



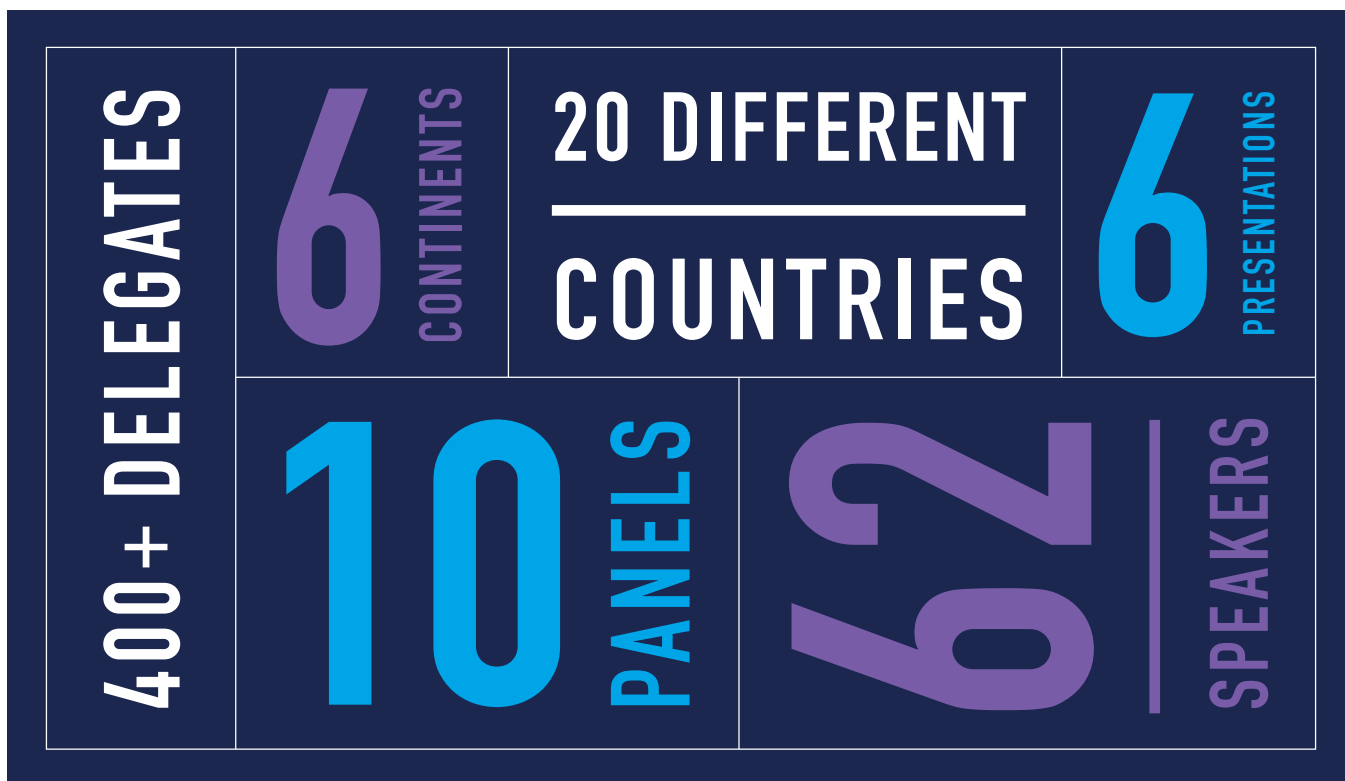
Music Tourism Convention Event Report 2017-2018

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

400+ leaders from tourism bodies, government and the music industry attended the first two sold-out editions, which were held in the UK and USA.



Over the last two Music Tourism events, we had:



Global Leadership in Music Tourism

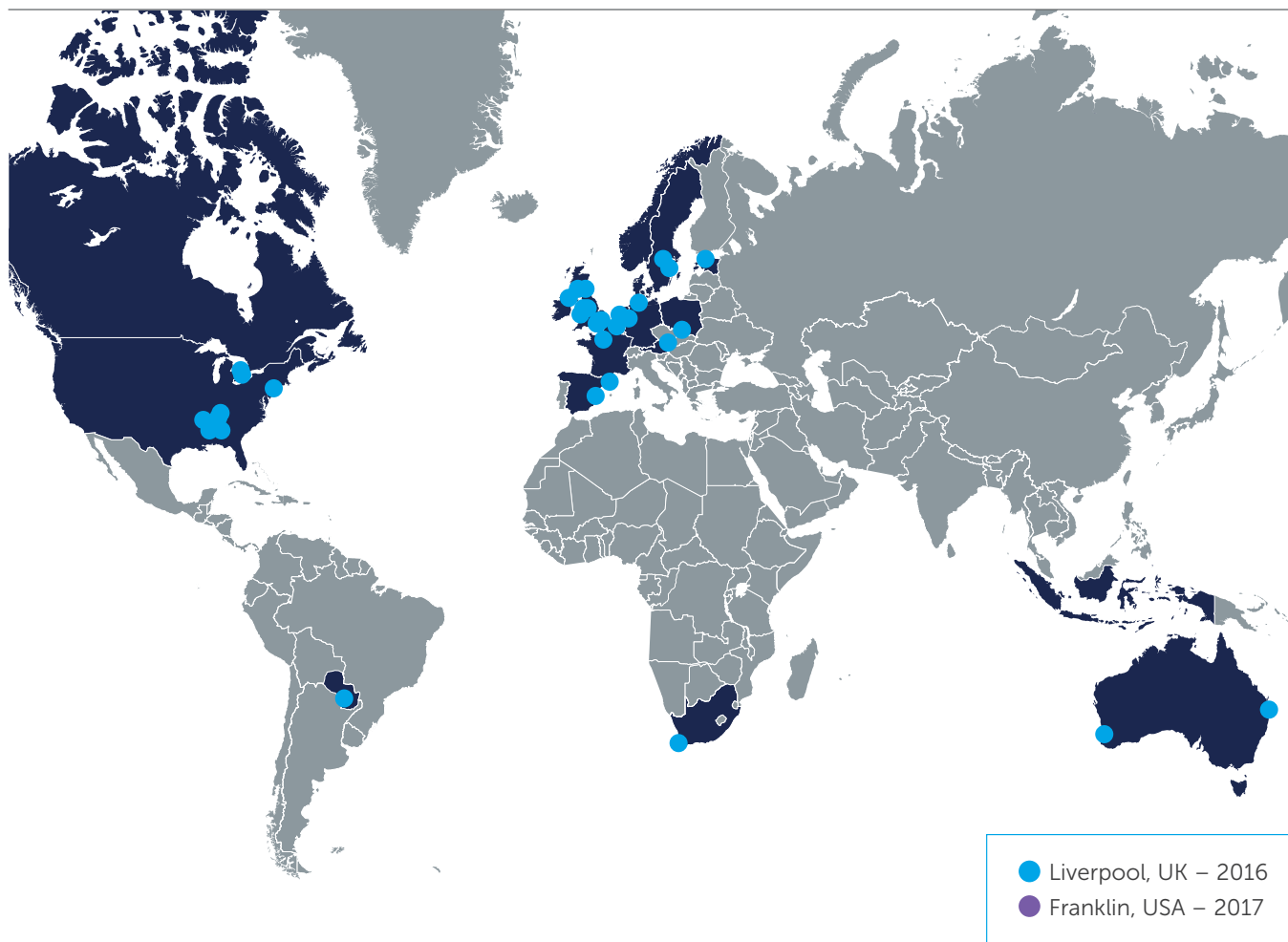
- Diversifying Tourism Offer
- Music Tourism in Small Communities
- Festivals & Music Tourism
- Building Bridges Between Music & Tourism Industries
- Destination Marketing, The Deep South, USA
- How Artists Maximise Tourism Efforts
- Making the most of music attractions
- Music tourism from Lastminute.com
- Music tourism strategy: Colombia
- Inside the world's top music festivals.



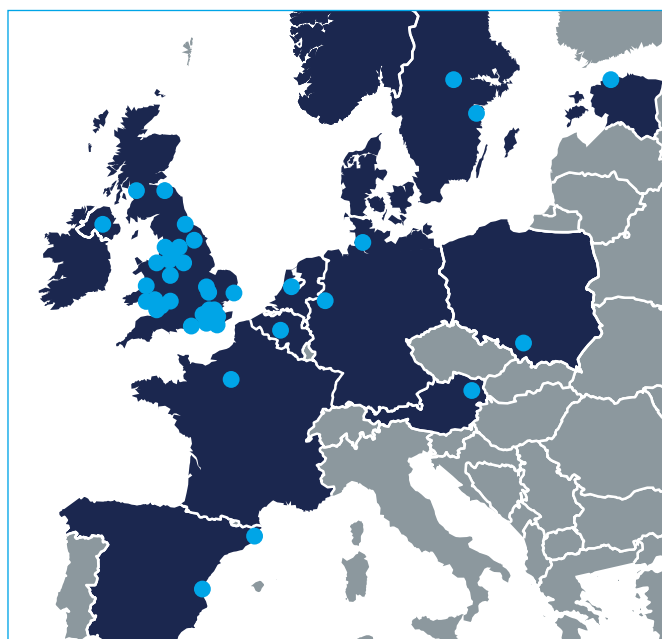
**THE MOST AMAZING
CONFERENCE I'VE
EVER ATTENDED.**

Judy Hood, President,
Muscle Shoals Music Foundation

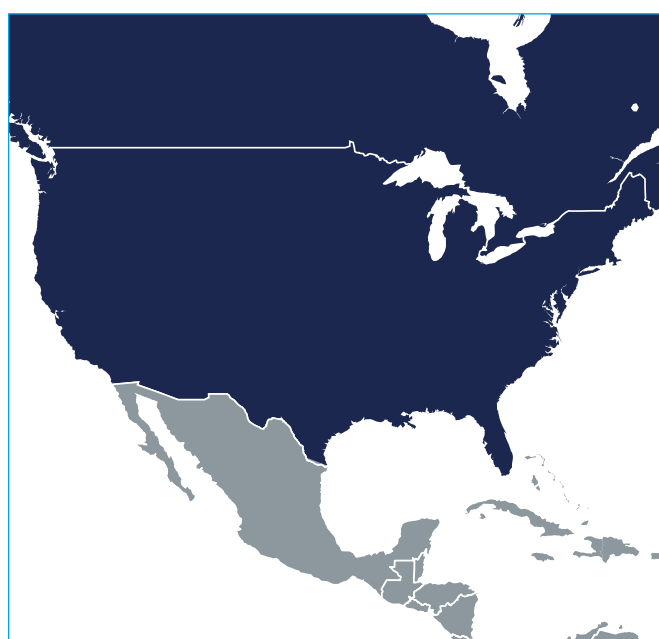
The World Comes to Music Tourism Convention



Europe in focus



North America in focus



Our Speakers and Panelists

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

Butch Spyridon, President & CEO, Nashville
Convention & Visitors Corp

Debbie Wilson, Project Development Director,
Alabama Department of Tourism

Debora Alleyne De Gazon,
Creative Director, Notting Hill Carnival

Ellie Westman Chin,
President and CEO, Visit Franklin, TN

Enrico Nonino, UK Marketing Manager,
Lastminute.com

Fiona Stewart,
Managing Director & Owner, Green Man Festival

François Poulin,
Marketing Director, Tourisme Montréal

Helen Sildna, Founder & Director, Tallinn Music Week

Jan-Paul Laarmann, Product Management City
Tourism, Nrw Tourism

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

Jon Hornyak, Sr. Executive Director,
The Recording Academy Memphis

Judy Hood, President, Muscle Shoals Music
Foundation (USA)

Julián Guerrero Orozco Fls,
Vice President, Tourism Of Procolombia

Julie Chappell,
Chief Digital Officer, London and Partners

Kevin Kane, President & CEO,
Memphis Convention & Visitors Bureau

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



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

Nicola Greenan, Leeds 2023 European Capital
of Culture – Engagement

Norbert Kettner, CEO, Vienna Tourist Board

Peter Hooton, Platinum Selling Musician, The Farm

Sally Balcombe, CEO, VisitBritain

Sebas van der Sangen,
City Marketing Advisor, City of Amsterdam

Sonia Outlaw Clark,
Executive Director, Tina Turner Museum

Stacey Wilhelm, Senior Manager, SXSW Music

Stephen Budd, Co-founder, Africa Express & OneFest

Tom Kiehl,
Director of Government & Public Affairs, UK Music

Vic Galloway,
Broadcaster & Journalist, BBC Radio Scotland

Wendy Simon, Deputy Mayor, Liverpool City Council

Wes Jackson, Executive Director, The Brooklyn
Hip-Hop Festival

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



MUSIC TOURISM CONVENTION
RETURNS AN AVERAGE OF **\$4**

IN DIRECT ECONOMIC VALUE
FOR EVERY \$1 INVESTED

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

Andrew Stevens Chief Researcher, Japan Local Government Centre, London, UK

Andrew John Gunton Editor, The Stinger Magazine/Hastings Rock, St. Leonards on Sea, UK

Anna Maloney The Culture Diary Manager, Greater London Authority, London, UK

Anna Fawcett International Media & Digital PR Officer, VisitBritain, London, UK

Ariane Daumas Asuncion, Paraguay

Aubrey Preston Founder, Americana Music Triangle, Franklin, USA

Barry Agnew Consumer PR Executive, Glasgow City Marketing Bureau, Glasgow, UK

Bart Doucet Advisor Culture Policy, Culture Department, City of Ghent, Ghent, Belgium

Becky Ayres COO, Liverpool Sound City, Liverpool, UK

Beth Falkingham Producer/Director, Made in Liverpool, Liverpool, UK

Bill Addy CEO, Business Improvement District, Liverpool, UK

Bram Ghyoot Business Leader, Culture Department, City of Ghent, Ghent, Belgium

Brandt Wood Founder, Pilgrimage Festival, Franklin, USA

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Editor Public Relations & Communications, Music Norway, Norway

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Catherine Tackley Head of the Department of Music, University of Liverpool, Liverpool, UK

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Charlotte Dryden CEO, Oh Yeah, Belfast, UK

Cheryl Bristow B2B Manager, VisitBritain, London, UK

Chris Brown Director, Marketing Liverpool, Liverpool, UK

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Chris Campbell Director of Culture & Entertainment, Tourism London Canada, London, Ontario

Christine Whittle Cluster Revenue Manager, Titanic Hotel, Liverpool, UK

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Clare Rawlinson Marketing Manager, Albert Dock, Liverpool, UK

Clare Head Councillor, London Borough of Richmond, London, UK

Clr Wendy Simon Assistant Mayor of Liverpool & Cabinet Member – Culture, Tourism & Events, Liverpool City Council, Liverpool, UK

Colm Forde Director, Doc'n Roll Festival, London, UK

Connah McCarron Roberts Marketing Assistant & Tate Collective Producer, Tate Liverpool, Liverpool, UK

Craig Pennington

Director, Bido Lito/Liverpool Psych Fest, Liverpool, UK

Craig Thomson International Festival for Business, Liverpool, UK

Daiki Yoshijima Assistant Director, Japan Local Government Centre, London, UK

Dallas Minner Operations, Flybald, Memphis, USA

Dave Milner Marketing Executive, Beatles Story, Liverpool, UK

David Meany Brand Partnerships Manager, Contiki Holidays, London, UK

David Nicholson Director, Lofthouse, Hitchin, UK

Davina Christmas Relationship Manager Music, Arts Council, Brighton, UK

Debbie Wilson Project Development Director, Alabama Department of Tourism, Montgomery, USA

Debora Alleyne De Gazon Communication Manager, Notting Hill Carnival, London, UK

Diana James Tourist Guide Federation of European Tourist Guides, Cardiff, UK

Donna Close Director, AMP Culture, Brighton, UK

Donna Marie Davidson Project Development Director, BRC Imagination Arts, Durham, UK

Dougal Perman Chair, Scottish Music Industry Association, Glasgow, UK

Drew Young Global Music Strategist, Southern Comfort and Americana Music Triangle, Mississippi, USA

Ed Cummins Product Development & Distribution Executive, VisitBritain, London, UK

Elina Duarte Paraguay

Elizabeth Cawein Founder, Music Export Memphis, Memphis, USA

Ella McWilliam

Co-Founder & Director, Full Fat, London, UK

Ellie Westman Chin President/CEO, Visit Franklin, Franklin, Tennessee, USA

Emilia Wallace Student

Emily Bahr Event Specialist, Tourism and Events Queensland

Emma Wilkinson Senior Partner Marketing Manager, VisitBritain, London, UK

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Harry Connolly Director, Fáilte Feirste Thiar, Belfast, Ireland

Heather Hendren Partner, Lofthouse, Hitchin, UK

Helen Sildna Founder, Tallinn Music Week, Tallinn, Estonia

Hsiao Ya Lin Student, University of Liverpool, Liverpool, UK

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Delegates

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Project Manager, ICS Network, Hamburg, Germany

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Executive Director, Playing For Change, London, UK

John Rash

International Development Director, Broadwick Live/Festival No.6, London, UK

John Rostron

Promoter/Booking Agent, Plug Two, Cardiff, UK

Jon Hornyak

Senior Executive Director, The Recording Academy Memphis Chapter, Memphis, USA

Jonny Birkett

Chief Executive, NightWorks, Romford, UK

Juan Carlos Alvarez

Paraguay

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Chief Digital Officer, London & Partners, London, UK

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Global Head of Music Cities, Sound Diplomacy, Berlin, Germany

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Melanie Lewis Director of Commercial Operations, National Museums Liverpool, Liverpool, UK

Michael Eakin

CEO, Royal Liverpool Philharmonic, Liverpool, UK

Michele Preston

Preservationist, Americana Music Triangle, Franklin, Tennessee, USA

Miguel Riego CEO, AMCHA, Asuncion, Paraguay

Mike Harris Chief Executive, West Australian Music, Perth, Australia

Mike Deane

Festival Director, Liverpool Music Week, Liverpool, UK



Delegates

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Cultural Tourism Officer,
Greater London Authority,
London, UK

Mohamed Helmy Founder &
CEO, Progrss, Atlanta, USA

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Hall Trust, Halifax, UK

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Ogrodow, Katowice, Poland

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Board, Vienna, Austria

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Music Tourist, Edinburgh, UK

Pam Lewis Founder, PLA
Media Group, Nashville, USA

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University, Wrexham, UK

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Get Into This, London, UK

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Institute of Modern Music,
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Philip Coates Director,
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Philip Kolvin

Head, Cornerstone Barristers,
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Pippa Graber Festival Art
Consultant, The Maverick
Festival, Suffolk, UK

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Council, Strategic Cultural
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Hastings, UK

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Producer, Örebrokompaniet,
Örebro, Sweden

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ACC Liverpool, Liverpool, UK

Robert Boick

Fish Hoek, South Africa

Robert Kilpatrick

Projects and Operations
Manager, Scottish Music
Industry Association,
Glasgow, UK

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University of Liverpool,
Liverpool, UK

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CEO, Musikator, Jakarta,
Indonesia

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CEO, VisitBritain, London, UK

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Sandra Wall Project Manager,
Norrköping, Sweden

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Liverpool, UK

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Hard Rock Cafe London,
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Advisor, City of Amsterdam,
Amsterdam, Netherlands

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Diplomacy, London, UK

Shaun Ponsonby Author,
Get Into This, London, UK

Siân Evans Head of
Global Operations, Sound
Diplomacy, London, UK

Simon Dessain

Chief Executive, The List,
Edinburgh, UK

Sofija Zuravska

Student, LIPA, Liverpool, UK

Stacey Hammond

Head of Business
Development, Liverpool
Museums, Liverpool, UK

Steven Budd Co-Founder,
Africa Express, London, UK

Stevie Freeman

Chair, Americana Music
Association UK, London, UK

Suki Pardesi

International Artist
Promotion, Celebtronic,
Liverpool, UK

Suzanne Kirk

Business Development
Events Jersey, Visit Jersey,
Jersey, UK

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Tourist Guide, Federation
of European Tourist Guides,
Cardiff, UK

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Managing Director, Stevens
and Associates, Swansea, UK

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FutureCity, London, UK

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Titanic Belfast, Belfast,
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Government and Public
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Tor White Global Creative
Director, STA, London, UK

Torkel Freed CEO, Contour
Air AB, Örebro, Sweden

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Greater London Authority,
London, UK

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Communications, National
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Liverpool, UK

Tricia Pierson Marketing
Executive UK, Ireland, Nordic
& Benelux, Visit Victoria,
Melbourne, Australia

Vanessa Toumlin

Creative Director, University
of Sheffield, Sheffield, UK

Vic Seddon

Faculty of Education, Health
and Community, Liverpool
John Moores University,
Liverpool, UK

Vic Galloway

Presenter, BBC Radio
Scotland, Glasgow, UK

Vicky Pea Author, Get Into
This, London, UK

Victoria Mercer Student,
University of Liverpool,
Liverpool, UK

Wendy Morrill Research
and Education, WYSE Travel
Confederation, Netherlands

Y Miao Student, University of
Liverpool, Liverpool, UK

Yan Shouh Chen

Student, University of
Liverpool, Liverpool, UK

Yaw Owusu

Creative Director, Nothin But
the Music, Liverpool, UK

Yuri Kato Student, University
of Liverpool, Liverpool, UK

Testimonials



**THIS EVENT IS VERY UNIQUE...
AS FAR AS I KNOW IT'S
THE ONLY MUSIC TOURISM
CONVENTION IN THE WORLD.**

Julian Guerrero, Vice President,
Tourism of ProColombia

IT'S WONDERFUL.

Wes Jackson,
Executive Director,
Brooklyn Hip-Hop Festival

**THIS EVENT HAS BEEN
REALLY EYE OPENING.**

Stacey Wilhelm, Senior Manager,
SXSW Music Festival

**THERE'S PEOPLE
FROM ALL OVER THE
WORLD, SUPPORTING
EACH OTHER AND
SHARING IDEAS.**

Judy Hood, President,
Muscle Shoals Music Foundation

**I'VE HAD SUCH A
FANTASTIC EXPERIENCE,
AND I'VE LEARNED
SO MUCH.**

Jasen Emmons, Artistic Director,
Museum of Pop Culture Seattle



Upcoming Music Tourism Conventions

UPCOMING EVENTS

COLOGNE, GERMANY,
AUGUST 28-29, 2018



Our Previous Sponsors



Contact Us

Please feel free to get in touch with us regarding any Music Cities inquiries.

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