



**SOUND  
DIPLOMACY**

# **Creative Cities: tourism as a source of innovation and creativity**

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Summit on Urban Tourism

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Dr. Shain Shapiro, Founder & CEO, Sound  
Diplomacy & Music Cities Events

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## ABOUT US

### SOUND DIPLOMACY

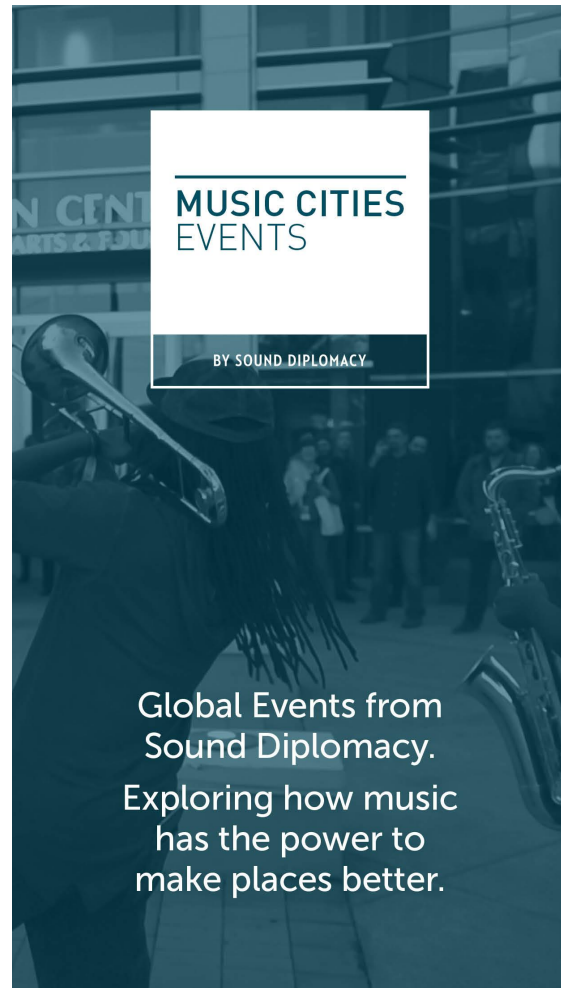
Sound Diplomacy works with cities, governments and property developers to measure and increase the cultural, social and economic value of music and the night time economy.





Over the last three Music Tourism Conventions, we had:

550+ DELEGATES	6 CONTINENTS	25 DIFFERENT COUNTRIES	10 PRESENTATIONS
	13 PANELS	89 SPEAKERS	



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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 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.

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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.



## 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.

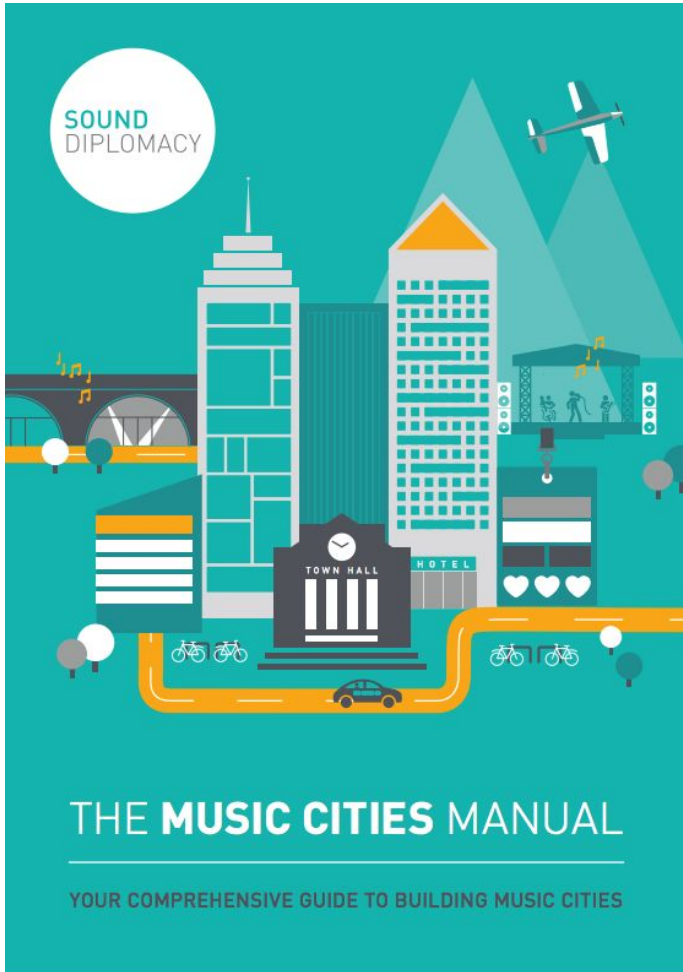


RECORDING ACADEMY™  
**GRAMMY MUSEUM**  
MISSISSIPPI

## 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)



A vibrant night scene of a city skyline, likely New York City, with the Empire State Building visible on the right. The sky is filled with a dense shower of white and gold confetti. In the foreground, several people's hands are raised in celebration, reaching towards the falling confetti. The scene is illuminated by city lights and stage lights, creating a festive and celebratory atmosphere.

# THANK YOU

[shain@sounddiplomacy.com](mailto:shain@sounddiplomacy.com)