

MUSIC TOURISM  
**CONVENTION**

**anguilla**  
british caribbean

# ANGUILLA

MUSIC TOURISM CONVENTION  
4 - 6 NOVEMBER 2025

## EVENT REPORT

# INTRODUCTION

At Sound Diplomacy Events and Education, we are strengthening communities and economies by highlighting **music as a force for destination growth and identity**. We believe that music has the power to shape how people experience places, inspire cultural exchange, and drive sustainable tourism.

This is the vision that guides the Music Tourism Convention, the **world's most extensive conference connecting the global music and tourism industries** to explore how music can elevate destinations, attract visitors, and stimulate investment.

In 2025, we were proud to bring this dynamic international gathering to **Anguilla**, an island celebrated for its unique culture, breathtaking landscapes, and vibrant music scene.



**WORKING WITH MUSIC CITIES EVENTS ON THE MUSIC TOURISM CONVENTION ANGUILLA WAS AN ABSOLUTE PLEASURE. THEIR PROFESSIONALISM, CREATIVITY, AND ATTENTION TO DETAIL MADE THE ENTIRE PLANNING AND EXECUTION PROCESS SEAMLESS AND TRULY EXCEPTIONAL. IT WAS A WONDERFUL PARTNERSHIP THAT SHOWCASED THE BEST OF ANGUILLA'S CULTURE AND HOSPITALITY."**

**Dr. Bonnie Richardson-Lake**  
Permanent Secretary, Social Development & Education  
Ministry of Social Development

# BUILDING GLOBAL BRIDGES IN THE CARIBBEAN THROUGH MUSIC AND DESTINATION INNOVATION



From November 4–6, 2025, the seventh global edition of the Music Tourism Convention was held at the Aurora Anguilla Resort & Golf Club, marking the first time this leading international gathering took place in the Caribbean. Hosted over three days of inspiring programming on the island's beautiful shores, the event united a diverse group of global leaders from the tourism, music, and cultural sectors, ranging from ministers and mayors to festival directors, destination marketers, and academics. **Attendees explored how music can drive tourism, enhance destination branding, and stimulate investment and sustainable development.**

Set against Anguilla's backdrop of rich musical heritage, vibrant local talent, and world-class hospitality, the convention featured insightful panels and workshops, strategic networking sessions, and immersive live music experiences celebrating the island's diverse culture.

The agenda included discussions on topics like "Carnivals as Music Tourism Tools", "Music Awards Hosting and Tourism Development"

and "Strengthening Music Tourism in the Caribbean," complemented by live showcases and opportunities for collaboration among industry innovators.

The event offered a powerful platform to share best practices, explore new partnerships, and reimagine the future of music-driven travel in destinations around the world.

# SHAPING MUSIC TOURISM: PANELS, CULTURAL EXPERIENCES, AND REGIONAL COLLABORATION

Following three days of high-level engagement, **delegates of the 2025 Music Tourism Convention reflected on local, regional, and global music tourism trends**, as they engaged in a range of focused talks, hands-on workshops, live music events and a music tour.

On November 5th and 6th, the main conference days, **participants attended thought-provoking panels and presentations** on themes such as extending green code practices in music tourism, recording studios as part of music destinations and understanding local music ecosystems for music tourism development.

Noteworthy sessions included insights on **designing music trails for tourists**, strategies for showcasing and preserving local music heritage, and **global case studies exploring the rise of “Gig Tripping”** and regional collaboration opportunities.

Interactive workshops and keynote addresses featured leaders from **Anguilla, Trinidad and Tobago, Barbados, St. Vincent, the Bahamas, Miami, and further afield**, fostering the exchange of best practices and actionable solutions for empowering local creative talent and advancing music-led tourism. In addition, industry innovators and policy shapers **explored topics like the role of carnivals and festivals for the economy**, and building a sustainable tourism sector rooted in cultural authenticity.

The evenings came alive as **delegates experienced Anguilla’s renowned live music culture** through curated showcases, networking socials, and featured performances by the island’s top artists, including **Omari Banks, ALHCS Steel Orchestra, The KC Experience, Only The Serious and Queen B**, as well as a **local film screening celebrating Bankie Banx’s legacy**. Fringe events such as the “Rhythm & Rum Music Tour – Hidden Gems of Music Tourism Experience” took participants across Anguilla to explore its unique musical landscape and local storytelling traditions, offering cultural immersion alongside industry strategy.

The convention concluded with closing remarks from local and Sound Diplomacy executives. **International guests reflected on Anguilla’s success as the first Caribbean host** and the powerful impact of music-driven tourism. Delegates left inspired and connected—energised to continue building global bridges and sustainable destinations through music tourism.

# TOWARDS LAUNCHING THE CARIBBEAN MUSIC TOURISM ALLIANCE

On 6 November 2025, **an invite-only working session was held at the Anguilla Music Tourism Convention to initiate the Caribbean Music Tourism Alliance as a formal regional platform.** The meeting took place against the backdrop of music tourism's growing global value, and projected growth of over the next five years, and its central role in Caribbean economies through festivals, carnivals, and major concert events such as high-profile residencies and flagship island carnivals.

The session was convened to move from concept to action in establishing a **Caribbean-wide Alliance focused on music tourism.** Within the broader convention, this meeting was positioned as the starting point of a regional movement to use music tourism to address shared challenges and unlock new opportunities for sustainable economic and cultural development.

During the meeting, the Caribbean Music Tourism Alliance was framed as **a working group of high-level stakeholders from across the region** operating at the intersection of music, hospitality, tourism, and the wider creative economy. Participants aligned around the proposed mission for the Alliance to:

- Build regional synergies and collective strategies for music tourism.
- Showcase and learn from the region's most successful best practices.
- Lay the groundwork for a stronger, more connected Caribbean music tourism ecosystem.



The inaugural meeting successfully transitioned the idea of a Caribbean Music Tourism Alliance into an emerging, practitioner-led structure with shared intent and a clear set of objectives. Participants agreed to continue collaborating within the proposed working groups and to use future regional gatherings as anchor moments for Alliance meetings. **The session concluded with a shared commitment to consolidate the mapping work,** refine the working group themes, and develop a short initial action plan to guide the Alliance's activities over the coming year.



# SESSIONS OF THE ANGUILLA MUSIC TOURISM CONVENTION

**ANGUILLA MUSIC ECOSYSTEM - WHERE ARE WE NOW?**

**LEVERAGING DIVERSE CULTURES - MIAMI'S PLAYBOOK FOR MUSIC TOURISM**

**TRANSFORM YOUR DESTINATION THROUGH EXPERIENTIAL MARKETING AND MUSIC**

**HOW TO LURE SOLO TRAVELLERS WITH MUSIC**



**STRENGTHENING MUSIC TOURISM IN THE CARIBBEAN**

**MUSIC POLICY AND MUSIC ECOSYSTEM DEVELOPMENT IN SAUDI ARABIA**

**CARNIVALS AND FESTIVALS AS A MUSIC TOURISM TOOL**



**MUSIC AWARDS HOSTING AND TOURISM DEVELOPMENT**

**BRINGING LOCAL MUSIC GENRES INTO TOURISM STRATEGIES MUSIC DESTINATION MANAGEMENT**

**EXTENDING GREEN CODE PRACTICES TO THE MUSIC TOURISM INDUSTRY**

**THE POTENTIAL OF RECORDING STUDIO DESTINATIONS FOR THE TOURISM INDUSTRY**

**FROM WORLD EXPOS TO GLOBAL FESTIVALS - CRAFTING LIVE SHOWS THAT CONNECT CULTURES**

**CARNIVAL, CULTURE & CURAÇAO: MUSIC AS A TOURISM MAGNET**

**WHY PROFESSIONAL MUSIC ECOSYSTEMS ARE THE FOUNDATION OF MUSIC TOURISM IN ANGUILLA**



“

IT WAS AN AWESOME OPPORTUNITY TO LEARN, GROW, AND CONTRIBUTE TO AN EVENT THAT TRULY CELEBRATES THE CONNECTION BETWEEN MUSIC AND TOURISM. THE EXPERIENCE WAS PROFESSIONAL, WELL-ORGANISED, AND GENUINELY REWARDING. I WOULD DEFINITELY DO IT AGAIN!”

**Toniquewah Ruan**

Govovernment of Anguilla - Department of Youth & Culture

# ANGUILLA MUSIC TOURISM CONVENTION IN DETAIL

34

SPEAKERS

5

PANELS

1

DOCUMENTARY  
SCREENING

31

COUNTRIES

54

CITIES

2

LIVE  
MUSIC EVENTS

3

WORKSHOPS

180

DELEGATES

8

PRESENTATIONS

1

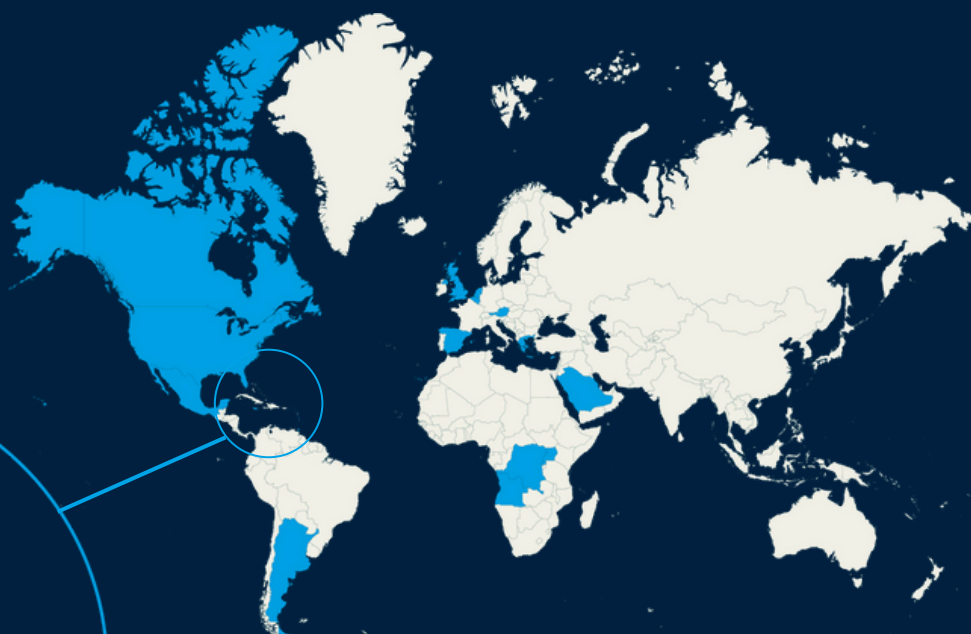
MUSIC TOUR



# MUSIC CITIES CONVENTION IN DETAIL

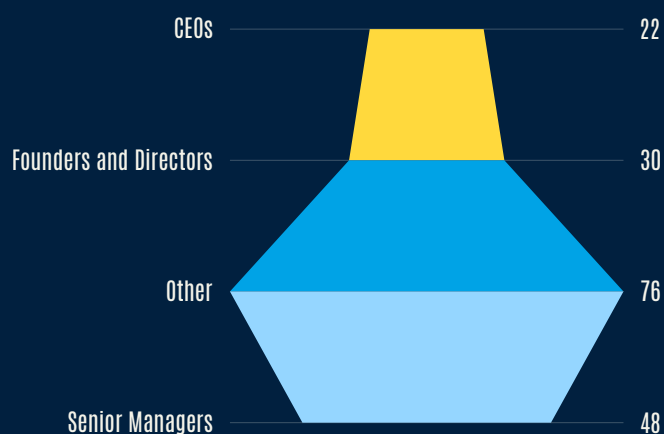
## PARTICIPATION FROM AROUND THE WORLD

## PARTICIPATION FROM ACROSS THE CARIBBEAN



**100% OF SURVEY RESPONDENTS WOULD  
RECOMMEND THE EVENT**

## WHO ATTENDED?

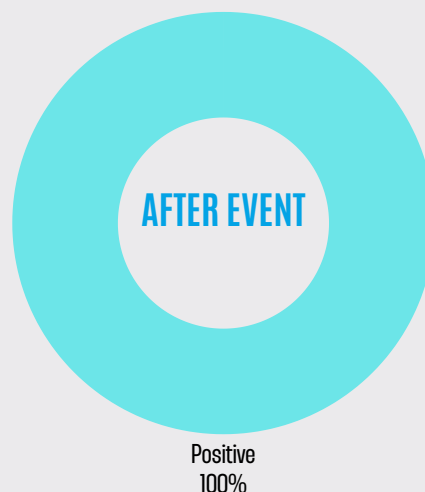
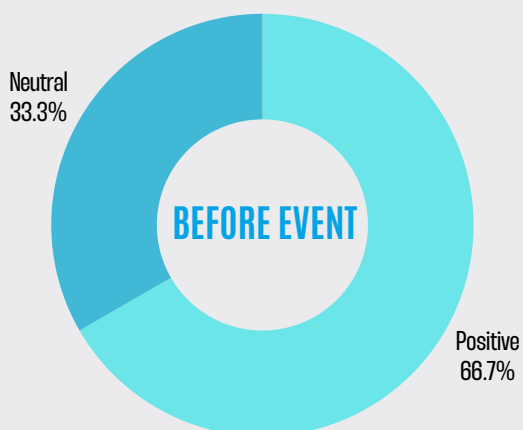


## SELECTED ORGANISATIONS



# ECONOMIC & PERCEPTION IMPACT OF THE MUSIC CITIES CONVENTION

## DELEGATE EXPERIENCE OF THE DESTINATION



AVERAGE NUMBER OF DAYS  
SPENT BY DELEGATE

**4.8** Days

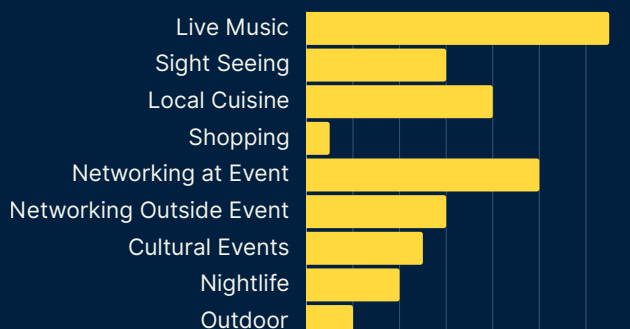
AVERAGE EXPENDITURE  
PER OUT OF TOWN  
DELEGATE

**\$2,300**

RETURN ON INVESTMENT  
FOR EVERY \$ SPENT  
BY HOST

**2:1**

## WHAT DELEGATES GOT UP TO IN ANGUILLA



# MEDIA IMPACT OF THE MUSIC CITIES CONVENTION

Articles in Digital Publications  
**35+** articles

with a monthly average audience of  
**3.8M**



**135+**  
Posts on social media

A combined audience of  
**850k** Reach

## MEDIA AND PRESS MENTIONS

ONE  
GEO

Caymanian  
**Times**

MUSIC  
**PRESS**  
ASIA

LiquidArte

**billboard**

**DOMINICA**  
NewsONLINE  
Independent. Immediate. Trusted

**Tourism**  
Analytics

**OutThere**

TravMedia

**TRAVELAGE**  
WEST

**TRAVEL AGENT**  
CENTRAL

**Forbes**



# HOST PARTNERS



## SUPPORTING PARTNERS



## SPONSORS



# CONTACT US

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