

## Factbox



Image: Jason Bryant

## THE ORGANISER

- **Name:** Michael Eavis
- **Job:** English dairy farmer

## THE EVENT

- **Name:** Glastonbury Festival of Contemporary Performing Arts
- **Location:** Worthy Farm, Pilton, Glastonbury, Somerset, UK
- **Date:** This year's festival is scheduled to take place from Friday, June 22 to Sunday, June 24
- **Attendances:** In 2005 the site capacity was a total of 150,000 visitors to the festival, of which 112,500 were paying customers. There was no event held in 2006.
- **Did you know?** Since 1996 there has been one million visitors to Pilton – a small village in the UK county of Somerset
- **2005 foreign visitors:** The festival had paying customers from Australia, Mexico, Czech Republic, Japan, Korea, USA, New Zealand and Brazil. The festival also hosted a delegation from the Fuji Rock festival in Japan (50 people); a British Council delegation of 70 with people from Russia, China and Eastern Europe; and *BBC World Service* media serving Russia, the Middle East and Japan.
- **Past attendances:**
  - 2004: 150,000
  - 2003: 150,000
  - 2002: 140,000
  - 2001: No festival was held
  - 2000: 100,000

Chamber of Commerce in November and I am delighted to see how the festival attracts tourists to the area. The festival has put the area on the map and I am so pleased that Glastonbury and Somerset are benefiting.

## Anything left to say?

I was listening to *BBC Radio 4* the other week and one expat living in the United States was asked the question: 'what do you miss most about the United Kingdom?'. Her answer was 'Glastonbury' – when I heard this it really pleased me because it shows just how far we have come.

June 24-26, 2005

Coldplay headlined the last festival – a break was taken in 2006. A total of 153,000 spectators paid US\$247 each to watch the event.



# Malawi festival can be Africa's star event

The United Kingdom and the United States have been using music as a way of attracting tourists for many years, but it's not just the superpowers implementing this strategy.

Many smaller and lesser-known nations across the world also have lots to offer and the eastern African country of Malawi is a prime example.

In 2004, the first Lake of Stars International Malawi Music Festival was held at the beautiful Lake Malawi with the aim of helping charities and improving the country's tourism industry. More than 1,000 attended in 2004 and 2005 and according to the festival's director Will Jameson, the event has been a great success.

He said: "When we first held the event in 2004 we were given an award by the Malawi Tourism Authority. The festival makes money for charity, but one aim for the event is to boost Malawi's tourism industry as a whole."

Although small in comparison to

other festivals around the world, the benefits have been seen by companies across the industry in Malawi.

This year's event will be held on a three-day weekend (October 5-7), but Jameson is hoping guests enjoy the other delights the country has to offer.

"We urge our international visitors to come to Malawi – not just for three days, but for two weeks," he said.

"There is so much to do and see – Malawi is very exotic and a beautiful country. The guesthouses, hotels, safari and diving companies all profit from the event and the more we can do to continue helping the industry the better. Tourism is the one thing that can really boost the economy in Malawi."

Lake of Stars evolved from a dance music clubnight – Chibuku (named after a Malawian drink) – held in Liverpool, England. Clubnights in the UK create a great fanbase and many people have been interested in the festival because of this.

The festival's organisers work with international DJs and promoters and Jameson hopes that this exposure will increase numbers in 2007.

"We had approximately 200 to 300 people travelling from the UK for the last event – but this year we are expecting about 400 from the UK and approximately 1,500 in all," he said.

"The festival was originally marketed to students in the UK who were interested in travelling and seeing the music. One partnership we have is that STA Travel organise flights through Kenya Airways to Malawi."

So, if 400 people are travelling from the UK, where do the rest of the tourists come from?

Jameson added: "We are seeing more and more people travelling to the festival from South Africa, Mozambique, Kenya and other neighbouring countries. With the festival being held so close to Lake Malawi it gives a great backdrop and great scenery. The show will be held on a three-day weekend and it gives people the chance to drive and arrive on the Friday and enjoy the weekend."

Although in its infancy, the Lake of Stars' location and music gives it the potential to be a success – and it may well prove to be an example for other African countries to follow.



## Factbox

- **Name:** Will Jameson
- **Role:** Director of Lake of Stars – International Malawi Music Festival
- **Date:** October 5-7, 2007
- For more information visit the website – [www.lakeofstars.co.uk](http://www.lakeofstars.co.uk)