



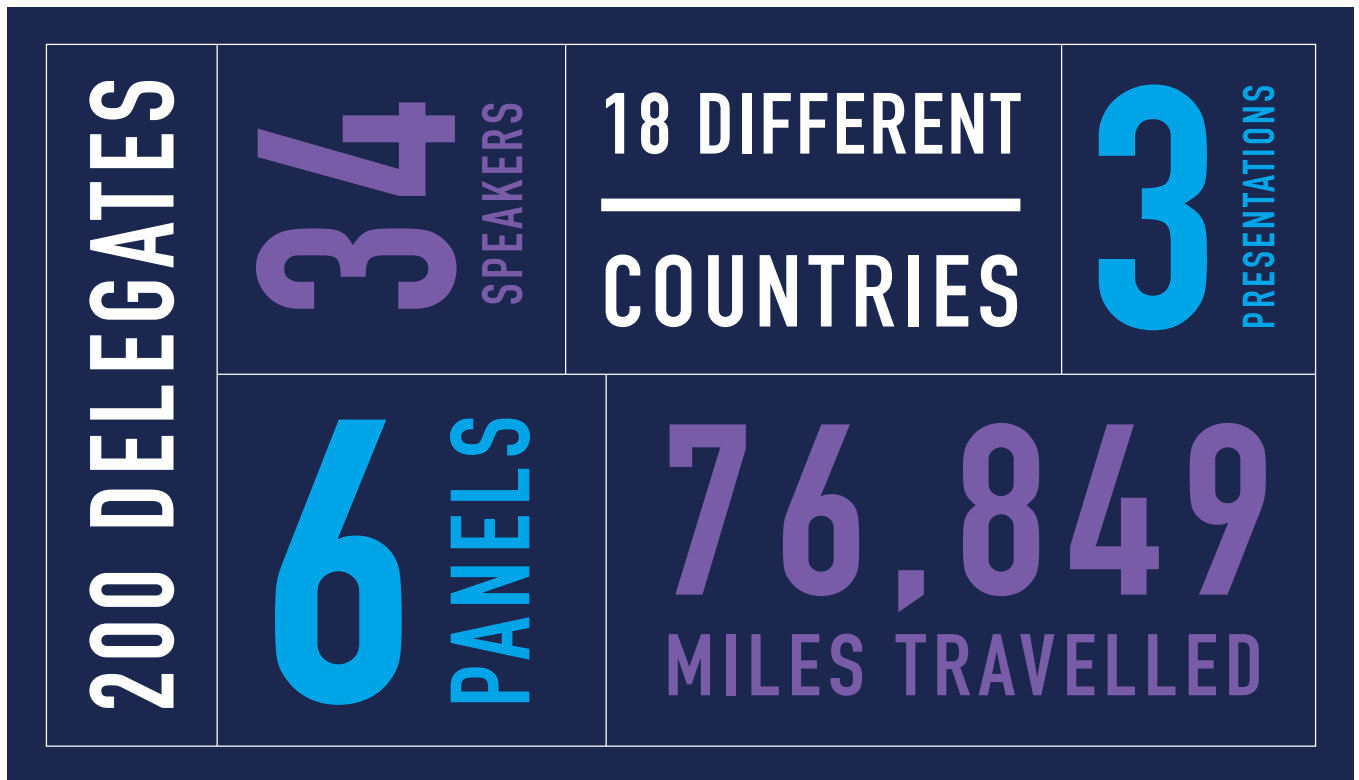
The world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers.

On Friday 17th February 2017, VisitBritain, Marketing Liverpool and Sound Diplomacy proudly presented Music Tourism Convention, bringing together executives from across the tourism, public, private and creative sectors to expand on the opportunities the music and tourism sectors can gain from each other.

Music Tourism Convention explored how music can impact, benefit and improve tourism offers from festivals to heritage, music trails to food and music partnerships.



The world's most extensive Music Tourism Convention



Music Tourism Convention was a day long conference held in the Rum Warehouse at Liverpool's Titanic Hotel. The day comprised of six forty minute panels and three presentations conducted by music tourism experts from around the globe.

The presentations focused on the impact and importance of music tourism strategies.

Discussion topics included:

- Diversifying Tourism Offer
- Music Tourism in Small Communities
- Festivals & Music Tourism
- Building Bridges Between Music & Tourism Industries
- Destination Marketing, The Deep South, USA
- How Artists Maximise Tourism Efforts.

**FOR EVERY £1 INVESTED
MUSIC TOURISM CONVENTION
GENERATED A £4 RETURN**

Global Music Tourism Offer

Music is the best tool to sell something else. Music Tourism Convention explored the ideas and strategies around attracting tourism to our towns and cities through music.

From Memphis to Berlin, London to Toronto, music-led tourism is improving towns and cities economically and socially.



Best Practice

The world's most extensive music tourism conference explored the synergies between festivals and music tourism, destination marketing and establishing best practice.

The one day conference featured a series of TEDx-style talks and panels inspired by our sister event, Music Cities Convention.

The event began at 10am and concluded, after six panels, three presentations and a Southern-style lunch sponsored by Southern Comfort and Visit Franklin, Tennessee.

The convention was followed by a reception sponsored by the British Music Experience at the Titanic Hotel.



**YOU CAN TARGET ANYONE
WITH MUSIC. THE FIRST
LANGUAGE OF THE WORLD
IS NOT ENGLISH, IT'S MUSIC.**

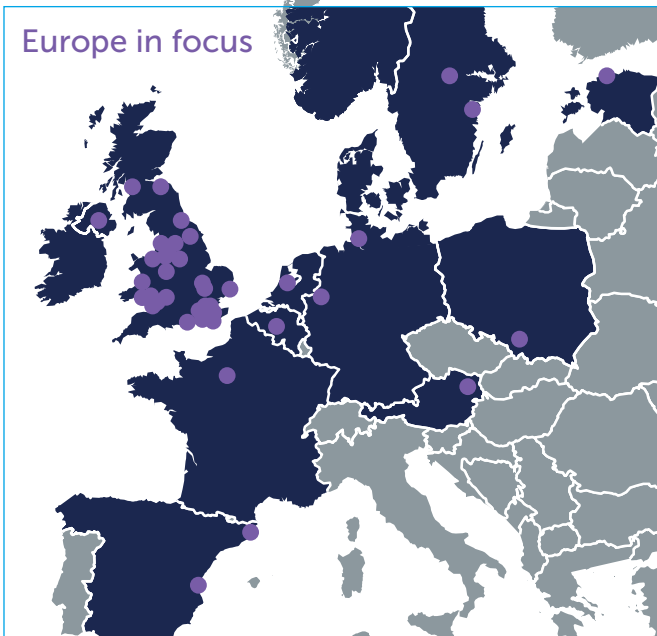
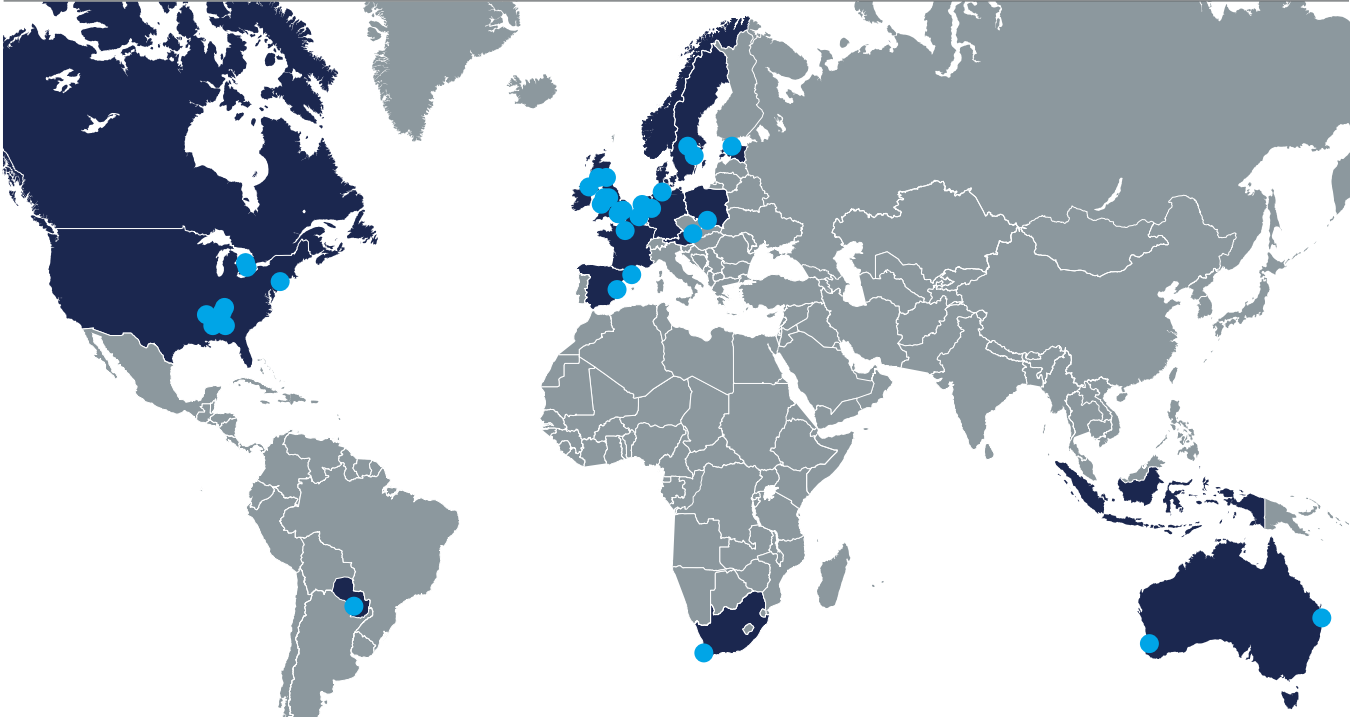
Aubrey Preston,
Americana Music Triangle



Delegates

200 Delegates from 59 cities attended Music Tourism Convention

Music Tourism Convention brought together executives from across the tourism, public, private and creative sectors to expand on the opportunities the music and tourism sectors can gain from each other.



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**10.4 MILLION MUSIC
TOURISTS AND 3.7 BILLION
POUNDS GENERATED BY
MUSIC TOURISM IN THE UK**

Tom Kiehl, UK Music

”

Speakers

Alan Davey Controller, BBC Radio 3,
BBC Proms and BBC Performing Groups

Aubrey Preston Founder & Executive Director,
Americana MusicTriangle

Becky Ayres COO, Liverpool Sound City

Chris Campbell Director of Culture & Entertainment,
Tourism London (Canada)

Debbie Wilson Project Development Director,
Alabama Department of Tourism

Debora Alleyne De Gazon
Creative Director, Notting Hill Carnival

Donna Close CEO, AMP Culture, Brighton

Drew Young Global Tourism & Brand Strategist

Ellie Westman Chin
President and CEO, Visit Franklin, TN

Fiona Stewart
Managing Director & Owner, Green Man Festival

Helen Sildna Founder & Director, Tallinn Music Week

Jan Struve Project Manager, ICS Network

John Rash
Director, Broadwick Live & Festival No.6, Wales

Jon Hornyak Sr. Executive Director,
The Recording Academy Memphis

Julie Chappell
Chief Digital Officer, London and Partners

Kevin Kane President & CEO,
Memphis Convention & Visitors Bureau

Lee Sears Vice President Head of Trading &
Partnerships, Viacom International Media Networks

Miguel Riego CEO, Association of Night Time
Businesses, Asunción, Paraguay

Mike Clewley Senior Cultural Officer, Greater London
Authority and Punk London

Natalie McCool Artist

Nicola Greenan Leeds 2023 European Capital
of Culture – Engagement

Norbert Kettner CEO, Vienna Tourist Board

Peter Hooton Platinum Selling Musician, The Farm

Philip Kolvin QC Partner, Cornerstone Barristers

Sally Balcombe CEO, VisitBritain

Sebas van der Sangen
City Marketing Advisor, City of Amsterdam

Stephen Budd Co-founder, Africa Express & OneFest

Stevie Freeman
CEO, Americana Music Association UK

Tim Husbands CEO, Titanic Belfast

Tim Jones Head of Strategy, Futurecity

Tom Kiehl
Director of Government & Public Affairs, UK Music

Dr. Vanessa Toulmin Director Community
Engagement, University of Sheffield

Vic Galloway
Broadcaster & Journalist, BBC Radio Scotland

Wendy Simon Deputy Mayor, Liverpool City Council

Yaw Owusu Creative Director, Nothin' But The Music
and Liverpool International Music Festival



Delegates

Alan Davey

Controller, BBC Radio 3 and BBC Proms, London, UK

Amanda Shepherd Director, Blue Sail, Brighton, UK

Amanda Richards Senior Events Manager, Welsh Government, Wales, UK

Amir Haider Website Optimisation Manager, VisitBritain, London, UK

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Craig Thomson International Festival for Business, Liverpool, UK

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Jonny Birkett

Chief Executive, NightWorks, Romford, UK

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And to our partners for their continued help.



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