

VISA

Presenting Sponsor



2012 IFEA World Festival & Event City Award Recipients

"Recognizing the best in community leadership and festival and event partnerships around the world."



The International Festivals & Events Association announced and recognized the 2012 recipients of the "IFEA World Festival & Event City" award during the 57th Annual IFEA Convention & Expo in Denver, Colorado, United States on September 21, 2012. The IFEA would like to congratulate all of our 2012 IFEA World Festival & Event City Award Recipients.

**Ballito-KwaDukuza
KwaZulu-Natal, South Africa**



Ballito is a small, bustling, thriving community, situated amid rolling sugar cane-covered hills on the Indian Ocean coastline of KwaZulu Natal, South Africa and is affectionately nicknamed the heart of the 'Dolphin Coast'. Often referred to as the Pearl of the North Coast, the town of Ballito date back to 1953, when a group of entrepreneurs began investigating land to develop a township. In 1954 the township of Ballito was born, its name inspired by a magazine advertisement meaning "Little Ball". Reaching borough status in 1986, Ballito has since been well known for its superb, safe beaches and splendid surroundings. When South Africa is gripped with icy winter chills in July, surfers, sun worshippers and music lovers alike, head to Willard

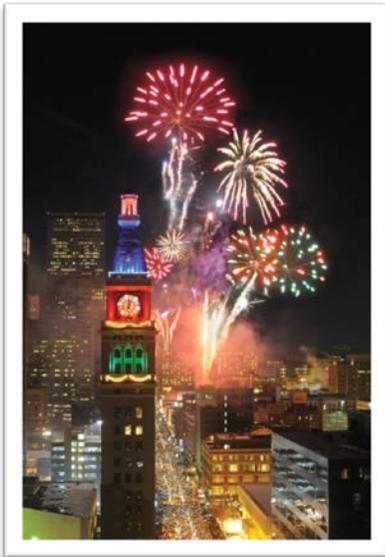
Beach in Ballito for the internationally recognized Mr. Price Pro Ballito surfing competition, South Africa's biggest beach and lifestyle event featuring an international surfing event, free music concerts and a beach festival.

**Campos do Jordão
São Paulo, Brazil**

Located about 5,577 feet above sea level, Campos do Jordão, in São Paulo State, is one of the best-loved mountain destinations in Brazil. With sunny winters, excellent hotels and restaurants, and quaint timber frame architecture, Campos do Jordão has become synonymous with winter travel in São Paulo, but is a destination to be visited all year round. Besides being a leisure resort, Campos do Jordão is a destination for those seeking to promote events, and was chosen by the Brazilian Academy of events in 2007, as the Best Destination for Small Events and Medium Businesses in the Southeast. Through public and private initiatives, Campos do Jordão developed its tourism by promoting events like the Cherry Festival, the Festival Pinion, Hydrangea Festival, Christmas on the Mountain, Cooking Food Festival on the Mountain, Adventure fortnight in addition to receiving musical and cultural holidays. Winter months are when things really heat up in "Campos," culminating with the Festival de Inverno, an internationally renowned classical musical festival.



Denver
Colorado, United States of America



Denver, Colorado is an amazing city in the heart of the Rocky Mountains. The beauty and the cultural diversity are amongst the “mile high” list of reasons to visit, participate, and enjoy this world-class city! Festivals and events in the Mile High City demonstrate Denver’s dedication to attract a variety of audiences, exhibit community pride, and enhance the existing cultural environment. Venues including stadiums, theatres, parks, museums, and non-traditional locations play host to a medley of festivals and events that take place in our city.

Denver boasts a year-round schedule of events that is accommodated by our fabulous climate. Three hundred days of sunshine every year allows for indoor and outdoor events to be enjoyed year-round. Denver offers people of all ages and all interests a host of activities to enjoy. Skiing, hiking, white-water rafting, music festivals, cheering on one of the eight professional sports teams, and a myriad of food tastings will keep visitors busy for the duration of their stay.

Denver hosts a mix of world-wide events. The schedule carefully intermixes sports, arts, music, theater and cultural festivals throughout the year. The traditions created by the variety of festivals, such as the Cherry Creek Arts Festival held annually on the 4th of July weekend, keep visitors and local residents reserving the time to return to the event each year.

Each event in Denver is recognized as the premier event of the city and is treated with impeccable planning, support, and service. The city invests millions of dollars every year to make sure the experience of all parties at each and every event is exceptional. VISIT DENVER and the City and County of Denver invest countless hours into the current planning and developing of future event concepts in the Mile High City. The significant economic support that the festivals and events bring to the city and community are used to attract further celebrations to our great city.

Dubai
United Arab Emirates
Judges Selection for Most Outstanding Global Entry

Dubai is a city well known for its ability to host world class events. Its unparalleled success in creating and attracting events and festivals has seen the city develop a unique calendar of events that reflects the spirit of Dubai.

Dubai is a city of contrasts. It’s where the sand meets the sea, east meets west, the past meets the future and with people from over 200 nationalities making Dubai their home it has one of the most diverse cultures in the world. It’s excellent connectivity to any part of the world, more than two billion people from three continents live within four hours’ flight time of the city, make it the ideal location for staging world events.



His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has extended his father’s vision to place Dubai on the world stage by transforming the city to a modern hub. This vision is also at the forefront of Dubai’s event strategy.

Events and Festivals are an integral part of Dubai's makeup. The Emirate has celebrated community events and activities for hundreds of years ranging from cultural dance and music, fishing and diving celebrations through to camel racing and tribal celebrations. Collectively these events help tell the story of Dubai – a fast growing global city whose diversity and 'can do' attitude coupled with its rich culture and heritage is celebrated through events.

These events are supported by the government, industry, local community and tourists alike and Dubai's success in attracting, creating and hosting events has cemented its place on the world stage. The young but dynamic events industry in Dubai is continually developing, mentoring and growing, staying at the top of global trends and leading change in the region.

Dublin Ohio, United States of America

Judges Selection for Most Outstanding Global Entry

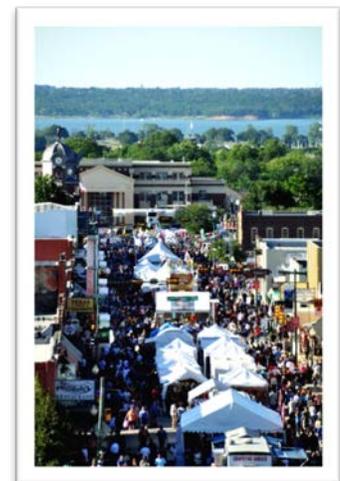


The home of one of the premiere events on the PGA Tour – Jack Nicklaus' Memorial Tournament – and one of the largest Irish festivals in the country, Dublin, Ohio is frequently recognized for its top-ranked public education system, incomparable public service and its lush green spaces. Headquarters to some of the world's top companies – including, Cardinal Health, The Wendy's Company and Stanley Steemer International – Dublin is located in the northwest corner of the Columbus metropolitan service area. It has a residential population of 41,000 people that blossoms when more than 100,000 visitors arrive for the three-day Dublin Irish Festival, which celebrated its 25th anniversary in 2012. With a slate of community events and a highly

acclaimed public arts program, Dublin, Ohio has been recognized by Money magazine as one of the hottest places to live, and voted Best Suburb in Central Ohio by the readers of Columbus Monthly magazine. It also has earned honors as one of the Top Seven Intelligent Communities in the world by the New York-based Intelligent Community Forum. All eyes will be on Dublin in 2013 as Muirfield Village Golf Club plays host to one of the sport's most prestigious events when the Presidents Cup comes to town.

Grapevine Texas, United States of America

Historic Grapevine, Texas is the premier go-to destination when planning a trip to Texas! Grapevine, centrally located between Dallas and Fort Worth, provides visitors a sophisticated escape from the big city. Step back in time in Historic Downtown Grapevine and visit the more than 80 shops, wineries, restaurants and artisans. Hop aboard the Grapevine Vintage Railroad or unwind at one of Grapevine's many winery-tasting rooms. Play 81 holes of golf or take advantage of 8,000-plus acres of recreation on Lake Grapevine. Experience one of Grapevine's award-winning annual festivals and events. See the Grapevine Glockenspiel's Would-Be Train Robbers, Nat Barrett and Willy Majors. Whether you enjoy indoor or outdoor activities, Grapevine has something for everyone.

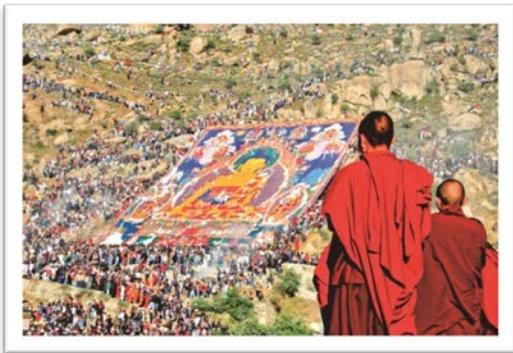


Hampyeong-gun Jeollanam-do, South Korea

A small city on the west side of Jeollanam-do, Hampyeong-gun has a population of about 37,000. Although small, Hampyeong-gun has become a leader in environmentally friendly farming techniques with the total area of Hampyeong comprising of 36% farmland, 48% forestland and 20.6km of coastline. With no natural resources, industrial resources, tourism resources, Hampyeong-gun was once underdeveloped and only drew in about 180,000 tourists a year. Today, Hampyeong is famous for its annual Butterfly Festival, the only one of its kind in South Korea. Selected as one of Korea's best festivals by the Ministry of Culture, Sports and Tourism, the Hampyeong Butterfly Festival offers visitors a chance to learn about the ecology of Korea while allowing visitors to watch 50,000 butterflies from 70 species flying through in the air. Hampyeong-gun today attracts more than 1 million visitors.



Lhasa Tibet Autonomous Region, People's Republic of China



Lhasa, the "Holy Land" in Tibetan language, situated in the north side of Lhasa River which is a tributary of the Yarlung Zangbo River, is an ancient city with the history of 1300 years, and full of vigor and vitality; she is especially famous for its beautiful landscape, long history, splendid culture, unique customs, numerous scenic spots; she has the architecture represented by towering Potala Palace, the folk culture represented by popular Life of King Gesar, Tibetan medicine and Tibetan pharmacy represented by Four-Volume Medical Code, religious cultures represented by multivolume work called Tripitaka, and mass culture represented by self-contained Zang opera. Since peaceful liberation of Tibet, under

the care of the Central Party and the State Council, and correct leadership of CPC Committee and Government of the Autonomous Region, Tibet has received help from people all over the country, especially Beijing and Jiangsu, and has made outstanding achievements on economy and society, created wonders for thousands of years within several decades. Today, the economy has been developed, and people's livelihood has been improved in Lhasa which has become an ecological and liveable city with the environment of social justice, freedom of faith, and unity and stability. People live and work in peace and contentment.

London, England

Host of the 2012 Summer Olympics, London is the capital and largest city of both the United Kingdom and of England, it is also the largest city in Western Europe and the European Union. Situated on the River Thames in South-East England, Greater London has an official population of a little over 8 million — although the figure of 14 million for the city's metropolitan area more accurately reflects its size and importance. Noisy, vibrant and truly multicultural, London is a megalopolis of people, ideas and frenetic energy. With a history that dates to before Roman times, London offers royal history in the form of Buckingham Palace and the Tower of London, cultural activities such as the British Museum and the West End theatres, and a variety of events to celebrate the 2012 Olympics.



Considered one of two of the world's leading "global cities," London remains an international capital of culture, music, education, fashion, politics, finance and trade.

Maribor, Slovenia

Located at the easternmost foothills of the Pohorje Massif, Maribor is the second largest city in Slovenia with a population of 95,200 and is the largest city of the traditional region of Lower Styria. Its lively culture and events, rich wine tradition with the oldest vine in the world, numerous possibilities for entertainment, relaxation and outdoor recreation, as well as its reputation of relaxed openness and hospitality, led Maribor to the honorary title of European Capital of Culture 2012 and holder of the 26th Winter Universiade 2013 in addition to being named the 2013 European Youth Capital by the European Youth Forum. Maribor is the host of many top events – from the famous Festival Lent (named after the waterfront district called Lent), the wine-culinary Old Vine Festival, the Maribor Theatre Festival, and the music Festival of Maribor to the Golden Fox World Cup Skiing competition, and many other events.



Newcastle New South Wales, Australia



Newcastle is a modern city boasting stunning beaches, a bustling working harbour and a fascinating heritage. The city was originally founded as a penal colony in 1804 and grew into a rich coal exporting and steel processing industrial city before evolving into the dynamic city of today. Situated only two hours' drive north of Sydney, Newcastle is Australia's seventh largest city and offers all the benefits and amenities of a large city but with all the friendliness of a regional town. Newcastle's Festivals and Events program entertains and inspires the community, whilst cementing the region as a premier destination and bringing vital tourism dollars to the visitor economy.

The Republic of Trinidad and Tobago

Trinidad and Tobago, officially the Republic of Trinidad and Tobago is an archipelagic state in the southern Caribbean, lying just off the coast of northeastern Venezuela and south of Grenada in the Lesser Antilles. It shares maritime boundaries with other nations including Barbados to the northeast, Guyana to the southeast, and Venezuela to the south and west. The country covers an area 5,128 square kilometres (1,980 sq mi) and consists of two main islands, Trinidad and Tobago, and numerous smaller landforms. Trinidad is the larger and more populous of the main islands, comprising about 94% of the total area and 96% of the total population of the country. Trinidad and Tobago is a diverse, multicultural country where just about everything is celebrated. Their world famous Carnival featuring Calypso music and steel drum bands is the highlight for many, but there are many festivals, concerts and special events happening throughout the year. Their diverse landscape, including pristine beaches, untouched rainforests and vibrant cities, provides a setting for a wide range of activities.



Sydney **New South Wales, Australia**

Sydney is Australia's leading tourism and events destination, attracting more international business, holiday and education visitors than any other city in Australia. Sydney's physical beauty, vibrant creative energy and iconic attractions such as Sydney Opera House and Sydney Harbour Bridge have secured its status as Australia's global city. Sydney's festivals and events are integral to the life of the city. Sydney's festivals and events are best practice and globally recognised from the world famous New Year's Eve celebrations to Vivid Sydney. Vivid Sydney has been recently rated by The Guardian newspaper as one of the "Top Ten Ideas

Festivals in the World." In 2012 Sydney introduced two more major events to the Calendar, the Australian Open of Surfing on Manly Beach and Handa Opera on Sydney Harbour, set upon a glistening stage on Sydney Harbour. When it comes to festivals and events there is nothing Sydney can't do. Always pushing the limits and trying new things, Sydney is definitely the world's best festivals and events city.

