



“Cultural tourism development”

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2008



Cultural tourism development

Lake of Geneva region

22 July 2008



NYON PALEO FESTIVAL



- ◆ economic impact
- ◆ historical development
- ◆ success factors
- ◆ community involvement and support, such as local government, business etc.



- ◆ The **NYON PALEO FESTIVAL** takes place every year at the end of July and hosts 225,000 spectators at each edition.
- ◆ This make it the largest open-air festival in the country



- ◆ In 2009, from the 22nd to the 27th of July, 118 live performances were programmed
- ◆ Very famous artists such as Ben Harper, Mika, Justice, Girls In Hawaii, Manu Chao Massive Attack, IAM or R.E.M. were on stage at **NYON PALEO FESTIVAL**



A huge area...



22 July 2008



Beautiful concerts...

22 July 2008





**And a fairy tales
atmosphere...**

22 July 2008



Brief presentation

- ◆ **PALÉO ARTS AND SPECTACLES** is a non profit making cultural organisation founded in 1974.
- ◆ As stipulated in the association's statutes, its purpose is to, "promote the development of cultural musical and artistic activities, particularly by means of the organization of concerts or other events".



economic impact

PALÉO ARTS AND SPECTACLES
principal activity today is the
organization of the **NYON PALEO**
FESTIVAL



As a result of the ever-increasing demand in this area, **Paléo** joined with the **Montreux Jazz Festival** in 1993 to found an independent limited company called OPUS ONE.



In 2007, the Festival included:

- ◆ 226,800 spectators
- ◆ 1,607 musicians and technicians (badges and stickers)
- ◆ 118 concerts on 6 stages
- ◆ 7,500 campers
- ◆ 3,956 volunteer staff
- ◆ 52 salaried staff for a total of 42 FTE (full time employees)
- ◆ 193 stall holders
- ◆ 518 journalists, photographers and media representatives, covering
- ◆ 210 newspapers, magazines, radio stations and record labels
- ◆ 22 TV channels
- ◆ 84 hectares of site (including the camping and the parking)

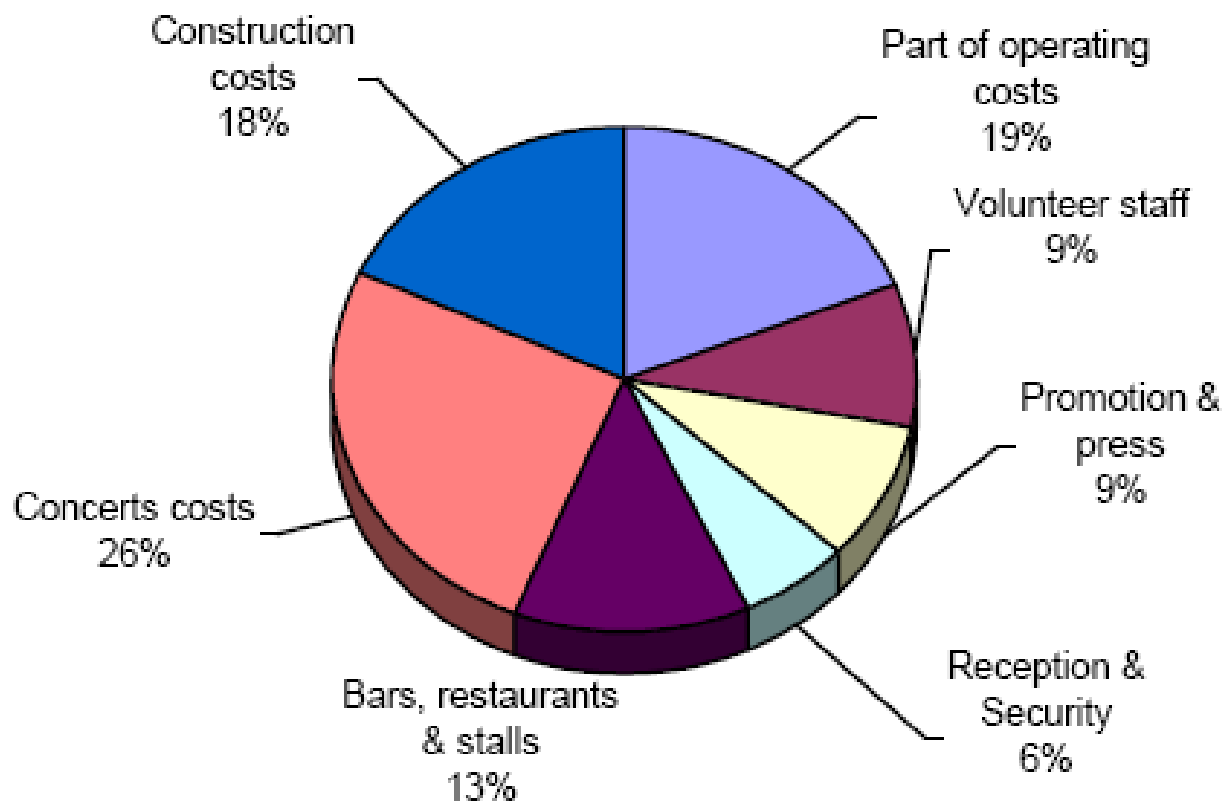


Paléo Festival's audience comes from the Nyon area (11%), from the adjacent cantons of Vaud and Geneva (48%) and from other French-speaking cantons (28%). The remainder comes from German-speaking Switzerland (4%) and from abroad, mainly from France

As a result, **NYON PALEO FESTIVAL** has a big impact on the hotel and restaurants business in Nyon and on the business of the whole community.

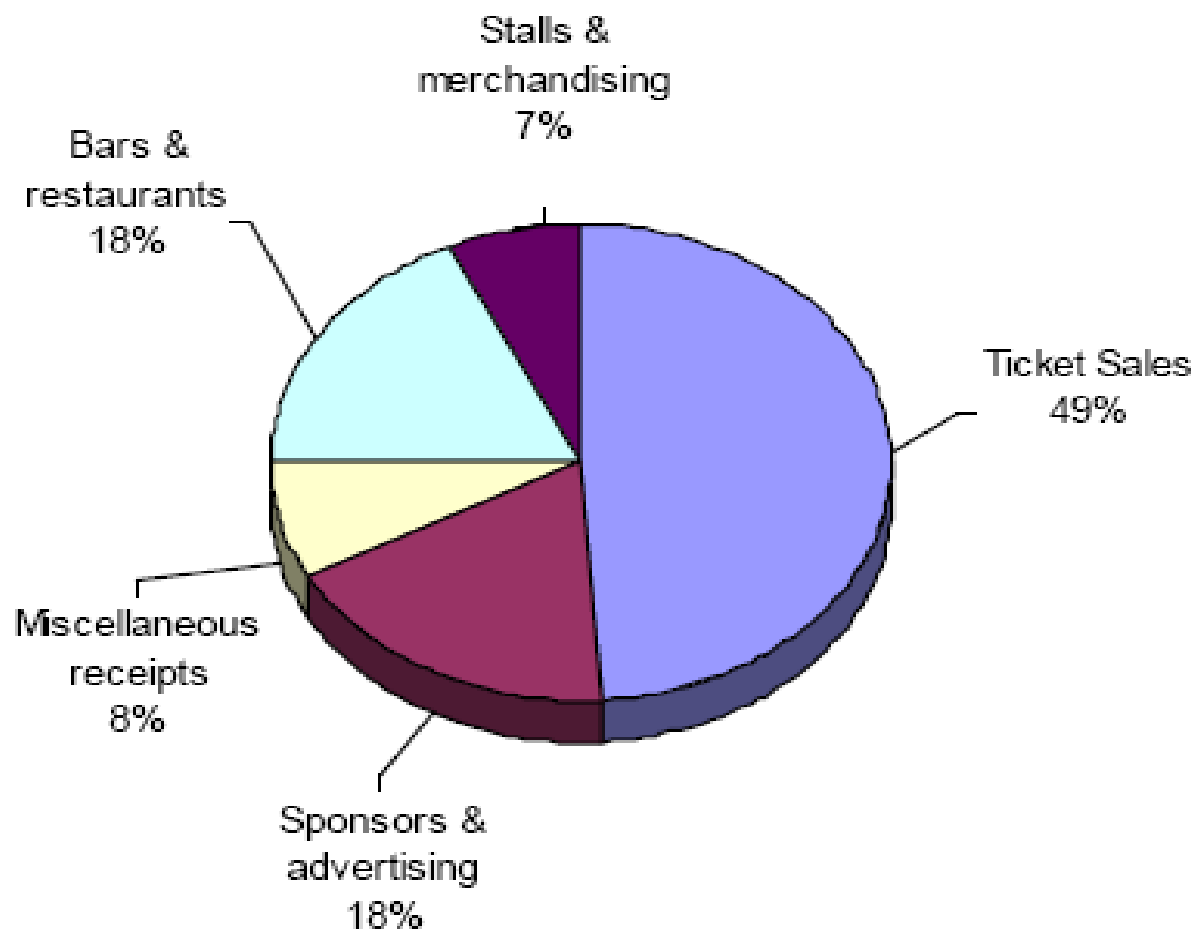


Budget 2008 - Expenditures CHF 19.7 mios





Budget 2008 - Receipts CHF 19.7 mios





historical development

After have successfully organized - though not without a few sticky moments! - a number of concerts featuring acts, the **Paléo Arts & Spectacles association** - originally called the **Folk Club de l'Escalier** - took on the organization of the **First Folk Festival** in **1976**. It took place over three days in April in the old communal assembly rooms in Nyon. 1,800 enthusiastic spectators turned up.



- ◆ In 1977, the Festival took up residence on the **Colovray meadow**, a magical waterside site, where it remained until 1989.
- ◆ From **1990**, Paleo Festival has been installed at l'**Asse**, a meadowland site of over 15 hectares situated to the north of the town of Nyon.



success factors

1. The Paléo Festival sets out to **create a marriage of concert and carnival**, to create a kaleidoscopic event that will stimulate public curiosity for new artists and less well-known musical styles.
2. Paléo is both a launching pad for **new talents** and a platform for **established stars**.
3. Six especially constructed stages play host to **acts from all over the world**.



3. Paléo is also an extraordinary **global village** for the people who go there. For this reason, particular attention is given each year to reception, décor and the choice of food and arts and crafts stalls.
4. One essential notion guides the work of the organisers: everything must be done in a **spirit of respect** for the artists, the spectators and the Festival staff present.



community involvement and support

Finally, it is worth noting that Paléo Festival receives **no public financial assistance**. It has a fundamental aim of staying financially independent whilst remaining accessible to all potential audiences and thus practices a policy of affordable pricing



- ◆ Staff are recruited on a **voluntary basis**, including those with management responsibility. This means that a member of staff donates some of his/her time and skills to contribute to the success of the Festival. They are paid no salary but receive a modest amount in expenses and payment in kind (food and drink tokens, invitations, meals etc.).
- ◆ Only **permanent members** of the salaried staff and those working over an extended period of time (at least two months) are taken on as paid staff.



Aware of its role as a socially responsible organisation, Paléo Festival is active throughout the region in supporting a variety of **charitable and socio-cultural activities**. Since 2005, it has set out its fundamental values in a charter, which represents a formal engagement by the Festival in respect of the paying public, the volunteer staff, the artists who perform, **environmental protection, preventive action and social responsibility**.



Paléo Festival plays an exemplary role in the entertainment and events field. The quality of its reception of the public, its organisational and management skills have often been applauded by professionals from a variety of sectors, as the following **awards and accreditations** show:

- ◆ MIDEM Green World Award (2008)
 - ◆ "Green'n'clean Award" accreditation (2007)
 - ◆ NiceFuture Attitude award (2004, 2006 and 2007)
 - ◆ Public Award (2007)
 - ◆ Swiss Ethical Prize (2007)
- and many more...



Montreux Jazz Festival

- ◆ economic impact
- ◆ historical development
- ◆ success factors
- ◆ community involvement and support,
such as local government, business etc.



Brief presentation

Distinguishing itself by its ambitious programming choices, for two weeks the **Montreux Jazz Festival** offers an ideal platform for musicians in an intimate setting.



- ◆ Founded in 1967 by **Claude Nobs**, the Montreux Jazz Festival has become an unmissable event for music fans over the years, both in Switzerland and abroad.
- ◆ The Montreux Jazz Festival is certainly the **most well known music festival** in the whole world.
- ◆ Montreux Jazz Festival is a **for profit** making cultural organisation



22 July 2008



Beautiful surrounding area...



Incredible live act performances...



22 July 2008



And great night life...

22 July 2008



- ◆ All the greats have performed on the festival's various stages, from **Miles Davis** to **Ray Charles**, through to **David Bowie** and **Massive Attack**.
- ◆ **Jazz music** may have constituted the Festival's historic roots, but **other musical styles** quickly found their place within the festival, sharing a common bond of musical curiosity and mutual enthusiasm



economic impact

In 2008:

- Number of bands in the venues charging
- an admission fee : 90
- Number of free concerts and DJs : 260
- Human Resources
- Permanent office
- Permanent staff : 14 people (11 departments)
- From April to July : 30 people
- Number of sectors : 32
- Number of staff members : 1,243
- Indicators :
 - women 45% - men 55%
 - Swiss 70% - European Union 30%



- ◆ It has a **big impact** on the hotel business and on the business of the whole community.
- ◆ The Lausanne School of Economics made a study that showed that there's about euros **20 million** that goes back into the local economy, and that not counting the TV rights or our budget that is now **12 million**



Organizing a two-week event the size of the Festival wouldn't be possible without a professional structure working year-round.

The permanent office (12 people year-round), aided by the Foundation Council (also 12 people), is joined throughout the months by a larger and **larger team** (up to 30 people), and finally by the **staff for the duration of the Festival** (1280 people).



historical development

- ◆ Founded in **1967** by Claude Nobs, a passionate jazz fan and a visionary, it lasted for three days only at his first edition and featured almost exclusively jazz artists.
- ◆ In the 1970s, the festival began **broadening its scope**, including blues, soul, and rock artists.
- ◆ In December 1971, the Montreux Casino burned down and the festival was forced to move to the Convention Center until the new Casino was built in 1975.



Since then, the festival never stopped to grow. From 1995 through 2006, it occupied both the Miles Davis Hall and the Auditorium Stravinski and the Casino as well.

The number of visitors rose from 75,000 in 1980 to around 220,000 now-a-days !



success factors

Claude Nobs, Founder and CEO of the Montreux Jazz Festival is the main factor of the success of the Montreux Jazz Festival.

In the 60's, as an accountant for the **Montreux Tourism Office** Claude Nobs began modestly organizing concerts, in the context of the Montreux Youth Association.

When his employer sent him to New York, he took the opportunity to show the first signs of his innate boldness. Without hesitation, he presented himself at the offices of Atlantic Records in order to meet one of its directors, **Nesuhi Ertegun**.



- ◆ When the Montreux Jazz Festival saw the light of day in 1967, Claude Nobs continued **networking** to try and persuade the artists he loved to come and play. For there is no doubt that he deeply **loves the artists** and knows how **to maket** hem aware of it.
- ◆ **The human touch** counts more in this case than money. Others have more to offer, but none bring together a list of artists such as the Festival's.
- ◆ Concurrently, in 1973 Claude Nobs became representative of **WEA Europe** and director of **Warner Music Switzerland**.



The same spontaneity, **flair and audacity** with which **Nobs** first gained admittance into the Atlantic offices has become his trademark, successfully recruiting performers such as **Miles Davis, Aretha Franklin and Roberta Flack.**



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