



**THE ACADEMY OF URBAN MANAGEMENT, PLANNING AND PRINTING**

# **MUSIC TOURISM**

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# **WHAT IS MUSIC TOURISM?**

- **THE ESSENCE OF MUSIC TOURISM IS TO TRAVEL ABROAD, THE ULTIMATE GOAL OF WHICH IS TO VISIT MUSICAL EVENTS, SUCH AS CLUB PARTIES, CONCERTS OR MUSIC FESTIVALS**
- **SUMMER IS THE TIME FOR ALL KINDS OF MUSIC FESTIVALS, OPEN-AIRS AND CONCERTS**
- **TYPICALLY, THE AUDIENCE OF THIS SEGMENT OF TOURISM IS YOUNG PEOPLE FROM 16 TO 30**



# MUSIC EVENTS AND DIRECTIONS



**SUMMERFEST (MILWAUKEE,  
WISCONSIN, THE USA) – AN 11-DAY  
LARGEST MUSIC FESTIVAL IN THE  
WORLD WITH ANNUAL ATTENDANCE  
OF NEARLY 1 000 000 PEOPLE**



# MUSIC EVENTS AND DIRECTIONS

**NOTTING HILL CARNIVAL  
(LONDON, THE UK) - IS ONE OF  
THE LARGEST STREET PARTIES  
IN EUROPE. IT ATTRACTS ABOUT  
A MILLION PEOPLE EVERY YEAR**



# **MUSIC EVENTS AND DIRECTIONS**

**COACHELLA (INDIO, CALIFORNIA,  
THE USA) – IS A THREE-DAY  
(FORMERLY ONE – OR TWO-DAY)  
MUSIC FESTIVAL. IT IS ONE OF  
THE LARGEST, MOST FAMOUS AND  
MOST PROFITABLE MUSIC  
FESTIVALS IN THE UNITED STATES  
AND AROUND THE WORLD**





# MUSIC EVENTS AND DIRECTIONS

**RUISROCK (TURKU, FINLAND) – THE  
SECOND OLDEST ROCK FESTIVAL IN  
EUROPE HELD IN EARLY JULY.  
EVERY YEAR IT IS ATTENDED BY  
MORE THAN 100 000 GUESTS**







# MUSIC MUSEUMS

**THE BEATLES STORY  
(LIVERPOOL, ENGLAND) –  
MOVING FROM ROOM TO  
ROOM, VISITORS OBSERVE THE  
HISTORY OF THE BEATLES**





# MUSIC MUSEUMS

**RAMONES MUSEUM (BERLIN, GERMANY) – OPENED A YEAR AFTER JOHNY RAMON'S DEATH (15 SEPTEMBER 2005) AND ITS EXPOSITION CONSISTS OF MORE THAN 300 ITEMS RELATED TO BAND**





# MUSIC MUSEUMS

**BOB MARLEY HOUSE MUSEUM (KINGSTON, JAMAICA) – THE TWO-STOREY HOUSE OPENED SINCE 1985, BEHIND A BRIK WALL, IS PAINTED WITH PORTRAITS OF BOB MARLEY, NUMEROUS PHOTOS, PLATINUM AND GOLD DISCS**





# MUSIC MUSEUMS

**ROCK AND ROLL MUSEUM AND  
HALL OF FAME (CLEVELAND,  
OHIO, THE USA) – SINCE APRIL 20,  
1983. IT IS A PERMANENT  
EXIBITION DEDICATED TO THE  
HISTORY OF ROCK AND ROLL**





A vibrant concert scene with a large crowd of people in the foreground, mostly seen from behind, looking towards a brightly lit stage. The stage is filled with intense blue and white light beams that fan out across the scene. A massive shower of golden confetti is falling from the top of the frame, creating a festive and celebratory atmosphere. The overall lighting is warm and dynamic, capturing the energy of a live performance.

**THANK YOU FOR YOUR  
ATTENTION**