



### Media Contacts:

Jeremy Viray  
VisitBritain  
Tel: (212) 850-0341  
E-mail: [jeremy.viray@visitbritain.org](mailto:jeremy.viray@visitbritain.org)

Joanna Allen  
VisitBritain  
Tel: (212) 850-0312  
E-mail: [joanna.allen@visitbritain.org](mailto:joanna.allen@visitbritain.org)

Online: [www.visitbritain.com/mediaroom](http://www.visitbritain.com/mediaroom)

### BRITISH MUSIC RANKS NUMBER ONE ON THE WORLD STAGE, AMERICANS SAY

*The UK is one of the world's most popular music hotspots with top-notch festivals, cool concert venues and more*

**March 12, 2009, NEW YORK** – A recently commissioned nationwide poll that was conducted by Harris Interactive says U.S. adults agreed that when it comes to popular music, the Brits hit the right notes. One in three U.S. adults listens to British music regularly, over any other other non-U.S. musical artists. At this year's Grammy Awards, British artists like London's Coldplay and Welsh songstress Duffy went home with some serious hardware including Best Song of the Year and Best Pop Vocal Album.

VisitBritain, the national tourist office for England, Scotland and Wales says British music is alive and well on this side of the pond and calls on music fans to rock out in the UK with world-class festivals, incredible concert venues and popular band hangouts.

#### Music Festivals

Move over Woodstock and SXSW. U.S. adults rank Glastonbury as one of the top music festivals they'd most like to attend\*. From June 24- 28, 2009, the **Glastonbury Festival** in South West England will draw hundreds of thousands of people from across the globe. This year, Bruce Springsteen will headline the world's largest greenfield music and performing arts festival. The line-up of performers include Scottish rock band Franz Ferdinand as well as bands from the festival's Emerging Talent Contest.

Britain throws down the best music festivals all year round. Take the **Outsider Festival** from June 27-28, 2009 in Scotland. With a backdrop of the stunning Cairngorms National Park, travelers can

expect everything from indie bands to musical performances with a Celtic twist at Britain's most innovative outdoor festival. The Outsider is also one of the most "green" events with forums discussing environmental issues to food and drink all made from local produce.

For music fans looking for something more "underground," head beneath Manchester's Piccadilly Train Station for **The Warehouse Project** April 9 -12, 2009. The Warehouse Project showcases four special nights over the Easter Weekend, each of them with live performances including one of the world's leading DJs Paul van Dyk.

With more than 400 bands spread across 30 venues, **Liverpool Sound City Festival 2009** promises to be one of the premier concerts of the year. From May 20-23, 2009, Liverpool City Sound showcases performances ranging from indie to rock and hip hop to electro. The lineup includes British rock bands like The Wombats and Glasvegas.

### **Concert Venues**

Britain is home to world-class concert venues and one favorite spot among Americans polled is **Wembley Stadium** in London. Although it's most well known as the home of adrenaline-filled soccer matches, Wembley stages some of the music world's hottest performers including Oasis (in July) and Coldplay (in September) in front of crowds reaching 90,000.

Don't be fooled by its elaborate and traditional exterior -- **Royal Albert Hall** in Westminster has hosted everyone from rock band Led Zeppelin to indie punk singer Pete Doherty. Royal Albert Hall opened its doors to visitors in 1871 and was conceptualized by Queen Victoria's husband, Prince Albert. History buffs and music fans alike can converge on this London landmark by taking a backstage tour. Get exclusive access to the Royal Retiring Room and Queen's Box. Since Royal Albert Hall is a working venue, visitors may get the chance to see rehearsals for upcoming shows.

### **Popular Band Hangouts**

Stop by the watering holes of some of the UK's up-and-coming bands like The Courteeners from Manchester and The Hot Melts from Liverpool. **The Ruby Lounge** in Manchester is one of the city's best after-hours spots and **Centro** is cool bar boasting a kaleidoscope of tasty cocktails. In Liverpool, bands head to **Korova** for happy hour while **The Quarter** serves up classic and affordable Italian comfort dishes. From The Clash to Paolo Nutini, London's **The Bedford** staged some of their earliest gigs. Today, this hotspot still attracts crowds searching for the ultimate music experience with its three floors, five bars and stellar performances 4 nights a week.

For all the latest on the music scene in Britain, log on to [www.transatlanticism.org](http://www.transatlanticism.org). For more on new tourism developments in Britain, go to [www.visitbritain.us](http://www.visitbritain.us).

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### **Notes to Editors**

**About Transatlanticism:**

Launched in Fall 2008, Transatlanticism aims to demonstrate the continual influence Britain has on American pop culture and provides travelers with inspiring places and events in Britain they might not find in the typical tourist guide. The objective is to pursue a newly defined target audience – “Grups” – a demographic falling between the 18-45 age bracket and who are looking not only in the US, but abroad for the latest in music, fashion, food, film and the arts.

**About the survey:**

Harris Interactive® fielded the study on behalf of VisitBritain from February 17-19, 2009 via its QuickQuery<sup>SM</sup> online omnibus service, interviewing a nationwide sample of 2,229 U.S. adults aged 18 years and older. Data were weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

\* The results came from a given list of European music festivals including the Edinburgh Fringe Festival, the Glastonbury Festival, the Roskilde Festival, the Pukkelpop Festival and the Exit Festival.

**About VisitBritain:**

VisitBritain markets Britain to the rest of the world and England to the British, building the value of tourism by creating world class destination brands and marketing campaigns. It also builds partnerships with – and provides insights to – other organizations which have a stake in British and English tourism.

**VisitBritain PR Contacts:** New York: Paul Gauger, Tel: (212) 850 0330; e-mail: [paul.gauger@visitbritain.org](mailto:paul.gauger@visitbritain.org); Joanna Allen, Tel: (212) 850 0312, e-mail: [joanna.allen@visitbritain.org](mailto:joanna.allen@visitbritain.org); Jeremy Viray, Tel: (212) 850 0341, e-mail: [jeremy.viray@visitbritain.org](mailto:jeremy.viray@visitbritain.org); Los Angeles: Katrina Sutton Tel: (310) 470 2782 x24, e-mail: [katrina.sutton@visitbritain.org](mailto:katrina.sutton@visitbritain.org)

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