

## FESTIVALS

### Definition

Festival and music tourism is defined as travel for the main purpose of attending cultural and/or music festivals.

Religious pilgrimages and sporting events are excluded from the definition.



### Estimate of Global Market Size

Some of the main international cultural and music events are listed below.

- The largest beer festival in Europe – the Oktoberfest - held in Munich, Germany, attracted 6.2 million visitors in 2006, of which an estimated 15% (or 920,000 people) were from abroad.
- Brazil is arguably the premier carnival destination worldwide. Rio Carnival attracts 500,000 foreign visitors annually. It takes place during the height of summer and lasts for four days.
- The Salvador de Bahia carnival is the largest street party in the world and attracts crowds of up to two million people throughout its weeklong duration.
- Notting Hill Carnival (London, UK) is one of the largest street parties in Europe and attracts around one million people each year.
- The San Francisco Pride Parade attracts over one million people throughout the week. The parade that culminates Pride Week attracts over 500,000 people.
- It is estimated that 50,000 foreign tourists are attracted to the annual carnival in Trinidad and Tobago.

Overall, an estimated 10 million people travel internationally each year for the main purpose of watching or participating in a music or cultural festival.

### Potential for Growth

Interest in cultural events in other countries is on the increase, and experiencing festivals is perceived by tourists as one of the most authentic ways of immersing themselves in local culture. Consequently there is considerable interest in the “global festival calendar”.

An identifiable trend of having children later in life means that more couples have the time and money to participate in festivals. However, festivals are also becoming

more “family friendly” thereby opening themselves up to a wider audience e.g. the Bestival on the Isle of Wight, UK, which attracts 30,000 participants, a large number of whom are families. This is one of the key trends that is driving the popularity of this segment.

Overall, growth in this segment is expected to remain very strong, attaining growth rates in excess of 10% per annum.

### **Brief Profile of Consumers**

Due to the diversity of festivals worldwide, both in theme and content, as well as location, it is difficult to generalise about consumer profile. However, broadly speaking, the pre-family and post-family groups represent the key consumer groups for music and festival tourism. The 18-35 age group is the predominant age group for music festivals, whilst the 45-65 age group is most significant for cultural festivals.

### **Main Source Markets**

The main source markets for music and festival tourism largely correspond to the key outbound source markets. Most significantly these are:

- United States
- United Kingdom
- Germany
- Italy
- France
- Scandinavia
- Japan

### **Main Competing Destinations**

The following countries are the main destinations on the international festival calendar:

- Brazil
- United Kingdom
- United States
- Trinidad and Tobago
- Germany
- Spain

### **Key Tour Operators**

There is considerable independent travel for festivals, although many tour operators include ad-hoc festival trips in their brochures (usually if they already serve the country the festival is in). There are few tour operators specialising exclusively in music and/or festival tourism.

**Infinity Tours**

United Kingdom

Specialising in carnival trips to Brazil

<http://www.infinity-tours.com>

PO Box 258, Harrow, Middlesex, UK, HA3 0ZP

Phone: (+44) 871 2882064

Fax: (+44) 20 89099904

Email: [info@infinity-tours.com](mailto:info@infinity-tours.com)

**Key Points for Marketing and Distribution**

Marketing and distribution of music and festival tours tends to be predominantly undertaken through the regional and national press, and the websites of the festival organisers. Some of the key publications in the main source markets are:

*United States: USA Today - travel section*

<http://www.usatoday.com/travel>

*United States: New York Times - travel section*

<http://travel.nytimes.com>

*United Kingdom: NME – Music magazine that also gives info on music festivals*

<http://www.nme.com>

*United Kingdom: The Sun – travel section*

<http://www.thesun.co.uk/sol/homepage/travel>

*United Kingdom: Telegraph - travel section*

<http://www.telegraph.co.uk/travel>

*Germany: Bild*

<http://www.bild.t-online.de/BILD/lifestyle/reise/home/reise.html>

*Germany: Faz Frankfurter Allgemeine Zeitung*

<http://www.faz.net>

**Additional Information**

*What's On When – Lists upcoming events worldwide*

<http://www.whatsonwhen.com>

*Festivals.com – lists festivals worldwide, although it has a specialist US element*

<http://www.festivals.com>

*International Festival and Events Association*

<http://www.ifea.com>