Music Tourism Convention

Cologne, Germany | August 29-30 2018

Event Report

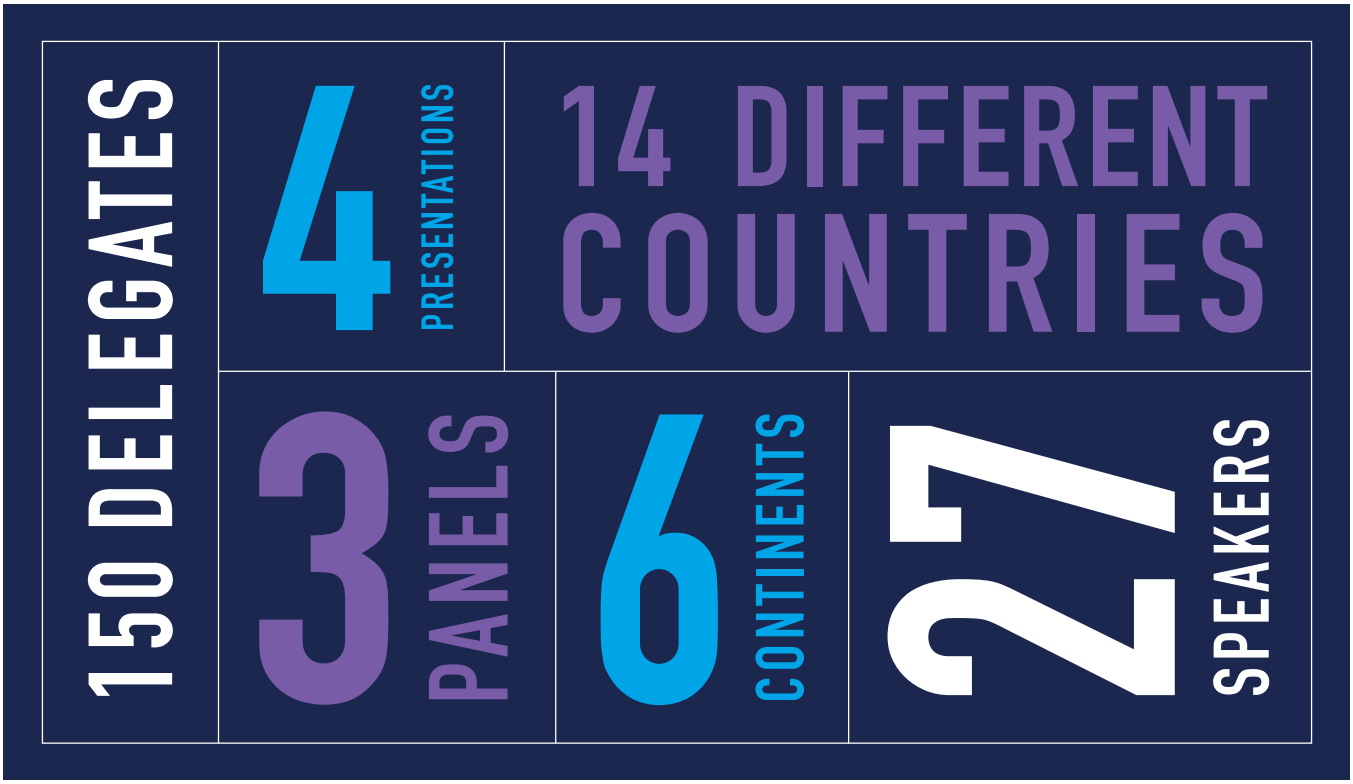
Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers.

The third Music Tourism Convention was held in Cologne, Germany on 29th & Düsseldorf 30th August and was the first ever European mainland edition. The event featured panel discussions, presentations, roundtables and live performances, as well as a special second day in Düsseldorf where participants had the opportunity to experience first hand the city's music scene.





Music Tourism Convention in Detail



This edition's theme was 'The Importance of Music Genres in Tourism Identity' and some of the topics we dealt with included:

- Learning from Local Customs
- Liverpool and a City Tourism Strategy Led by Music
- How to fit Music Into a Tourism Master Plan
- Japan and the "Northern Soul Movement"
- Developing Trails & Tours
- Finding the Key Steps for Developing a City Music Tourism Strategy
- The Relationship Between Classical Music and Tourism
- Attempting to Maximise a City's Music Offer to Appeal to Visitors
- Promoting the USA Through Music
- Analysing Music Tourism's Economic Impact.

> "IT'S A REALLY GREAT EXPERIENCE TO BE ABLE TO TALK TO PEOPLE THAT ARE BOTH IN THE MUSIC AND THE TRAVEL INDUSTRY BECAUSE I'M LEARNING LESSONS THAT I WOULD HAVE TO OTHERWISE FIND ON MY OWN."
>
> Tracy Lanza, Vice President, Integrated Marketing, Brand USA

Day 2: Discovering Düsseldorf





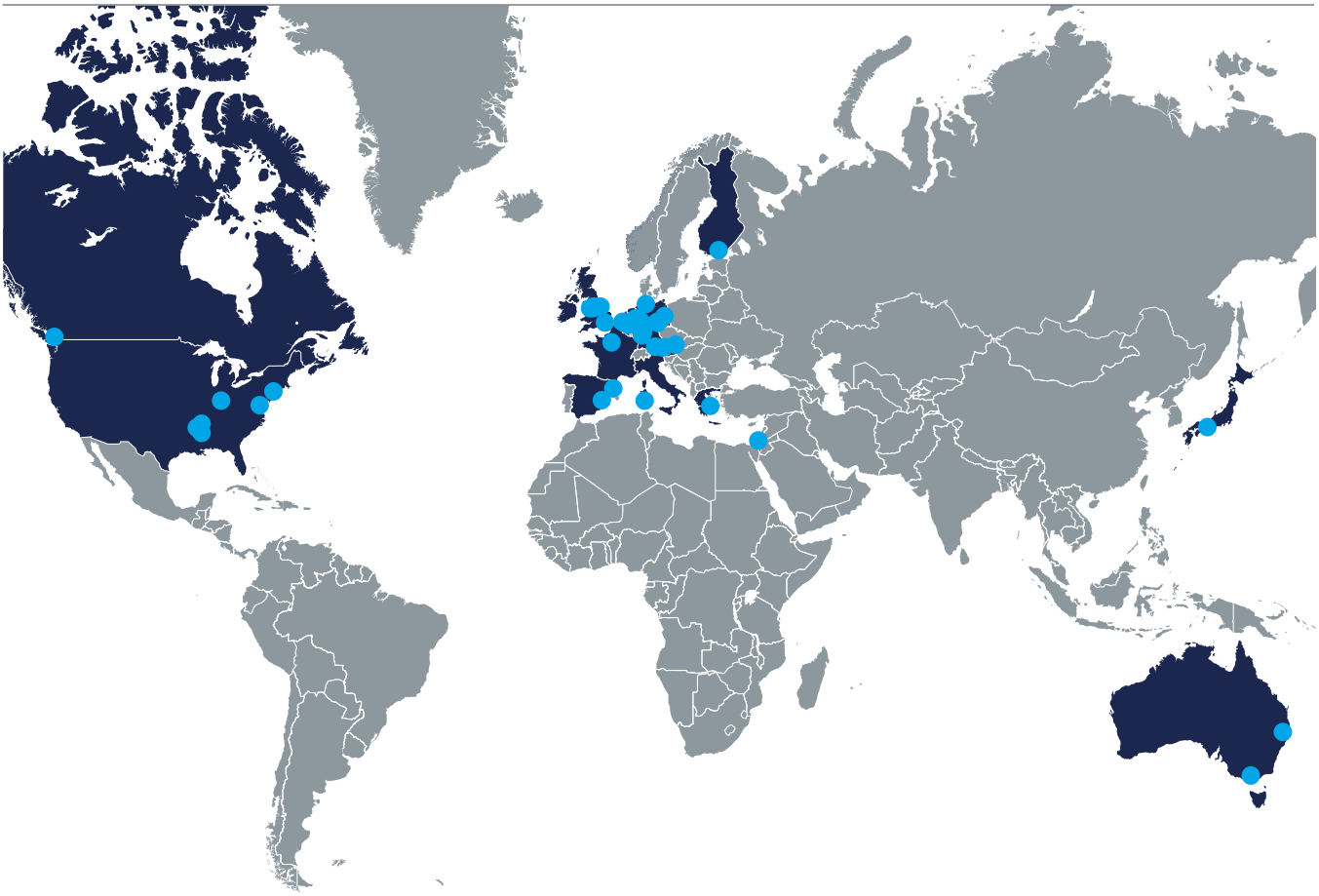


The second day of the convention started with a double-decker bus ride from Cologne to Düsseldorf, where attendees embarked on a walking tour discovering the city's music landmarks such as Kling Klang Studio, Salon des Amateurs and Creamcheese.

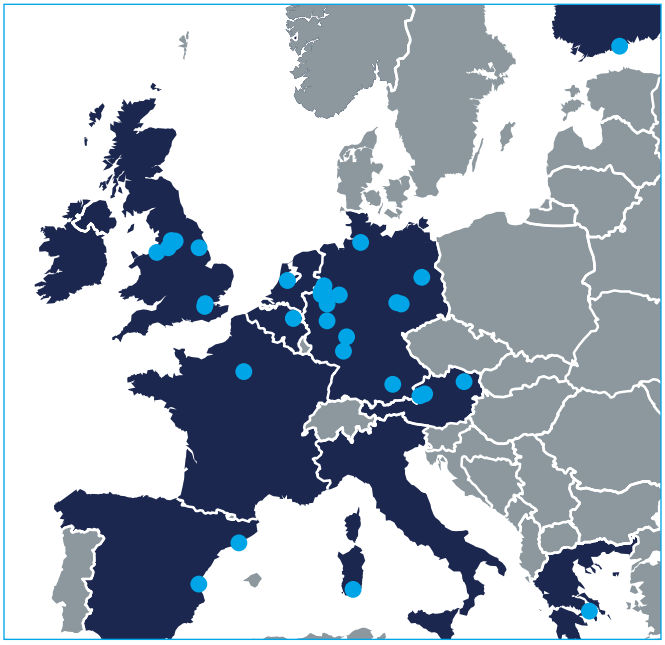
Highlights of the day also included a welcome from the Mayor, panels and presentations at City Hall, and a special live showcase by Love Machine.

> **YOU NEED PLACES TO GO, YOU NEED PLACES TO RELAX AND IT FEELS LIKE A REALLY LOVELY CITY.**
>
> Samuel Nicholls,
> Founder of Music:Leeds

Cities & Countries Represented



Europe in focus



> MUSIC TOURISM GLOBALLY IS JUST GROWING AND GROWING; TO ACTUALLY HAVE A HERITAGE IS A HUGE ASSET AND THERE'S A MASSIVE GLOBAL AUDIENCE.
>
> Julia Jones, CEO, Found In Music (UK)

Our Speakers & Panelists

Andrea Minnich, Sales & Marketing Manager, Salzburg Tourism (Austria)

Bettina Schimmer, Owner, Bettina Schimmer PR (Germany)

Burkhard Kieker, CEO, Visit Berlin (Germany)

Chris Brown, CEO, Marketing Liverpool (UK)

Claudia Jericho, Head of Competence Centre, Creative NRW (Germany)

Craig Ray, Director, Visit Mississippi (USA)

Elfi Scho-antwerpes, First Deputy Mayor, City of Cologne (Germany)

Dr. Heike Döll-König, Managing Director Tourism Board, North-Rhine Westphalia (Germany)

Izumi Sawamoto, DJ & Organiser of Nude Restaurant, Northern Soul Event in Kobe (Japan)

Jan-Paul Laarmann, Product Management City Tourism/Head of #Urbanana & Trend Research/ Cultural Tourism, NRW Tourism (Germany)

Janet Arnold, VP of Partner Relations, Visit Indy (Indianapolis, USA)

Johannes Everke, Marketing Director, Hamburg Marketing (Germany)

Julia Jones, CEO, Found in Music (UK)

Larry Heath, Director, Heath Media (Australia)

Lori Janson, Director, Destination Development, Tourism Vancouver (Canada)

Nick Brooks-Sykes, Director of Tourism, Marketing Manchester (UK)

Olaf Furniss, Managing Director, Music Tourist (UK)



Ole Friedrich, Managing Director, Düsseldorf Tourismus (Germany)

Pablo Camino, Director, Spain Is Music (Spain)

Paula Murray, Creative Director, Croydon Council (UK)

Robin Tuddenham, Chief Executive, Calderdale Council (UK)

Stephanie Kleine Klausing, Director Conventions & Marketing, Cologne Tourism Board (Germany)

Steve Azar, Music & Culture Ambassador, Mississippi (USA) & Director, The Mighty Mississippi Festival

Tracy Lanza, Vice President, Integrated Marketing, Brand USA (USA)

Turo Pekari, Senior Advisor, Innovation & Discovery, Teosto/Teosto Futures Lab (Finland)



MUSIC TOURISM CONVENTION

RETURNED €3

FOR EVERY €1 INVESTED

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CEO, KD German Rhine Line

Alice Favre
Director, Head of Operations, A Man About A Dog

Alice Feltro Events Assistant, Sound Diplomacy

Alicia Holthausen
Public Relations, Open Source Festival

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Sales & Marketing Manager, Tourismus Salzburg

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Festival Organizer, Terra Furba

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Guide and Author of the book "Keine Atempause"

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