



# EAST OF ENGLAND



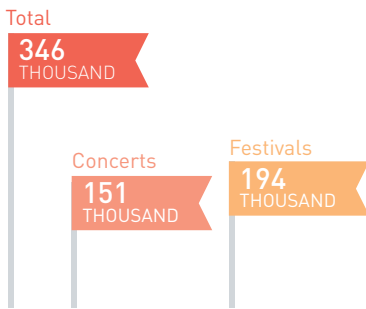
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE EAST OF ENGLAND

Total  
**£326 MILLION**

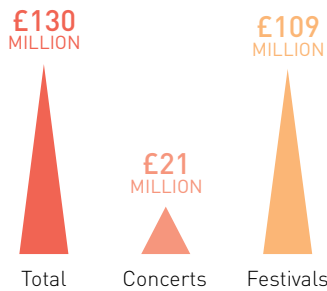
Concerts  
**£53 MILLION**

Festivals  
**£273 MILLION**

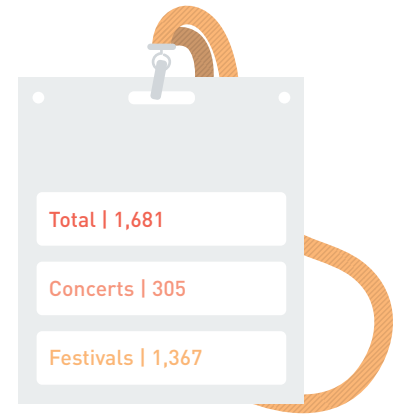
NUMBER OF MUSIC TOURISTS IN THE EAST OF ENGLAND



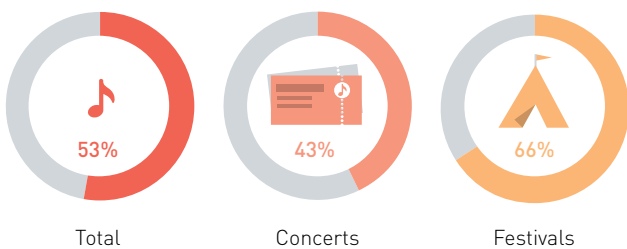
AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE EAST OF ENGLAND



NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE EAST OF ENGLAND



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE EAST OF ENGLAND



AVERAGE SPEND BY OVERSEAS MUSIC TOURISTS IN THE EAST OF ENGLAND

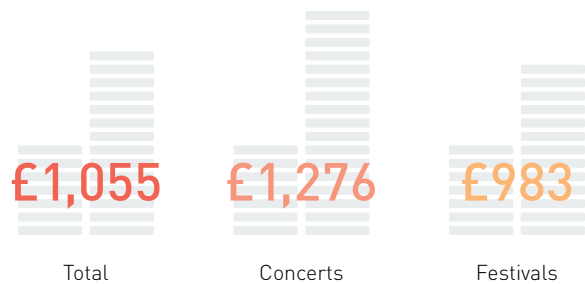




Photo Credit: | David Ackerley

## CASE STUDY

# CAMBRIDGE FOLK FESTIVAL

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Cambridge Folk Festival celebrated its 50th year in 2014, with a set from the legendary Van Morrison. It is well respected for bringing together some of the most highly-regarded folk musicians alongside contemporary country, blues, trad and bluegrass music from around the world.

2014 also featured sets from Sinéad O'Connor, Ladysmith Black Mambazo and Eddi Reader, amongst others. Over the years, the festival has featured on BBC Four and Sky Arts. The first festival in 1964 sold 1400 tickets, almost broke even and featured a young Paul Simon. It now attracts around 10,000 people annually, many of whom return each year. Over the weekend of the festival, these visitors are served by a staff of over 200. In recognition of the sustainable way in which all of this is done, the festival has been named as "Outstanding" in the A Greener Festival Awards.