

MUSIC TOURISM CONVENTION by MUSIC CITIES EVENTS

CAPE BRETON ISLAND
MUSIC TOURISM CONVENTION
29 – 31 MAY 2024

EVENT REPORT

EXPERIENCE MUSIC TOURISM BEST PRACTICES

Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors, exploring how music can be leveraged for improving destinations' branding, attracting visitors and investment.

After 5 editions in Cleveland, MS, Liverpool (2x), Cologne, Franklin, and a Music Tourism Forum in Düsseldorf, Music Cities Events, in partnership with Destination Cape Breton, are proud to present the first ever Canadian edition of the Music Tourism Convention.

The event took place in Cape Breton Island, a unique music destination widely known for its beautiful scenery. A place where fiddles, Celtic melodies, and Mi'kmaq beats harmonize, celebrating a cultural tapestry as vibrant as the island itself.

Held on May 29-31, 2024, at the Membertou Trade and Convention Centre in Sydney, Cape Breton Island, this was an event that featured three days of talks and presentations, live music, sight seeing and lots of networking opportunities.

This experience gathered 31 speakers and 224 delegates across the conference days, and offered a 3-day pre-convention music tour across the Island for a select group of them.



DISCOVERING CAPE BRETON ISLAND MUSICAL LANDSCAPE

The pre-convention tour was a unique experience crafted for a selected group of delegates. A 3-day cultural journey across Cape Breton Island, using music as a tool to discover the Island's breathtaking views. From rich heritage and traditions to the contemporary scene, this proved that music in Cape Breton is everywhere.

There was no better way to get ready for the Music Tourism Convention than embarking on this tour. Delegates that took part of it got a first-hand experience of Cape Breton's unique music tourism offering, whilst connect with other delegates and having an amazing time.

Their journey started on Monday May 27th, 2024, as they embarked on a journey across the Bras d'Or Lakes. Afterwards, delegates were part of a cultural experience provided by Eskasoni Cultural Journeys, where participants immersed themselves in the local Mi'Kmaw culture and history.

Later, the group enjoyed lunch and live music at the Frolic and Folk Pub. The afternoon was dedicated to a visit to the Highland Museum, where the group learned about the region's history and heritage.





The evening was spent at the Inverary Resort. The night culminated in a lively Square Dance Event at the Gaelic College, a fantastic opportunity to engage with the local community and experience traditional Celtic music and dance.

On May 28th, the group began the day with a visit to the French Acadian Village of Cheticamp. This morning was filled with music workshops and demonstrations at the Raveston Music School, providing an intimate look at the region's musical heritage.

Lunch was enjoyed at the Cabot Trail Harbourside Restaurant, offering stunning views of the surrounding landscape. The afternoon was dedicated to a scenic tour along the Cabot Trail.

The evening was spent at the Glenora Distillery, where the group took a guided tour and enjoyed dinner. The night concluded with a Celtic Pub Night, a lively atmosphere that allowed participants to socialize and enjoy traditional Celtic music.

On May 29th, the group departed for the Celtic Music Interpretive Centre, where they learned about the region's rich musical heritage. The day concluded with a visit to the Wagmatcook Culture and Heritage Centre, which provided a deeper understanding of the Mi'Kmaw culture and history.

The tour concluded with a drop-off back at Sydney, just in time to get ready for the Opening Reception of the Cape Breton Island Music Tourism Convention.

EXPERIENCING MUSIC TOURISM BEST PRACTICES

On Wednesday May 29th, the Cape Breton Island Music Tourism kicked off with the Opening Ceremony taking place at the beautiful Sacred Heart Downtown.

For the Opening Remarks, Rob Hain, CEO of Sound Diplomacy and Terry Smith, CEO of Destination Cape took the stage to welcome delegates and communicate the importance of music and tourism for Cape Breton Island. They also introduced the main performer of the evening, Morgan Toney, a Mi'kmaq fiddler whose music synthetises the different musical languages of the Island.

Morgan Toney, who is a 2024 Juno Awards nominee, used his performance to bring together the fiery fiddling of Cape Breton Island with the old songs and teachings of the Mi'kmaw People with brilliance and heart. During his performance he even jumped off stage to dance alongside fellow members of the Membertou First Nation present at the Opening Ceremony.





On Thursday May 30th, delegates headed to the Membertou Trade & Convention Centre to begin the first day of talks and presentations of the Music Tourism Convention.

The day kicked off with a traditional land acknowledgement and welcome ceremony presented by members of the Membertou First Nation and the music group Sons of Membertou.

Shortly afterwards, Mayor Amanda Macdougall-Merrill shared the opening remarks in which she highlighted the importance and impact of music in her personal life.

Later on, delegates dove into a full day of panels and presentations that touched on topics such as using artists as destination ambassadors, creating authentic music experiences for visitors, organising a music festival in a remote island, the importance of protecting iconic music venues and how to generate synergies between the music and hospitality industries.



EXPERIENCING MUSIC TOURISM BEST PRACTICES

Before going to lunch delegates were part of a workshop session focused on diversity and inclusivity in which they were able to discuss amongst themselves and provide their findings to the rest of the audience.

At lunch time, delegates were treated by a special performance of Men of the Deeps, North America's only coal miner's choir, and one of the most unique ambassadors of Cape Breton Island's music and culture.

At night, delegates were left with an open schedule and encouraged to explore the live music landscape of Sydney on their own.



On Friday May 31st, delegates returned to the Membertou Trade & Convention Centre to continue learning and networking about Music Tourism Best Practices.

On this occasion, panels and presentations focused on topics that ranged from transforming downtowns into vibrant hubs through music and tourism, community engagement best practices for destination festivals, nurturing indigenous voices and stories in music, crafting a healthy nighttime economy and decolonising music tourism.

Sessions ended with a panel that gathered four destination managers sharing practical takeaways on how to leverage music into their strategy.





For the Closing Remarks, Dee-Ann Kentish-Rogers, Minister of Education and Social Development of the Government of Anguilla joined the audience via video to announce Anguilla as the host for the Music Tourism Convention in November 2025.

To finish activities at the Membertou Trade and Convention Centre, delegates were treated with a live performance by local artists: Rose Morrison, Graham Marshall, Eric Angus Whyte, Màiri Chaimbeul and Ryan Macneil.

Later at night, Destination Cape Breton hosted an "East Coast Kitchen Party" at the Joan Harriss Cruise Pavilion as a final goodbye for all delegates.



TOPICS COVERED AT THE MUSIC TOURISM CONVENTION

Panel - Sonic Nomads: Elevating Destinations through Artists as Destination Ambassadors

Presentation - Melodic Journeys: Crafting Unforgettable Tourist Experiences through Music

Presentation: Beyond Beats: Decoding the Social Symphony of Festivals and Their Impact

Workshop - Harmonious Horizons: Navigating Inclusivity in Music Tourism Experiences

Presentation - Echoes of Legends: Music Venues as Living Heritage in the Heartbeat of Local Culture

Panel - Orchestrating Success: Unveiling the Hospitality Industry's Key Notes in Music Tourism Development

Presentation - Sonic Revival: Transforming Downtowns into Vibrant Hubs Through Music and Tourism



"I AM IMMENSELY GRATEFUL FOR THE OPPORTUNITY TO BE PART OF SUCH A VIBRANT AND INSIGHTFUL EVENT. NOVA SCOTIA, WITH ITS STUNNING VISTAS AND REMARKABLE PEOPLE, HAS CAPTURED A PIECE OF MY HEART. I LOOK FORWARD TO FUTURE CONVENTIONS AND CONTINUED COLLABORATION WITH MY NEWFOUND FRIENDS FROM AROUND THE GLOBE!"

Katie Fox
Marketing Technologist & PR Strategist, Blooming Footprint

Presentation - Crafting a Musical Oasis in Dinkelsbühl: Transforming Small Towns into Vibrant Music Destinations

Panel - Songs of Empowerment: Nurturing Indigenous Voices and Stories in Music

Presentation: Nocturnal Harmony: Crafting a Vibrant and Healthy Nighttime Economy for A Successful Destination

Presentation: Decolonising Rhythms: Unleashing the Power of Southeast Asian Soundscapes in the Music Tourism Universe

Panel: "Harmony Unleashed: Orchestrating Success with Music in Destination Strategies"

MUSIC TOURISM CONVENTION IN DETAIL

4 LIVE MUSIC SHOWS

7 PRESENTATIONS

255 REGISTERED DELEGATES

4 PANELS

31 SPEAKERS

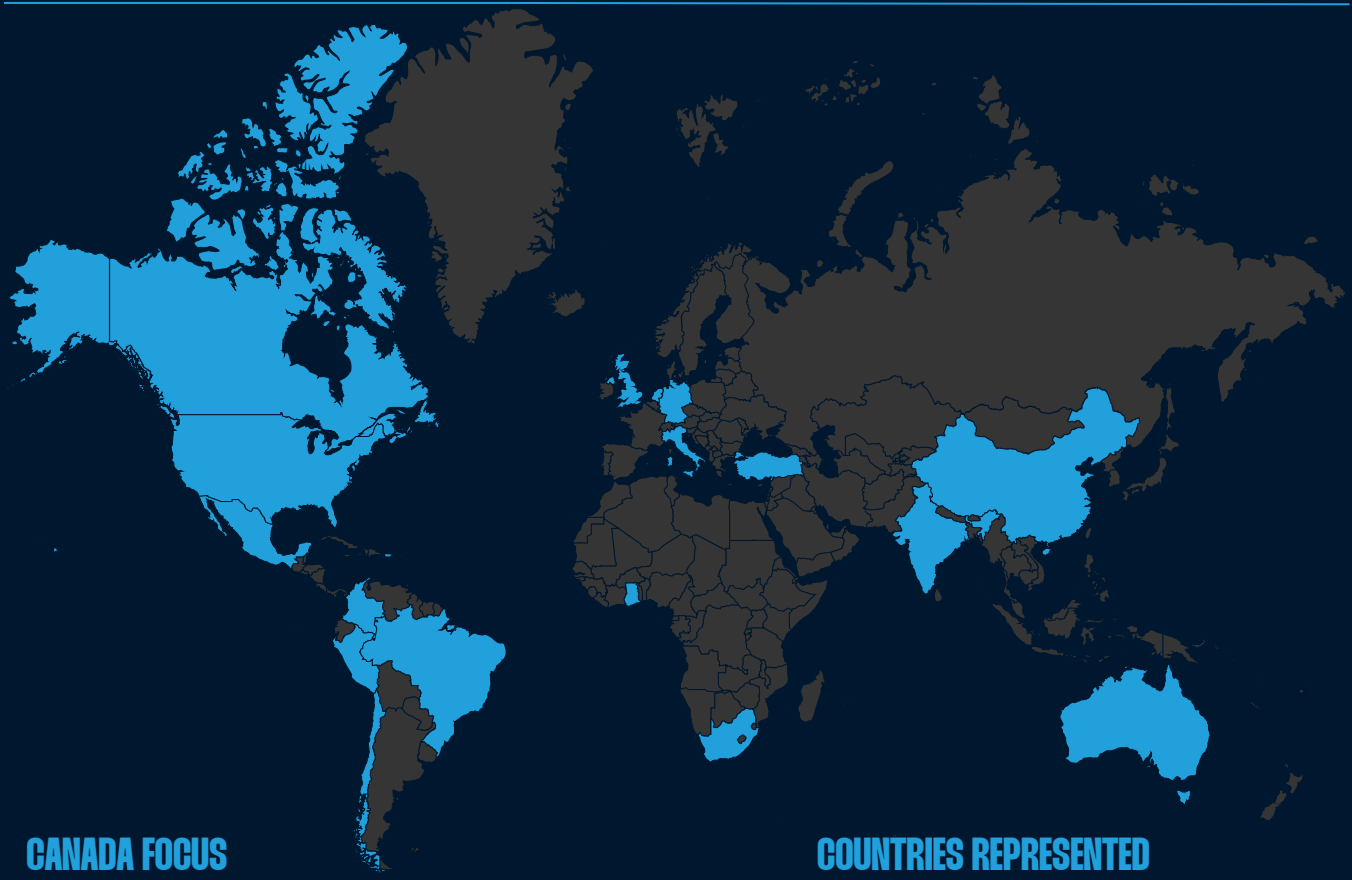
1 WORKSHOP SESSION

21 COUNTRIES

100+ CITIES

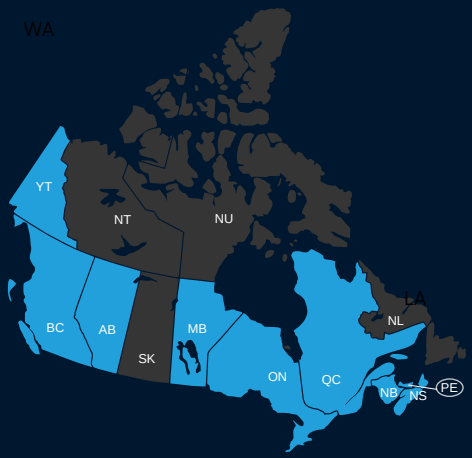


CITIES AND COUNTRIES REPRESENTED



CANADA FOCUS

Registered delegates from Canada



STATE	NO. REGISTERED
Nova Scotia	142
Ontario	18
New Brunswick	16
Prince Edward Island	8
Québec	3
Manitoba	2
Alberta	2
British Columbia	1
Yukon	1

COUNTRIES REPRESENTED

Registered delegates from all around the world

150	Canada
27	USA
2	United Kingdom
2	Mexico
2	Chile
1	Peru
1	Hong Kong, China
1	Australia
1	Netherlands
1	India
1	Italy
1	Germany
1	Estonia
1	Austria
1	Ghana
1	Costa Rica
1	Anguilla
1	Brazil
1	Colombia
1	Saint Vincent & the Grenadines
1	Turkey

THE EVENT IN NUMBERS

CAPE BRETON ISLAND MUSIC TOURISM CONVENTION WEBSITE PAGES RECEIVED



14,207

PAGE VIEWS

100% OF SURVEY RESPONDENTS WOULD RECOMMEND THE EVENT TO A COLLEAGUE

"THANK YOU AGAIN FOR ORGANIZING A WONDERFUL EXPERIENCE FOR US ALL TO SHARE IDEAS AND MEET LIKE MINDED PEOPLE IN THE MUSIC AND TOURISM SPACE FROM AROUND THE WORLD!"

Rob Cyrynowski, President/CEO, Livestar Entertainment Canada/Hotels Live Canada (CAN)

SOCIAL MEDIA REACH

125+ POSTS ACROSS OURS & THIRD PARTY ACCOUNTS

WITH A COMBINED AUDIENCE OF

1.14M PEOPLE



EARNED MEDIA & PRESS MENTIONS

Highlights:

The Daily Rind	Canada
CBC Radio	Canada
Saltwire	Canada
GoCapeBreton	Canada
Tourism Nova Scotia	Canada
The Reporter (Port Hawk.)	Canada
Amplify Music	USA
Revista Credencial	Colombia
Ibero 90.9	Mexico
Auckland City of Music	New Zealand
Son of Marketing	Italy
Groover	France

DIGITAL MEDIA ARTICLES
20+
A COMBINED MONTHLY REACH
8.8M+ VISITORS







OUR SPEAKERS AND PANELLISTS



Alex Härtel, Head of Marketing & PR, SUMMER BREEZE Open Air (DEU)
Alexandra Solea, Program Director, Rome Business School/TRG Arts (ITA)
Amanda McDougall-Merrill, Mayor, Cape Breton Regional Municipality (CAN)
Beverly (Bubblo) Jeddore, Mi'kmaw Language Technician (CAN)
Bradley Sheppard, Change Leader, Sheppard Training Inc. (CAN)
Carmen Portela, Founder, Polifónico (PRI)
Catherine Swain, Director of Marketing, North Carolina Department of Natural and Cultural Resources (USA)
Dee-Ann Kentish-Rogers, Minister of Education and Social Development, Government of Anguilla (AIA)
Hannah Smith, Director of Marketing & Communications, Visit Athens Georgia (USA)
Jade Turner, Artist, Jade Turner (CAN)
Jamie MacDonald, Event Co-ordinator, Tiree Music Festival (GBR)
Javier Puente, President, Hotels Association of Mexico City (MEX)
Jennifer Currie, Faculty, Bachelor of Hospitality & Tourism Management, Cape Breton University (CAN)
Katie Fox, Marketing Technologist & PR Strategist, Blooming Footprint (USA)
Lacey Chataignier, Director of music programs, Acting music officer for the state of Louisiana (USA)
Layan Nijem, Project Coordinator, University of Amsterdam (NLD)
Mathieu Grondin, Executive Director and cofounder, MTL 24/24 (CAN)
Molly Rawn, CEO, Experience Fayetteville (USA)
Morgan Toney, Musician, Resilient Music Inc. (CAN)
Natalia Echenique, Focal Point, Concepción, Chile Creative City of Music UNESCO, Municipalidad de Concepción, Chile (CHL)
Natalie Wakabayashi, Director, Culture & Entertainment Tourism, Tourism London, (CAN)
Pablo Borchi, Marketing & Partnerships Manager, Momentual (MEX)
Paris Martine, Booker and Promoter, John Curtin Hotel (AUS)
Rhonda Head, Recording Artist (CAN)
Rob Hain, CEO, Sound Diplomacy (CAN)
Robert Cyrynowski, President, CEO, Hotels Live Canada / Livestar Entertainment Canada (CAN)
Robert Bernard, Executive Director, Nova Scotia Indigenous Tourism Enterprise Network (NSITEN) (CAN)
Rodney MacDonald, President of The Gaelic College and Beinn Mhàbu (CAN)
Sarah Mathews, Founder, Infinite Wanders (HKG)
Stephen Muise, Music Educator / Entertainment Coordinator, Olive Street Entertainment (CAN)
Terry Smith, CEO, Destination Cape Breton (CAN)

MORE HIGHLIGHTS







"THE MUSIC TOURISM CONVENTION IS A WELL-ORGANIZED EVENT. IT'S A FANTASTIC OPPORTUNITY TO LEARN MORE ABOUT INNOVATIVE PROJECTS FROM AROUND THE WORLD ON HOW TO BOOST YOUR TOURISM INDUSTRY AROUND MUSIC AND CULTURE"

Mathieu Grondin
General Manager and Co-Founder,
MTL 24/24

EVENT PARTNERS

A huge thanks to all the organisations that made the Cape Breton Island Music Tourism Convention possible.

HOST PARTNERS

Cape Breton Island
your heart will never leave.

MUSIC CITIES EVENTS
by MOMENTUAL

SUPPORTING PARTNERS

EXPERIENCE FAYETTEVILLE

VISIT MISSISSIPPI

MACON GEORGIA

Atlantic Canada Opportunities Agency
Agence de promotion économique du Canada atlantique

Canada

NOVA SCOTIA
NOUVELLE-ÉCOSSE

support 4 culture

CAPE BRETON
REGIONAL MUNICIPALITY

cbmic
Cape Breton Music Industry Cooperative

MEMBERTOU
TRADE & CONVENTION CENTRE

CBU World Tourism Institute

CONTACT US

Please feel free to contact us regarding any Music Cities Events inquiries.

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"THE EXCELLENT ORGANIZATION AND THE ENTHUSIASM OF THE PARTICIPANTS CREATED AN UNFORGETTABLE ATMOSPHERE, MAKING THE CONVENTION NOT ONLY A PLATFORM FOR CULTURAL EXCHANGE BUT ALSO A CELEBRATION OF THE UNIVERSAL LANGUAGE OF MUSIC"

Alexandra Solea
Executive Director and Founder, Soleart Management

