



# Music Tourism Forum

9-10 November 2022 Düsseldorf, Germany

**Music Tourism Forum is a smaller city/state/region focused version of our global Music Tourism Convention. The event focuses more regionally on music's role in destination branding, tourism, attracting investment, developing communities and economic development, and the use of music in improving the quality of life for citizens.**

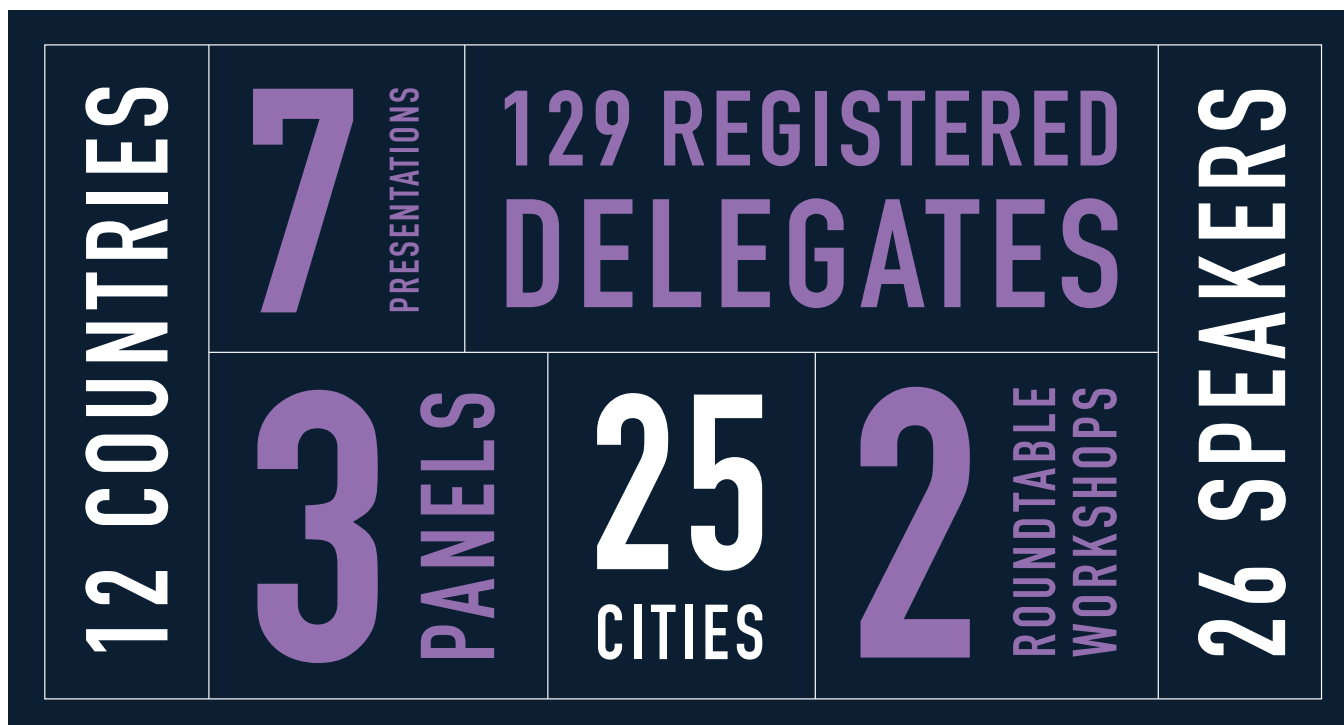
On 9-10 November 2022, the first ever Music Tourism Forum was hosted in Düsseldorf, Germany in partnership with urbanana. The conference took place over two days and was focused on 'harnessing the sound of your city'. The event welcomed 20+ expert national and international speakers, hosting numerous panel discussions, presentations and interactive idea generation sessions, and was live streamed worldwide.



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## Music Tourism Convention in Detail

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# Harnessing The Sound Of Your City

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**The first edition of the Music Tourism Forum started on November 9th with the Official Welcome, featuring remarks from Dr. Heike Döll-König, Managing Director of NRW Tourismus.**

110 delegates from 12 different countries attended in person and 170 people from all over the world tuned into the live stream, including representatives from New Zealand, Japan, St Vincent and the Grenadines, Israel, Alaska, Cyprus and Canada amongst many more.

The event took place at the Weltkunstzimmer, a former baking factory turned into an arts centre and refuge for creativity, that focuses on building long-term collaborations with local artists, while investing in a global exchange with a wide variety of artists, researchers and environments.

In addition to the 3 panels, 7 presentations and 2 roundtable workshops, delegates had the chance to experience 3 evening events showcasing different cultural projects of great regional impact.

The easy-going and familiar environment of the event allowed for great interaction amongst the delegates, who created group discussions and used the content of the event to brainstorm ideas and solutions.



**HIGH ENERGY, GREAT VENUE, 100% OF PANELS/SPEAKERS/PRESENTATIONS WERE TIMELY, RELEVANT, INTERESTING AND THOUGHT-PROVOKING; HIGH-CALIBRE PEOPLE/GREAT NETWORKING; EXHAUSTIVE, BUT NOT EXHAUSTING (!) AND EFFICIENT – MANY ORGANISATIONS COULD TRY TO SPREAD AN EVENT LIKE THIS OVER 4-5 DAYS... AND, THEN, RELATED: INCREDIBLE VALUE FOR MONEY.**

Megan Browne, Director of Global Partnerships,  
Comunicazione Europe



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# Harnessing The Sound Of Your City

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The theme for the first edition of Music Tourism Forum was “Harnessing the Sound of your City”, and the topics discussed include:

- Music’s Role in Destination Branding
- How the Sound of a City Can Improve Quality of Life
- The Role the Artworld Plays In Music Tourism
- Music Tourism & Technology,
- Music’s Role in Attracting Investment
- Music’s Role in Developing Communities
- How to Support and Utilise Your Music Heritage
- Musicians and the Live Music Scene





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# Roundtable Sessions: Key Findings

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The event featured two roundtable sessions, where delegates got to know and talk to each other, as well as identify challenges and solutions to foster music tourism in cities and places all over the world. Below are some of the key findings that emerged during the discussions.

## ROUNDTABLE SESSION 1: How Can A City's Unique Sound Be Integrated Into Its Destination Marketing?

**Examples of cities that have a strong connection to a certain sound:**

- Leipzig, Germany
- London, UK
- Nashville, TN, USA
- Austin, USA
- Salzburg, Austria
- New York, NY, USA
- Paris, France
- Seville, Spain
- Cologne, Germany
- Panama City, Panama
- Budapest, Hungary
- Düsseldorf, Germany
- Berlin, Germany
- Liverpool, UK
- Detroit, MI, USA
- New Orleans, LA, USA
- Antwerp, Belgium
- Lisbon, Portugal



**Examples of how these cities are utilising their unique sound to successfully promote their city, attract tourism, attract investment and improve the quality of life for locals:**

- Festivals
- Music-related products (e.g. dine & flamenco experience)
- Airline Advertisement
- Dedicated app
- Guided tours
- Website and video content
- Merchandising

**Ideas for cities to support their music industry and ecosystem within destination marketing initiatives:**

- Create or attract festivals
- Offer rehearsal spaces to artists
- Promote artists on the destination's social media platforms
- Create ways for musicians, tourists and local businesses to connect
- Create authentic experiences
- Generate predictability with festivals and events
- Unify stakeholders
- Create a legacy

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## Roundtable Sessions: Key Findings

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### ROUNDTABLE SESSION 2: How Can A City Showcase Its Contemporary Music Venues, Clubs and Concerts To Drive Tourism

**Examples of cities that are successfully  
promoting themselves as live  
contemporary music destinations:**

#### Hamburg, Germany

- Diverse offer with the Elbphilharmonie, Reeperbahn Festival and musicals
- Popular around the world
- Maintains a unique vibe despite being popular

#### Austin, TX, USA

- Self proclaimed
- No geographical barriers (music is not condensed into one street, but spread out across the city)
- Multiple genres

**Ways for cities to better promote themselves  
a live contemporary music destination:**

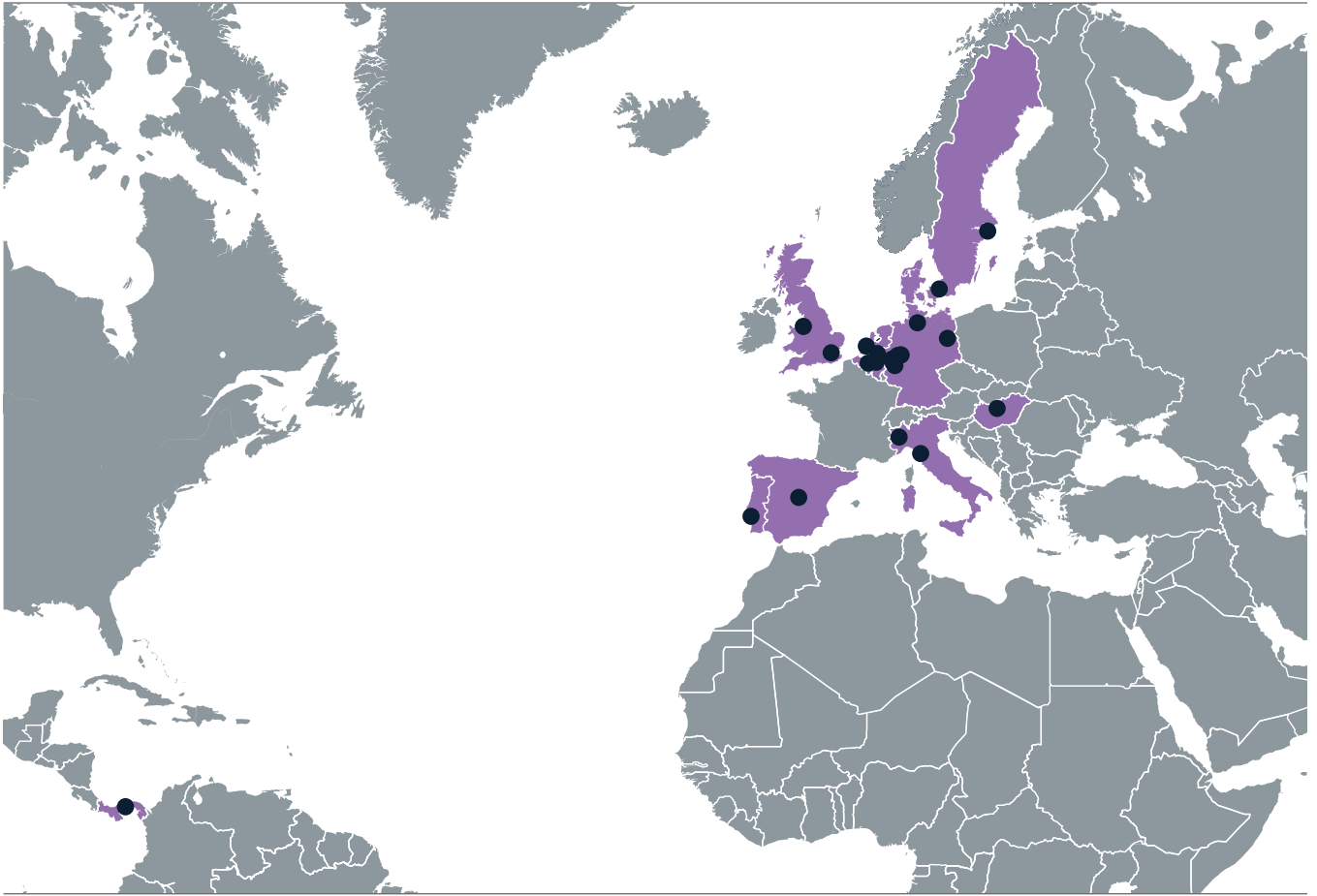
- Utilise different buildings and special venues for live music
- Concentrate the cultural offer
- Support music businesses and activities such as record shops, radio stations and more
- Support and promote venues.

**Ways that a city could better inform  
its visitors of its live contemporary  
music offer:**

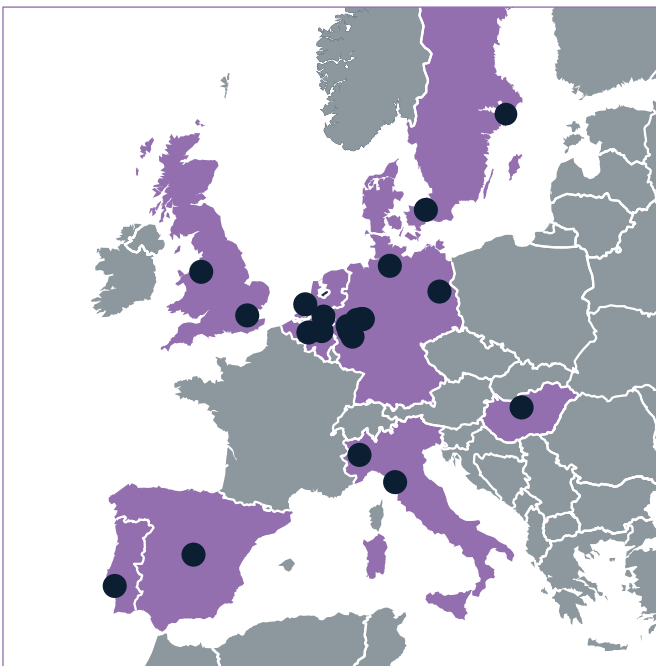
- Make information easily accessible via a website with good SEO and a well-organised landing page
- Use QR codes across the city
- Have a dedicated app
- Integrate offline with online communication strategies
- Use artists as ambassadors
- Get local cafes, restaurants and businesses engaged, and have them promote music attractions, shows and more.

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## Cities & Countries Represented



### Europe in focus





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# Our Speakers & Panelists

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**Ahmet Sisman**, DJ/Producer, Promoter, Mastering Engineer, Founder Of The Third Room (Essen, Germany)

**Alice Feltro**, Events Manager, Music Cities Events (Part Of Sound Diplomacy), (Turin, Italy)

**Anders Kastrup Christensen**, Head Of Partners, Distortion (Copenhagen, Denmark)

**Anna-Luise Oppelt**, CEO, Bach By Bike / Classical Singer (Berlin, Germany)

**Caroline Fagerlind**, Head Of Exhibitions, Pophouse Entertainment / Museum, Director at Abba The Museum (Stockholm, Sweden)

**Daniela Stork**, Executive Director Booking, Ticketing & Special Events, D.Live Gmbh & Co.Kg (Düsseldorf, Germany)

**Dr. Heike Döll-König**, Managing Director, Tourismus NRW e. V. (Düsseldorf, Germany)

**Florian Hayler**, Founder & Curator, Ramones Museum (Berlin, Germany)

**Ina Plodroch**, Journalist At WDR (Cologne, Germany)

**Jana Kerima Stolzer**, Artist (Dortmund, Germany)

**Kai Hoffman**, Co-Founder/Creative Director, Open Studio (Düsseldorf, Germany)

**Kevin Mcmanus**, Head Of Unesco City Of Music, Liverpool (UK)

**Laura Aha**, Journalist, Podcaster, Radio Host (Berlin, Germany)



**Mara Ridder**, Vice President Talent & Music Central & Northern Europe, Paramount Media Networks (Berlin, Germany)

**Marcus Harris**, Creative Industries Manager, Croydon Council (Croydon, UK)

**Marko Georg Zaic**, Industrial Project Team Member (Düsseldorf, Germany)

**Meike Glass**, Journalist, Co-Founder of The Fem\_pop Collective (Cologne, Germany)

**Michael Wenzel**, Journalist & Tour Guide, The Sound Of Düsseldorf (Düsseldorf, Germany)

**Ole Friedrich**, Managing Director, Düsseldorf Tourismus Gmbh, (Düsseldorf, Germany)

**Pamela Owusu-Brenyah**, Freelancer, Cultural Curator, Programmer at Pop-Kultur (Berlin, Germany)

**Peter Kentie**, Managing Director, Eindhoven365 (Eindhoven, The Netherlands)

**Ralph Christoph**, C/O Pop Convention Director (Cologne, Germany)

**Rolf Maier-Bode**, Composer/ Producer (Düsseldorf, Germany)

**Seth Jackson**, CEO & Founder, Landmrk Limited, Director and Founder, Everything Is CIC (London, UK)

**Sorayah Johnson**, Musician, Artist (Düsseldorf, Germany)

**Thomas Venker**, Editor-In-Chief / Founder Kaput – Magazin Für Insolvenz & Pop (Cologne, Germany)

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THE MUSIC TOURISM FORUM  
WAS AMAZING. THE MAIN  
THING FOR ME WAS THE  
PEOPLE I GOT TO MEET: REALLY  
INTERESTING PEOPLE WHO  
I'LL KEEP IN TOUCH WITH.

Kevin McManus, Head of Unesco  
City Of Music, Liverpool (UK)

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# Delegates

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**Curation/Exhibition Management,**  
Kunsthalle Düsseldorf

**Event Manager,** GoldMucke

**Musician & PR Manager,**  
ELECTRI\_CITY Conference

**Senior Manager Communications,**  
D.LIVE

**CEO,** D-LIVE GmbH & Co. KG

**Deputy Head of Marketing,**  
Deutsche Oper am Rhein

**Project Manager,** inDUSTrial

**Booking / Production,**  
Emerged Agency

**Managing Director,**  
Serge&Nina Interkulturelle  
Musikprojekte gUG

**Head of Health Marketing,**  
Düsseldorf Tourismus

**Press officer,**  
Kunsthalle Düsseldorf

**Musikförderung,** Kulturamt  
Landeshauptstadt Düsseldorf

**Project Manager,** ATP Val di Fassa

**Producer, DJ, Designer,**  
5P Restaurant GmbH

**Executive Assistant,**  
Hamburg Music

**Musician, Radio Host and Music  
Programmer,** Freelancer

**Artist,** grotesk.group

**Research Associate,**  
BÜNDNIS 90 / DIE GRÜNEN  
Ratsfraktion

**Head of Market Development,**  
Düsseldorf Tourismus

**Team Assistance,** ecce | European  
Centre for Creative Economy

**Video/Team,** Kalb/Voltkult

**Project Assistant,**  
Tourismus NRW e.V.

**Production Manager,**  
Approximation Festival

**Innovation Manager Creative  
Industries,** KölnBusiness

**Project Manager Cultural Tourism,**  
Tourismus NRW e.V.

**Managing Partner,** Thx.agency

**Consultant,** Soziokultur NRW

**Junior Manager Communications,**  
D.LIVE

**Fotograf,** Selbstständiger Fotograf

**Project manager / cultural  
manager,** Pro Progressione

**Regional Manager,**  
Regionalmanagement Düsseldorf -  
Kreis Mettmann

**Booker / Host at KIT Café,**  
KIT Café

**Director,** Competence Center  
for Creative Industries / Office for  
Economic Development / City of  
Düsseldorf

**Project Manager**  
urbanana, Tourismus NRW e.V.

**Project Officer Communication,**  
Tourismus NRW | urbanana

**Artist,** self employed

**Projectmanager,** popNRW /  
Landesmusikrat NRW e.V.

**Junior Manager Online Marketing,**  
D.LIVE GmbH & Co. KG

**Social researcher,** Independent

**PhD candidate in Sustainability  
Management,** Sant'Anna School  
of Advanced Studies

**Trainee Market Development,**  
Düsseldorf Tourismus

**Assistant to the Artistic Manager**  
| Schumannfest Management,  
Tonhalle Düsseldorf

**Musik Marketing & Video,**  
Self-employed

**DJ, Music Editor, Culture  
Consultant,** Hiphop.de /  
The Ambition

**Spokeswoman,**  
Tonhalle Düsseldorf

**Director of Global Partnerships,**  
Comunicazione Europe

**Owner,** PUBLIC TUNE

**Visual Communication,**  
sipgate

**Deputy Head of  
Market Development,**  
Düsseldorf Tourismus GmbH

**Journalist,** WDR / Urbanana

**Geschäftsführer,**  
Regionalmanagement Düsseldorf -  
Kreis Mettmann

**CEO,** My Music Tours

**Geschäftsführer,**  
Hinterhof Produktionen

**Author & Musician,**  
Music Consultant, ELECTRI\_CITY  
Conference

**Project Team,**  
Projekt inDUSTrial

**Project Manager,** Fever Up

**Product Owner Events,**  
sipgate GmbH

**Content Creator –  
Online webcare/website,**  
The Hague Marketing Bureau

**Musician, Curator and Author,**  
Byline Times Newspaper,  
TV and Festival

**Pressesprecherin,**  
Deutsche Oper am Rhein  
Düsseldorf Duisburg

**Photographer,**  
Thomas Stelzmann Photography /  
inDUSTrial

**Head of Content &  
Communications,**  
Visit Düsseldorf

**Owner,** 5 Pointz GmbH

**Tourism Manager,**  
Surfcompany

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## The Event In Numbers: Social Media Insights

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Music Tourism Forum site on  
Music Cities Events' Website:

**3782**  
VISITS

**1884**  
UNIQUE VISITORS

**ALL THE SESSIONS WE'VE HAD  
SO FAR HAVE BEEN VERY VERY  
VALUABLE IN TERMS OF SEEING  
HOW PLACES ARE DOING THINGS.  
THERE'S SO MANY IDEAS THAT I  
FEEL I'LL BE ABLE TO IMPLEMENT  
AS PART OF OUR PROGRAMME [...] AS WELL AS DEVELOPING OUR  
WIDER MUSIC ECOSYSTEM.**

Marcus Harris, Creative industries Manager,  
Croydon Council (UK)

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**35+**

**SOCIAL MEDIA POSTS WITH  
A COMBINED AUDIENCE OF**

**315K**  
USERS

# Earned Media & Press Mentions

Media articles featuring Music Tourism Forum had a combined monthly reach of 16m visitors.

## Highlights:

[Westdeutsche Zeitung](#)

[Rhenische Post](#)

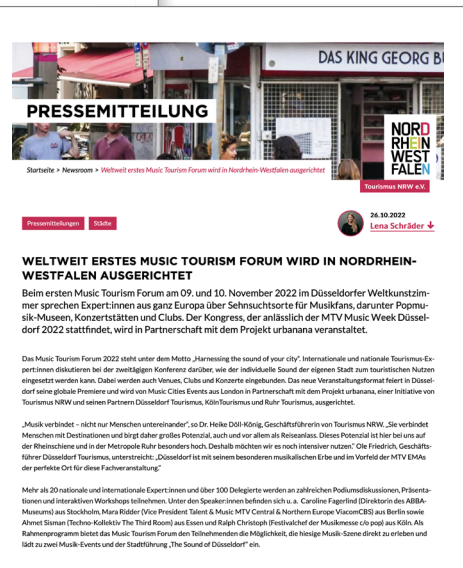
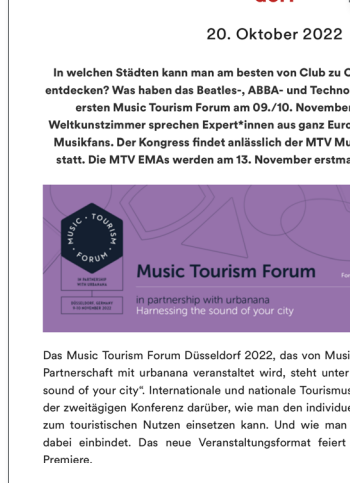
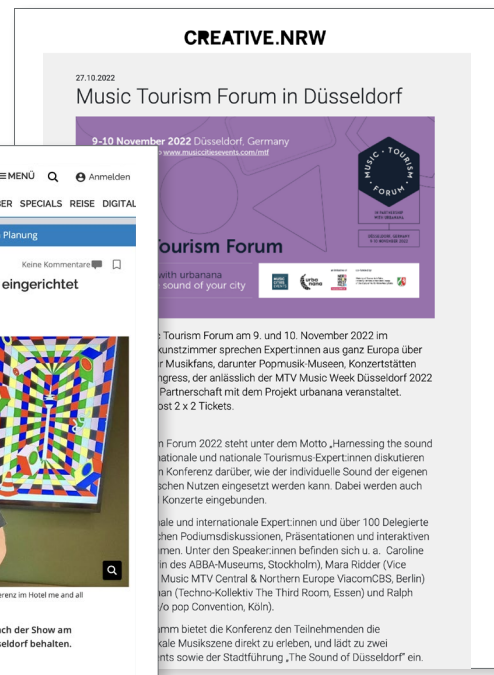
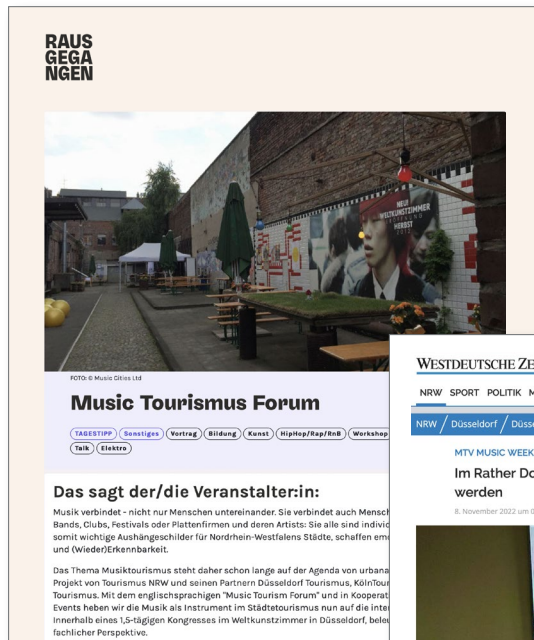
[The Dorf](#)

[Pressemitteilung](#)

[Creative NRW](#)

[Rausgegangen](#)

[Dusseldorf Tourismus](#)





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# Event Partners

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## Host organisations



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## An initiative of



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## Co-funded by

Ministry of Economic Affairs,  
Industry, Climate Action and Energy  
of the State of North Rhine-Westphalia



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## Destination Partners



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## Our Next Events

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### MUSIC CITIES EUROPEAN EXCHANGE (MCEE) JAN 9–FEB 20 2023

[More info here](#)

### HUNTSVILLE MUSIC CITIES CONVENTION OCT 18–20 2023

[More info here](#)

### CLEVELAND MISSISSIPPI MUSIC TOURISM CONVENTION APRIL 11–14 2023

[More info here](#)



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## Contact Us

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Feel free to get in touch with us regarding any Music Cities Events inquiries.

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