

# Music Tourism Beyond Events

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# ABOUT US

## SOUND DIPLOMACY

“ Sound Diplomacy works with cities, governments and property developers to measure and increase the cultural, social and economic value of music and the night time economy.





Over the last three Music Tourism Conventions, we had:



## MUSIC CITIES EVENTS

BY SOUND DIPLOMACY

Global Events from  
Sound Diplomacy.  
Exploring how music  
has the power to  
make places better.

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# WHY MUSIC TOURISM?

## MUSIC IS A LONG TAIL BUSINESS

- Music is a long tail business, with concert-goers or attraction attendees having to eat, sleep, travel and use mobile technology to complement their visit. The average music tourist spends a minimum of \$300 USD on travel & accommodation.

## MUSIC IS ALREADY A REASON WHY PEOPLE TRAVEL

- US festivals draw 32 million people each year and were a 2.3 billion USD global industry in 2016, a figure expected to double in 2020.

## A RESOURCE WAITING TO BE EXPLOITED

- Few tourism authorities and destination marketers around the world deploy independent music tourism strategies to capitalise on this.



## EXAMPLE #1: MUSIC TRAILS INCREASE VISITOR NUMBERS

- Over 40m visitors since its launch in 2014
- 5 guided driving trails to follow the “gold record road”
- Extensive all-inclusive packages by tour operators, 7-10 days starting at \$2,000 per person.

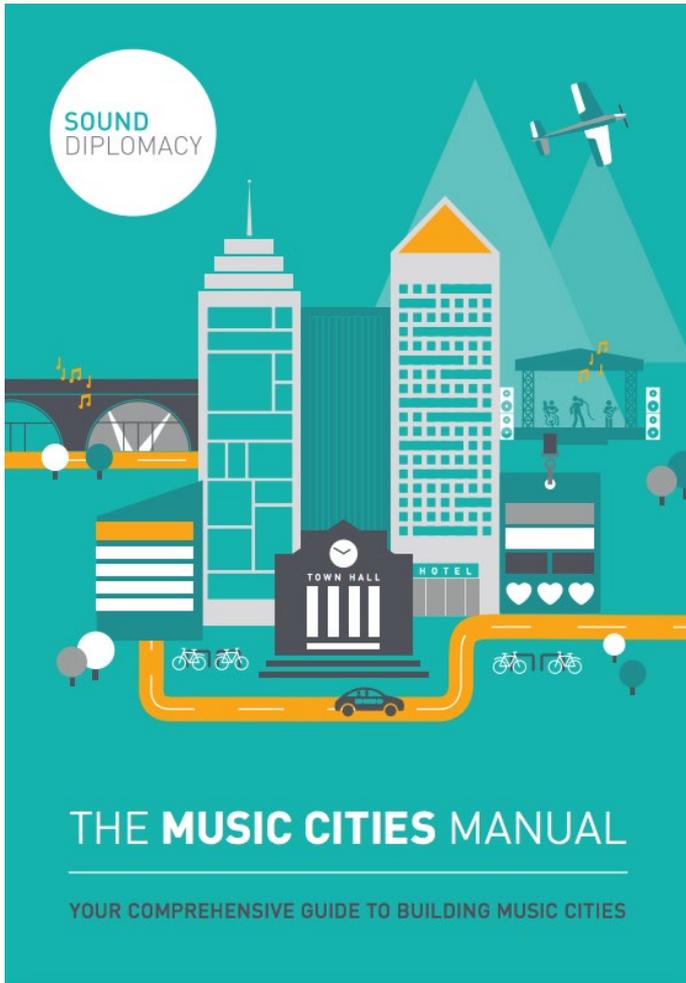




RECORDING ACADEMY™  
**GRAMMY MUSEUM**  
MISSISSIPPI

## EXAMPLE #2: MUSIC IMPROVES LOCAL ECONOMIES

- GRAMMY Museum Mississippi +80,000 visitors from 2016 opening to 2018; +15,000 children.
- Led to two new hotel properties being built in Cleveland
- Mentioned over a dozen times in Mississippi's general travel guide



DOWNLOAD IT AT:  
[www.musiccitiesmanual.com](http://www.musiccitiesmanual.com)

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# HOW TO DEVELOP YOUR MUSIC TOURISM STRATEGY

#1

UNDERSTAND  
YOUR ASSETS

#5

IT'S A PROCESS,  
NOT A RACE

#3

REALIZE IT'S ALL  
TIED TOGETHER

#2

ASSEMBLE A  
NETWORK OF  
INFLUENCERS

#4

WORK WITH WHAT  
YOU HAVE

The more strategy there is around music, the more value it will return to your overall tourism offer.