events and opportunities for visitors to discover. We started this by sending a formal email solicitation to our partner database encouraging them to share special activations. Then we were able to build our website landing page, incorporate it into our social media calendar and encourage the media to cover the events.

What are the top 3 things to focus when Swiftyfying a city?

- **Get everyone involved.** Small businesses, heritage neighborhoods and residents all want to enjoy the benefits of a fun-filled, vibrant weekend of activity. Look for ways to amplify the mom & pop establishments that connect the vibe of the destination to the global circus of the major touring events. These are the experiences that visitors will remember long after the ringing in the ears has subsided.
- **Communication to the residents, stakeholders and partners is a vital part of the preparation.** Make sure that everyone knows the dates, schedule of activities and potential impacts the tours will have on the destination. Planning and early preparation are key ingredients to success and ensuring that everyone has a seat at the table.
- **Amplify the moments! Celebrate the opportunities, revel in the hype, and bask in the afterglow.** Storytelling, media relations, social media engagement and follow up reporting are key to ensuring that the community embraces these large-scale opportunities to shine on the global stage. All eyes are on the destination, so make sure you are taking full advantage of the spotlight. This will ensure that the tour feels welcome, appreciated, and encouraged to come back next time!



JOIN THE SONIC GEM SEEKERS COMMUNITY

ARE YOU CAUGHT UP BY ANY OF THE ITINERARIES?

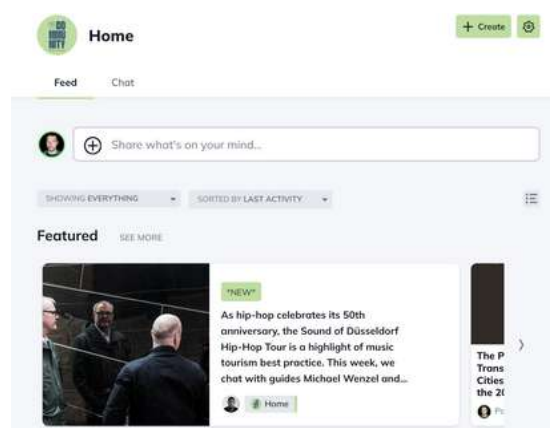
We're opening a portal for you to connect with the local melomaniacs who curated these itineraries.

The Hidden Gems of Music Tourism is all about community-driven music tourism.

Scan the following QR code - or [click this link](#) to join the Sonic Gem Seekers Community Group.

This is a group hosted on the [Music Cities Community](#) in which Sonic Gem Seekers and The Hidden Gems of Music Tourism users are invited to join to make it easier to connect.

If you're travelling to one of the destinations of an itinerary, post a message in there or connect directly with any of the local Sonic Gem Seekers of the city. Most likely, they'd be up for giving you some tips on how to discover the Hidden Gems of Music Tourism of the city!



IT'S TIME TO PLAY A GAME!

JOIN THE PINDROP RUMBLE FEVER

It's time to discover music from all around the world.

To make The Hidden Gems of Music Tourism even more exciting, we partnered with Pindrop to develop an online game that will let you discover the itineraries of the guide through the artists of their home cities.

How to enter the game?

Scan the QR code or [click this link](#) to enter the PINDROP RUMBLE - HIDDEN GEMS OF MUSIC TOURISM game.

How to play it?

- ① Listen to a song by a mystery artist.
- ② Guess the city where the artist is from & drop a pin on the map
- ③ Explore more about the artist
- ④ 5 scores are added up. Good luck!

*Signup and create a user name if you want to see your score in the monthly scoreboard

PINDROP RUMBLE

Pindrop is a multicultural music discovery game designed to spark curiosity in unheard music



Expert Tip: The game has a multiplayer version, so make sure to play it alongside some friends!



NEW HIDDEN GEMS OF MUSIC TOURISM FOR 2026

CALLING ALL SONIC GEM SEEKERS!

The music gems of our cities are always flashing.

We're very excited about everything happening around the first edition of The Hidden Gems of Music Tourism. However, this is just the start.

This network of Sonic Gems Seekers has immense potential and we can't wait to find out all of the new itineraries to explore.



Do you want to submit an itinerary for The Hidden Gems of Music Tourism 2026?

Scan the QR code or [click this link](#) to enter the Sonic Gems Seeker Survey and help us curate the next round of music itineraries for exploring the world through music.

The Hidden Gems of Music Tourism is an initiative by:





2025 EDITION

**WHERE ARE YOU
TRAVELLING NEXT?**

**SHOWCASING THE BEST MUSIC ITINERARIES
TO DISCOVER FROM ALL AROUND THE GLOBE**