

**north
sea Jazz**



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North Sea Jazz Festival 1976

- **9 stages**
- **60 concerts**
- **300 musicians**
- **9,000 visitors**
- **In 3 days, under one roof**

With Sarah Vaughan, Lionel Hampton, Count Basie, Muddy Waters, Dizzy Gillespie, Stan Getz, Miles Davis, Van Morrison, Ray Charles, Ella Fitzgerald, Nina Simone and many more



North Sea Jazz Festival 2019

- **15 stages**
- **150 concerts**
- **1,500 musicians**
- **84,000 visitors**
- **In 3 days, under one roof**
- **Largest indoor festival in the world**

Headliners in recent years Adele, Alicia Keys, Sting, Lady Gaga, Stevie Wonder, Pharrell, Prince, Diana Ross, Santana, Kendrick Lamar, Amy Winehouse and many more...



Since 2010

Curaçao North Sea Jazz Festival

- **3 stages**
- **17 concerts**
- **30,000 visitors**
- **3 days**
- **Largest music festival in the Caribbean**

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Headlining in recent years...

Juan Luis Guerra
Enrique Iglesias
Alicia Keys
J. Balvin
Christina Aguilera,
Earth, Wind & Fire,



Stevie Wonder
Maroon 5
Diana Ross
Bruno Mars
Prince
Marc Anthony



Sting
Lionel Richie
Lenny Kravitz
Pitbull
Santana
Tom Jones



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Festival Facts – Economic Impact

- **50% international visitors**
- **Direct impact: \$ 11,005,669**
- **Total contribution: \$ 17,121,099**
- **= 2 days of GDP**
- **Promotional value: 22 million households in Latin America**

Festival Facts - Spending



At Hotel

\$575

Per trip/Person



F&B (Rest.)

\$223

Per trip/Person



Nightlife

\$167

Per trip/Person



Tours Attractions

\$139

Per trip/Person



Car & Gas

\$211

Per trip/Person



Festival Tickets

\$390

3 night event



Shopping

\$263

Per trip/Person



Groceries

\$128

Per trip/Person



Casino

\$153

Per trip/Person



Taxi

\$70

Per trip/Person



Other

\$200

Per trip/Person

*All figures are in US\$.

Spending Per Tourist

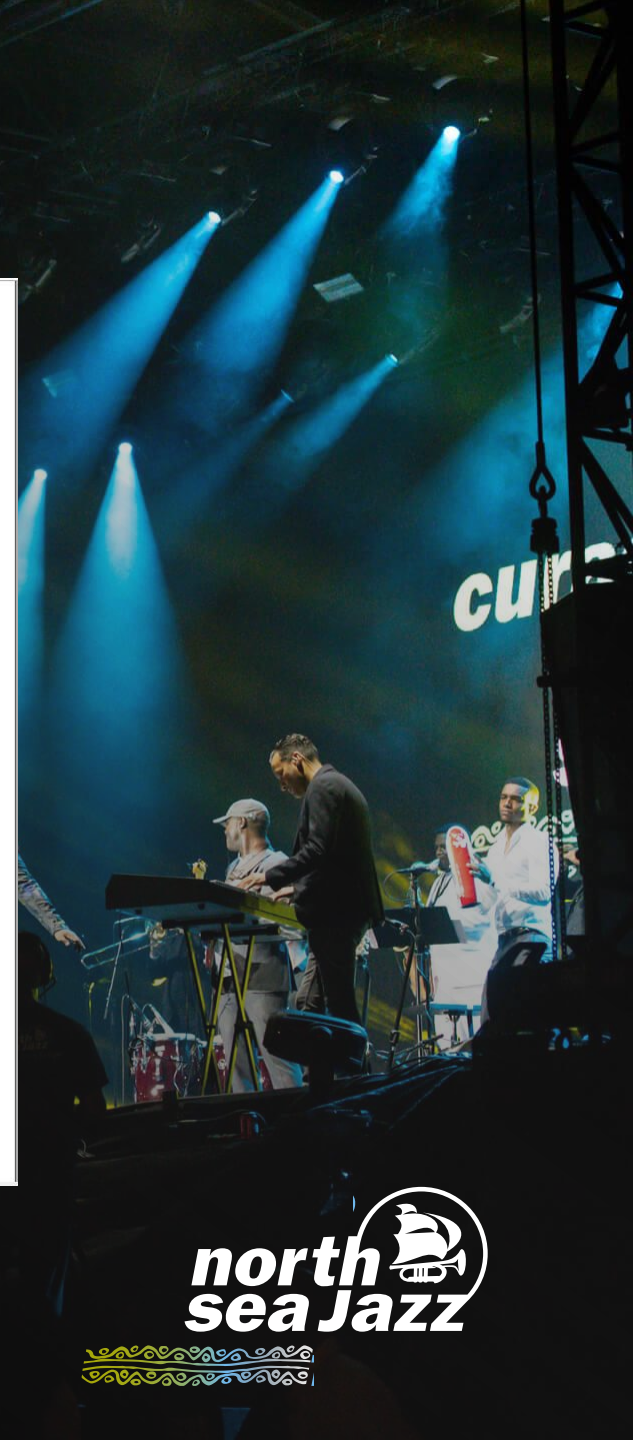
\$2,522

*All figures are in US\$.

Spending Per Day

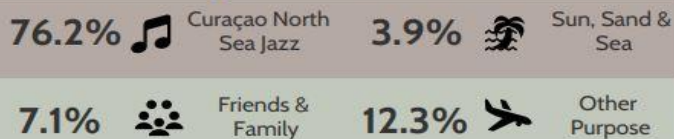
\$413

*All figures are in US\$.



Festival Facts - Demographics

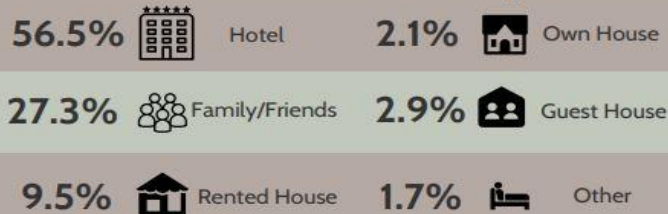
Purpose of visit



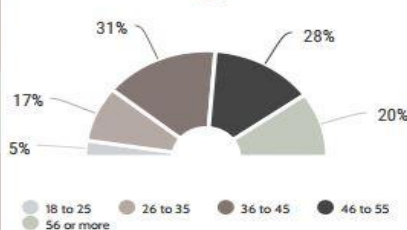
Gender



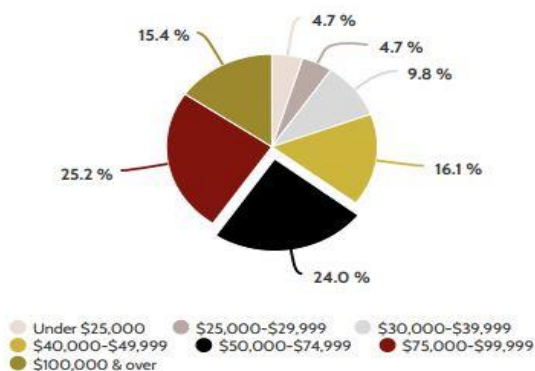
Place of Stay



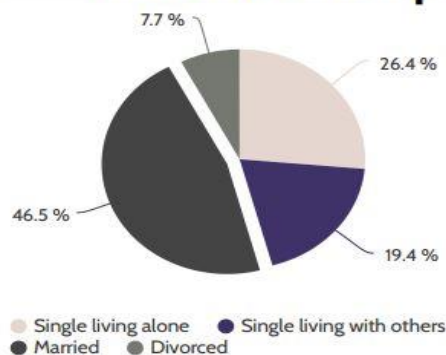
Age



Household Income



Relationship





2018