

260,000 Music Tourists Boost NI Economy by £84m in 2014

Submitted by: Fusion Bags

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The report was based on a study by Oxford Economics, carried out on behalf of UK Music. An impressive 260,000 music tourists visited Northern Ireland in 2014 in order to attend gigs, concerts and music festivals. Each tourist spent an average of £860, which helped sustain 694 full-time local jobs, showing how music tourism in the UK is helping local economies to build and recover.

Music tourism has always been a big part of the UK economy. Between 2011 and 2014 the number of music tourists in the UK increased by 34 per cent to 9.5 million in 2014. International music tourism is also up over the last four years, with the number of people travelling to the UK for gigs and music festivals up by 39 per cent. While international tourists spent less than domestic ones, at an average of £751 per person, this direct influx of cash is great news for the UK economy.

UK Music Chief Executive, Jo Dipple, commented on the report, saying: "Our rich music heritage and infrastructure has made the UK the go-to destination for live music globally and these statistics show that tourism is now a bedrock of British music and the wider economy."

UK Culture Secretary, John Whittingdale, also commented, saying: "It's fantastic news that our music industry drew in 9.5 million tourists last year, but it's no surprise. British music is legendary around the world and continues to go from strength to strength, with UK artists now accounting for one in seven albums sold worldwide."

Fusion Bags, a UK provider of hybrid gig bags for travelling musicians, takes a keen interest in industry news such as this. A spokesperson for the company commented on the report, saying: "It's no surprise that the figures in this report are so high – British music is famous the world over, and a lot of people are willing to travel to see musicians play on their home turf."

"Of course the flip side to this report is that there are a lot of musicians who find themselves travelling to play these gigs. The problem comes in that travelling with an instrument can be a difficult process – especially when it comes to using crowded public transport. In order to keep instruments in the best condition for their gig, professional musicians should invest in a high quality hybrid gig bag. These offer a similar level of protection against knocks and bumps as a hard case, while having the weight and manoeuvrability of a soft-shell case. With the perfect product, travelling musicians never have to worry about the safety of their instrument while travelling again."

Fusion Bags (<http://www.fusion-bags.com/>) is a British company based in West Yorkshire. Established in 2008, they have been designing and manufacturing gig bags especially built for travelling and commuting musicians around the world. Fusion Bags is a registered trademark of Fusion Products Company Limited.