Creative Cities: tourism as a source of innovation and creativity

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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:

- 550+ delegates
- 13 panels
- 89 speakers
- 25 different countries
- 10 presentations

Global Events from Sound Diplomacy.
Exploring how music has the power to make places better.
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 on travel & accommodation in the U.S.

MUSIC IS ALREADY A REASON WHY PEOPLE TRAVEL

- Music festivals were a $2.3 billion global industry in 2016, a figure expected to double in 2020. Over 1.5m attendees of music festivals in India are tourists. Split, Croatia & Lisbon, Portugal, have seen meteoric rises in music tourists, by over 100x over the past 5 years.

A RESOURCE WAITING TO BE EXPLOITED

- Few tourism authorities and destination marketers around the world deploy independent music tourism strategies to capitalise on this. US live events received $1.3 billion from corporations in 2014.
HOW TO DEVELOP YOUR MUSIC TOURISM STRATEGY

#1 UNDERSTAND YOUR ASSETS

#2 ASSEMBLE A NETWORK OF INFLUENCERS

#3 REALIZE IT'S ALL TIED TOGETHER

#4 WORK WITH WHAT YOU HAVE

#5 IT'S A PROCESS, NOT A RACE

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

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