DARKO BRLEK, Ljubljana Festival Director and Artistic Director, EFA President
EFA

Europe for Festivals – Festivals for Europe
EFA

• The **European Festivals Association** is the umbrella organisation for festivals across Europe and beyond.

• The oldest cultural network in Europe, it was founded in Geneva, Switzerland, in 1952 as a joint initiative of the eminent conductor Igor Markevitch and the great philosopher Denis de Rougemont.

• Since its foundation, the Association has grown from 15 festivals into a dynamic network representing 111 music, dance, theatre and multidisciplinary festivals, national festival associations and cultural organisations from 42 countries.
EFA

• EFA has members in all of Europe’s countries; it tries to foster **understanding of the European dimension**.

• In the last 20 years, EFA has undergone major changes, particularly due to the changed political and geographical image of Europe.

• New countries have emerged, in some cases, unfortunately, accompanied by war, which has had an influence on the cultural image of Europe as a whole.
EFA

• EFA presents the dimensions of national cultures that are part of the European reality. It is no wonder that EFA brings together more and more festivals, which have a decisive influence on the cultural image within their own environments, as well as on the social situation.

• There is no doubt that the festivals are the first to reveal changes in society, holding up a mirror to it.
EFA – Diamond Jubilee in Bergen
EFA – Diamond Jubilee in Bergen


• Bergen Agenda: an opportunity to celebrate and capitalise on the enormous potential and influence that more than 100 arts festivals can bring to bear.

• Slogan **Celebrate the Arts • Transform People • Imagine the World** – reflects the core mission of the festivals.

• EFA uses different qualities of its members to develop the role of festivals in the broader space of public debate.

• EFA actively collaborates with many partner organisations and networks that are at the heart of European cultural life. At the occasion of its Diamond Jubilee EFA has called upon its partners to reinforce efforts to shape an agenda that affects us all.
EFA: 60 Years On, Festivals and the World
FESTIVALS
FESTIVALS
Ljubljana
FESTIVALS
Salzburg
FESTIVALS
Avignon
FESTIVALS
Bologna
FESTIVALS

Imola
FESTIVALS
Edinburgh
FESTIVALS
Cividale del Friuli
FESTIVALS

• Festivals are soul of Europe.
• Festivals are platforms for artistic expressions; stages for audience participation; partners for the business world.
• The core mission of festivals is an artistic one.
• They can be also opportunities to re-invigorate political and social debate. They can be platforms for dialogue between sectors of society that rarely otherwise meet on neutral ground. They can use their appeal across borders to link European, national, regional and local decision makers and do so in the contest of the stimulus created by artistic excellence.
FESTIVALS

• Festivals have consistently shown over the last decades that they can be extraordinary agents of change, whether socially, economically or intellectually. This is not just recognised in Europe but increasingly around the globe.

• Festivals are committed to constant innovations.
FESTIVALS

• Festivals are business: they contribute to the development of economic sustainability and they can be major businesses themselves.
• They can provide stimulation and support to local businesses.
• They are important ambassadors of the city and the country of origin.
• They are important link not just between the artists but also between the nations, regions, countries.
FESTIVALS

• Festivals contribute to tourism.

• Festivals mean education and constant development.

• Festivals bring lively atmosphere in the cities.

• Festivals are fun.
FESTIVALS & TOURISM
FESTIVALS & TOURISM

• One of the trends in tourism are brief and city trips, individual programmes, package tours.
• High level of experience.
• More for less money.
• New and tailor made products.
• There are two interesting target groups: young generation and senior generation.
• It is proven that particularly women have higher demands in (cultural) tourism.
• Cultural tourism is increasing.
• Europe is a key cultural tourism destination.
FESTIVALS & TOURISM

European Commission Communication (30 June 2010)

• Europe is the world's No 1 tourist destination.
• Europe must offer sustainable and high-quality tourism, playing on its comparative advantages, in particular the diversity of its countryside and extraordinary cultural wealth.
• Europe is indeed a key cultural tourism destination, with a large number of major sites and a strong flow of international and domestic visitors.
• It is estimated that cultural tourism accounts for around 40% of all European tourism.
FESTIVALS & TOURISM

European Commission Communication (30 June 2010)

Keeping Europe the world's top tourist destination is the objective of the European Commission.

• European tourism must evolve. One of the priorities is to promote the development of sustainable, responsible and high-quality tourism.

• The European Union can contribute to the diversification of supply of tourist services by encouraging intra-European flows through capitalising on the development of thematic tourism products on a European scale. Transnational synergies can ensure better promotion and a higher profile for tourism. This may include a full range of heritage as cultural heritage and contemporary culture.
Tourists are more and more looking for true experiences, for meeting and getting to know other people and other cultures.

Tourism policies will need to adapt to these trends and develop a quality offer promoting local cultures and traditions and paying attention to sustainable aspects: preservation of the heritage, of the landscape, of the local culture.

A cultural tourist combines the experiences: events & food & drink & sight seeing & shopping.
FESTIVALS & TOURISM
FESTIVALS & TOURISM

“What a gift to the city. The benefits are huge: from the revenue generated to the international promotional value, to a more general sense of creative possibility and civic morale.”

*The Scotsman*

*(about Edinburgh International Festival)*
FESTIVALS & TOURISM
Salzburg Festival
FESTIVALS & TOURISM
Salzburg Festival

From the study:
ECONOMIC EFFECT OF THE SALZBURG FESTIVAL
Study 2011 of the Centre of Future Studies at the Salzburg University of Applied Sciences

• Available at: www.salzburgerfestspiele.at
• The basis for the new study was a poll conducted among the Festival visitors in early 2011, which evaluated about 3.500 usable questionnaires.
• The poll results provided the data, necessary for the calculating of economic effects of the Salzburg Festival.
FESTIVALS & TOURISM
Salzburg Festival

• **17 venues** in 35 days; total number of performances: **242**
• Number of available tickets: **218.014**
• Total number of visitors: **253.312**
• Percentage of seats sold: **95,6%**
• Total budget: **50,9 million €**
• Contributions from public funding: **13,5 million €**
  of which:
  - Federal Government: 40%
  - Province of Salzburg: 20%
  - City of Salzburg: 20%
  - Tourism Promotion Fund: 20%
• Sponsorship (in 2010): **approximately 5 million €**
FESTIVALS & TOURISM
Salzburg Festival

• Providing 200 year-round jobs and more than 3,600 summer jobs, the Salzburg Festival is an important employer in the region.

• Its tax and social insurance contributions alone provide the state with more revenue than the total sum of the subsidies, paid to the Festival for the same year.

• Since its founding, it has been an artistic and economic motor for an entire region. Today, this motor is more powerful than ever: the overall economic effect has grown to 276 million € in 2011 – more than ever before.
Salzburg Festival

• The Festival product is just right: both the number of regular visitors as well as the length of their stay and the guests’ spending have increased even further.

• High number of regular visitors and an increase in new visitors:
  - visitors, who have attended the festival 20 times and more: **39,4%**
  - 10 to 19: **23,4%**
  - 6 to 9: **9,9%**
  - 1 to 5: **19,1%**
  - first time in 2011: **8,2%**
FESTIVALS & TOURISM
Salzburg Festival

• The Festival is an exclusive vacation motivation: asked why they attended the Salzburg Festival, 71% of respondents answered that they visited Salzburg only or mainly because of the Festival – a decisive indication that the Festival visitors’ spending constitutes a real additional revenue, and that their economic effects could not be generated without the Festival (these are the effects, comparable to the Guggenheim Museum in Bilbao or the Bayreuth Festival).

• In the case of 29% of respondents, other motivations (e.g. vacationing, medical treatments or business reasons) also played an important role for their stay in Salzburg, in addition to their attendance at the Festival.
FESTIVALS & TOURISM
Salzburg Festival

• Festival visitors stay longer than other tourists:
  - early booking habits of the Festival visitors;
  - their average length of stay is **7,2 days**;
  - this figure is far above the overall average of the Salzburg Tourism (4.2 days) and especially above that of the City Tourism (1,8 days);
  - only **27,3%** of Festival visitors stay in Salzburg between **one and three days**;
  - **42,6%** stay between **four and seven days**;
  - almost a third of all visitors (**30,1%**) spend **eight days and more** in Salzburg during the Festival.
FESTIVALS & TOURISM
Salzburg Festival

• About **80%** of the Festival visitors live in a **hotel** or a **guesthouse** during their Festival stay.

• Most Festival-related overnight stays are booked at the **higher-class** establishments.

• Only **3,3%** of attendees rent **private rooms**, while **15,4%** stay with **friends** or in a **second home**.
FESTIVALS & TOURISM

Salzburg festival

• Over half of those questioned (54,2%; evaluation of an approximate number of 3,500 usable questionnaires), spend their Festival sojourn as a couple, 15,9% with the two accompanying persons, and 11,7% of all the visitors are single attendees.

• 39,6% of Festival visitors, coming from outside of Salzburg, attend only one or two performances. Another 29,7% visitors attend three to four performances, and 25% of them attend between five and nine performances.

• The average Festival visitor, coming from outside of Salzburg attends 4,2 performances.
FESTIVALS & TOURISM
Salzburg festival

- **High level of spending** of the Festival visitors results in a very special economic significance of the Salzburg Festival.
- An average spending per visitor, coming from outside of Salzburg, is approximately **317 €** per day.
- Approximately three quarters of this sum (**235 €**) is spent on **accommodation (45.4%)** and **dining (28.9%)**.
- **Shopping**: **16.9%**
- **Transportation** and other **expenses**: **3.4%** and **5.4%**.
- **Festival tickets**: every visitor spends an average of **550 €**.
FESTIVALS & TOURISM

Salzburg festival

• Spending by Festival visitors, visiting from outside of Salzburg in the companies in tourism, commerce, transportation and other sectors lead to an overall of 102.5 million €:

- of which approximately 73.6 million € are spent in the tourism, hotels and gastronomy sectors.
FESTIVALS & TOURISM
Ljubljana Festival
The Ljubljana Festival was established in 1953 by the local tourist association. It is the oldest festival in Slovenia.

One of the founders was dr. Fran Vatovec, whose dream was to “make Ljubljana Salzburg, Verona, Bayreuth, Edinburgh” in terms of festivals and international guest stars.

The breaking point for the Ljubljana Festival occurred already in 1955: the ex Teutonic Knights monastery was renovated by one of the most important Slovenian architects Jože Plečnik. Since then, the complex of the so called “Križanke” is a home of the Ljubljana Festival.
LJUBLJANA FESTIVAL

• According to Plečnik’s plans an open air summer theatre (in the form of an amphitheatre) was built on the site of the former monastery’s gardens. Thus, Ljubljana and Slovenia obtained one of the most beautiful venues locations and a unique tourist attraction.

• The removable roof was built in 1964/65.
LJUBLJANA FESTIVAL
LJUBLJANA FESTIVAL

• Since the Ljubljana Festival’s first edition, attending of its summer events has become a popular pastime not only for many residents of Ljubljana but also for the rest of the Slovenians as well.

• With its cosmopolitan spirit, the Ljubljana Festival contributes substantially to the vitality of the Slovenia’s capital, which is considered as one of the liveliest among the European cities.

• The main goal of the Ljubljana Festival has always been a carefully selected programme with outstanding performers, who are driven by excellence, creativity and desire to offer the audience the best possible artistic experience. Over the years, the Ljubljana Festival has become an important reference for the artists as well, who often gladly return to perform in Ljubljana again.
LJUBLJANA FESTIVAL

• Although the Ljubljana Festival was born in another country, under specific political, social and economic conditions, it has always been ambitiously oriented equally to local and international artistic production.

• The **internationally renowned and important artists from** all over the word are the main part of the Ljubljana Festival since its 4th edition, in 1956.
LJUBLJANA FESTIVAL

• In its more then **60 years long history**, the Ljubljana Festival has hosted numerous internationally recognised names, among them:

**Orchestras – Opera Theatres:** Vienna Philharmonic, Israel Philharmonic Orchestra, Mariinsky Theatre of St Petersburg, Munich Philharmonic Orchestra, New York Philharmonic, Scala Theatre Philharmonic Orchestra, State Academic Bolshoi Theatre of Russia, Royal Philharmonic Orchestra from London, Orchestra del Maggio Musicale Fiorentino, Chinese Philharmonic Orchestra Hangzhou, Gewandhausorchester Leipzig
Vienna Philharmonic and Sir Simon Rattle
Mariinsky Theatre of St Petersburg
State Academic Bolshoi Theatre of Russia
Royal Philharmonic Orchestra from London
La Scala Theatre Philharmonic Orchestra and Riccardo Muti
LJUBLJANA FESTIVAL

Conductors: Claudio Abbado, Valery Gergiev, Sir Simon Rattle, Lorin Maazel, Daniel Harding, Zubin Mehta, Ennio Morricone, Riccardo Muti, Mstislav Rostropovich, En Shao, Krzysztof Penderecki, Fuat Mansurov, Michael Nyman, Vladimir Ashkenazy, Ivan Repušić, George Pehlivanian, Riccardo Chailly
Valery Gergiev
Zubin Mehta
Mstislav Rostropovich
Michael Nyman
LJUBLJANA FESTIVAL

Ballet Companies: Béjart Ballet Lausanne, St Petersburg Boris Eifman State Ballet, Teatro alla Scala Ballet Company, Bolshoi Ballet
Teatro alla Scala Ballet Company
St Petersburg Boris Eifman State Ballet
LJUBLJANA FESTIVAL

Soloists – Musicians: Yuri Bashmet, Denis Macuev, Yehudi Menuhin, Julian Rachlin, Vadim Repin, Alexander Rudin, Ramin Bahrami, Ning Feng, Misha Maisky, Gautier Capuçon, Stefan Milenković, Vinko Globokar, Dubravka Tomšič, Mojca Zlobko, Miloš Karadaglić, 2Cellos
Alexander Rudin
Vadim Repin
2 Cellos
LJUBLJANA FESTIVAL

Soloists – Singers: Paata Burchuladze, José Cura, Jose Carreras, Dmitri Hvorostovsky, Inva Mula, Leo Nucci, Ramón Vargas, Joseph Calleja, José Alberto, Bernarda Fink, Marcos Fink, Marjana Lipovšek
Inva Mula, Leo Nucci
Joseph Calleja
LJUBLJANA FESTIVAL

• The Ljubljana Festival has always supported **Slovenian musicians and artists**. It’s the only Slovenian cultural institution that collaborates regularly with the internationally recognised Slovenian director **Tomaž Pandur**.

• The Ljubljana Festival lays an important emphasis on the collaboration with **the Slovenian cultural institutions**, such as the Slovenian Philharmonic, both Slovenian Opera and Ballet Theatres, from Ljubljana and Maribor, Cankarjev dom, different theatres and other festivals and specially with the National TV and Radio Broadcaster.

• The Ljubljana Festival offers an opportunity to the **National TV and Radio Slovenia** to enrich their programmes with the concerts and other performances from the Ljubljana Festival programme and the interviews with the renowned artists.
Ljubljana Opera and Ballet Theatre
Cankarjev dom
LJUBLJANA FESTIVAL

• One of the Ljubljana Festival’s goal is also to connect the nations and festivals.

• The Ljubljana Festival is a co-producer of different programmes, conceived in collaboration with the local and international partners.

• In 2014 we are collaborating with the municipality of Trieste, Ravenna Festival, Dubrovnik Summer Festival and other festivals, with different embassies ecc.
Celebrating the two Mahler’s anniversaries in 2010 and 2011, the Ljubljana Festival organised a series of concerts, dedicated to the memory of this important conductor and composer. The project ended with one of the most important concerts in the history of Slovenia: the Symphony of a Thousand, performed under the baton of Maestro Valery Gergiev by more than thousand musicians from Slovenia and Croatia on the stage, erected on the Ljubljana’s Congress Square, in June 2011.
LJUBLJANA FESTIVAL

• On the occasion of its 50th anniversary, the Ljubljana Festival was awarded by the **Golden Honorary Medal of Freedom** – the highest award of the President of the Republic of Slovenia.

• The order was presented to the Ljubljana Festival for its merit in presenting of national and international artistic activity by the then President of the Republic of Slovenia, Mr Milan Kučan.
LJUBLJANA FESTIVAL
LJUBLJANA FESTIVAL

• The Ljubljana Festival presents a platform for Slovenian creativity and premiere performances of the national operas and concerts.

• It is also a great supporter of young talents. It takes an active part in the EFA project of MusMA.

• The Ljubljana Festival also lays important focus on the children education, specially to those with less opportunities. We organise the Workshops, dedicated to the music, art, performance, ballet and musical and they are free of charge.
Workshops for Children
LJUBLJANA FESTIVAL

- The Ljubljana Festival encourages the Slovenian business to invest in culture and thus support the artistic creativity.
- A long term relationship with different companies, banks, insurance companies, embassies and media houses has also established the important sources of the festival’s programme realisation.
LJUBLJANA FESTIVAL
LJUBLJANA FESTIVAL
LJUBLJANA FESTIVAL
LJUBLJANA FESTIVAL

• The Ljubljana Festival has to earn on its own an approximate 60% share of its budget, earmarked for the programme, through:
  - tickets sale revenue,
  - rental income,
  - sponsorships and donations.

• The Municipality of Ljubljana, the founder of the Ljubljana Festival, supports the programme by 40% share. The Municipality provides funding for salaries and some other expenses.
LJUBLJANA FESTIVAL

The Ljubljana Festival 2013 Report

• Budget: 2,5 million €
  - Municipality of Ljubljana: 1 million €
  - Tickets: 540.000 €
  - Sponsors, donators: 780.000 €
• 68 performances in almost 2,5 months: concerts, operas, ballets, musicals, exhibitions, workshops, master classes
• More than 2500 artists from 40 countries
• 52.000 visitors
A new tickets sale policy, was introduced in 2011 – the Ljubljana Festival started to reward the excellence in studies: \textbf{80\% of discounts} for excellent pupils, high school and university students.

In 2011, the Ljubljana Festival thus sold \textbf{2.215} discount tickets, in 2012 – \textbf{2.957} and in 2013 \textbf{1.234}. 
LJUBLJANA FESTIVAL
LJUBLJANA FESTIVAL
Tourism

• The Ljubljana Festival was founded more than 60 years ago to bring the World and its best artistic productions in Ljubljana.

• Today, our main mission - to offer the quality in programme and the best artistic experiences - still remains our priority. We see a part of our mission in bringing the Slovenian culture and the artists out to the world as well.

• We also wish to bring to Ljubljana and its Festival – besides from the international artists - the international attendees as well.
LJUBLJANA FESTIVAL
Tourism

• We are aware of the fact that the cultural tourism has to result from the quality programme, offered by the Ljubljana Festival. But we are not alone in this story: the tourists must come and they will because of the City of Ljubljana and its wide variety of tourist attractions and accommodation facilities.

• The Ljubljana Festival is doing its best to be actively involved in the tourist packages, offered by different hotels in the city, as well as to collaborate with various tour operators, both national and international.

• We are intensifying our collaboration with the tour operators, specialised in the culture tourism, and hotels.
The Ljubljana Festival is primarily focused on the wider region:

- **60%** of its attendees are based in Ljubljana and its surroundings;
- **20%** of its attendees are from other parts of Slovenia;
- **20%** of its attendees are from abroad.
LJUBLJANA FESTIVAL

Tourism

• Most of the Festival’s foreign attendees are coming from the neighbouring regions of Austria and Italy:
  - Carinthia
  - Friuli
  - Styria

• Their visit is planned in advance.
• The Ljubljana Festival enjoys an excellent media coverage of its events in those regions as well.
LJUBLJANA FESTIVAL
Tourism

• The excellent coverage of the Austrian and Italian media derives from the Festival’s annual presentations, organised in the neighbouring countries with an important support of the Mayor of the City of Ljubljana, Mr Zoran Jankovič.

• The most important press conferences, organised in 2013:
  - Ljubljana: hosted by the Mayor, Mr Zoran Jankovič
  - Kostanjevica na Krki: hosted by the Mayor, Mr Mojmir Pustoslemšek
  - Zagreb: hosted by the Mayor, Mr Milan Bandić
  - Klagenfurt: hosted by the Consul of the Republic of Slovenia, Mrs Dragica Urtelj
  - Graz: hosted by the Mayor, Mr Siegfried Nagl
  - Vienna, hosted by the Mayor, Dr Michael Häupl
  - Trieste: hosted by the Mayor, Mr Roberto Cosolini

• In 2013, the Ljubljana Festival hosted around 700 accredited journalists, photographers, TV crews - mostly from Slovenia, Austria, Italy and Croatia.
LJUBLJANA FESTIVAL
Tourism
A rather small percentage of the Ljubljana Festival’s attendees are occasionally visiting from Europe and from the other parts of the world (China, Brasil, Australia, Israel, Scandinavian countries and USA), because:

- they follow a certain artist,
- they know the Ljubljana Festival and they were “in the neighbourhood,”
- they know the Ljubljana Festival and they came to Slovenia for holidays,
- they came to Ljubljana and they discovered the Ljubljana Festival.
LJUBLJANA FESTIVAL
Tourism

• Our goal is not only to maintain the quality of our programme but also to attract more attendees, especially from the wider region.

• Our strategy is:
  The Ljubljana Festival and the City of Ljubljana at the Centre of Cultural and Tourist Experience.
62nd LJUBLJANA FESTIVAL
62nd LJUBLJANA FESTIVAL

• Due to the economic situation we had to cut this year budget. Nevertheless we have managed to prepare an exciting and rich high quality programme.

• So, the period of economical and social crises is not the time of giving up but it is a moment to be creative.
62nd LJUBLJANA FESTIVAL
62nd LJUBLJANA FESTIVAL

• LESS MONEY

• MORE CULTURE

• BIGGER CONCERTS

• MORE AUDIENCE
62nd LJUBLJANA FESTIVAL
Kongresni Square

• For the first time Ljubljana Festival is organising five concerts on the Kongresni Square - among them Orff’s Carmina Burana, Verdi’s Requiem with Riccardo Muti and the concert of opera arias with Elīna Garanča.

• The organisation of the concerts of the classical music on the open air is a big challenge. Ljubljana Festival is a pioneer in Slovenia and creator of new standards for such concerts.
62nd LJUBLJANA FESTIVAL
Kongresni Square

• The possibility to host even more than 10,000 spectators.

• New tickets policy:
  - affordable tickets for the standing-room
  - children under 14 will enter the standing-room area for free
62nd LJUBLJANA FESTIVAL
Kongresni Square
62nd LJUBLJANA FESTIVAL
Highlights

• Royal Concertgebouw Orchestra, Amsterdam
• Filarmonica Teatro Regio Torino
• Orchestra of the Fondazione Teatro Lirico Giuseppe Verdi Trieste
• Moscow Soloists
62nd LJUBLJANA FESTIVAL

Highlights

• Aida Čorbadžić
• Accademic Choir Ivan Goran Kovačić
• Choir of th National Theatre Sarajevo
• Choir and orchestra of CNT in Zagreb
• Vlatko Stefanovski
62nd LJUBLJANA FESTIVAL
Highlights

• Mariss Jansons
• Riccardo Muti
• Karel Mark Chichon
• Uroš Lajovic
• Nikša Bareza
• Andres Mustonen
• George Pehlivanian
62nd LJUBLJANA FESTIVAL
Highlights

• Jean-Yves Thibaudet
• Boris Berezovski
• Paul Badura-Skoda
• Rostislav Krimer

• Stefan Milenković
• Jurij Bašmet
• Lana Trotovšek
62nd LJUBLJANA FESTIVAL
Highlights

• Elīna Garanča
• María Pagés
• Vasilij Medvedev
• Valentina Turcu
• Leo Mujić
LJUBLJANA
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