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**2015**

**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 2015 recipients of the "IFEA World Festival & Event City" award during the 60<sup>th</sup> Anniversary IFEA Convention & Expo in Tucson, Arizona, United States on September 21, 2015. The IFEA would like to congratulate all of our 2015 IFEA World Festival & Event City Award Recipients.

## **Coffs Harbour New South Wales, Australia**

The City of Coffs Harbour is a major regional city on the Mid North Coast of New South Wales, about midway between Sydney and Brisbane. It is the principal city of the tourism destination known as Coffs Coast, which includes the delightful seaside and hinterland communities of Bellingen, Sawtell, Coramba and Woolgoolga. Highly valued as a place to live and a popular holiday destination, Coffs Harbour continues to attract people seeking a lifestyle change or place to enjoy a diverse and expanding range of festivals and special events.

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## **Dubai United Arab Emirates**

Events are in the Dubai DNA, woven into the very fabric of Dubai life; they're our heart and soul. As the second largest of the seven United Arab Emirates, Dubai is one of the world's fastest growing cities. In the blink of an eye, the emirate has transformed itself into a modern bustling metropolis at the forefront of the events industry; a vibrant hub for knowledge and leisure, commerce and trade and a place where optimism, leadership and community drive make the impossible happen. This is truly a remarkable city.

With an inspiring, diverse and exciting annual calendar of events covering the genres of gastronomy to sport, music to heritage and all that's in-between, Dubai plays host to world-class events including Dubai World Cup, Dubai Food Festival, Gulfood and Dubai Shopping Festival to name a few. Also home to an ever-growing infrastructure of the very best hotels, venues and transportation options, the emirate has become the destination of choice for visitors from around the world – solidifying its reputation as an exciting and energetic city that its residents are proud to call home.

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## **Jinju City South Korea**

Jinju holds various festivals throughout the year including the Jinju Namgang Yudeung Festival, selected as the Korean honorary representative festival and global fosterage festival in addition to the Caechon Art Festival, the first Korean local synthetic art festivals every October. Various other festivals include the Jinju Nongae Festival, which succeeds to loyalty and the independent spirits of 70,000 citizens, officials and soldiers as well as Nongae who sacrificed her life for her country in the Japanese Invasion of Korea in 1592 every spring.

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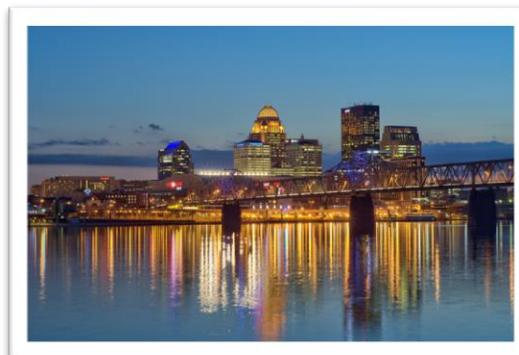
## **Louisville**

### **Kentucky, United States**

Louisville is an exceptional place infused with the spirit of possibility. In fact, it's been dubbed "Possibility City." You can discover one-of-a-kind museums, world-famous bourbon bars, top-flight cultural events and nationally recognized restaurants. Add to that unique architecture, beautiful historic neighborhoods, innumerable parks, family-friendly communities and entertainment districts. You'll come to understand why Louisville is becoming increasingly attractive as not just a place to live and work, but a place people want to visit and play in.

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## **Newcastle**

### **New South Wales, Australia**

Australia's second-oldest city, surrounded by a working harbour and glorious surf beaches, was forged from coal, timber and sweat. Moving on from its rough-and-tumble beginnings it has embraced a new outlook. Clever transformations of heritage buildings have seen former railway workshops house Newcastle Museum; a sandstone bank is now a French-inspired bar sparkling with chandeliers; a brewery's 19th-century grain and keg warehouse now showcases craft beers. Arts projects, festivals and events have transformed five inner-city precincts to create distinctive Civic, Cooks Hill, East End, West End and the harbourside Honeysuckle development. Their makeovers are all part of a 25-year plan to revitalise Newcastle, shoring up its position as a vibrant regional centre and gateway to Hunter Wine Country. A top ten city in Lonely Planet's 'Best in Travel 2011' and twice winner of the IFEA award for global festival and event city, this is where bohemian culture co-exists with surf culture; where hip cafés and award-winning restaurants flank an industrial port; where events and festivals bring the community and visitors together; and where the land meets the sea. This is Newcastle – a city of contrast, change and endless possibility.

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## **Philadelphia**

### **Pennsylvania, United States**

Famous as the birthplace of American Independence, the City of Philadelphia offers much more than cobblestone streets and historical landmarks. Cultural, culinary, artistic and ethnic treasures all weave together to create the beautiful fabric that is Philadelphia and its surrounding countryside. Philadelphia is a city of amazing diversity and contrast. By day, explore four centuries of history and architecture, beautiful parks, charming neighborhoods and remarkable museum collections. After the sun sets, the city heats up with a vibrant performing arts community, adventurous fine dining and special events of every conceivable genre, size and scope.

All this and more attracts more than 39 million visitors to the Philadelphia region each year, sustaining 90,000 jobs in the hospitality sector and generating approximately \$10 billion in annual economic activity. The New York Times ranked Philadelphia #3 on its list of "52 Places to Go in 2015" behind only Milan, Italy and Cuba. There is no doubt that Philadelphia has arrived on the world stage as an international destination and a first-class city.

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## **Rotterdam**

### **The Netherlands**

Rotterdam is a young and vibrant city, with more than 170 nationalities living within its borders. It aims to be a 'WE' society, a community for everyone, regardless of their origins, religious beliefs or skin color. A community in which we are looking for what unites us, rather than emphasizing the differences. Festivals play an important role in achieving this. In the words of one of our visitors: "These festivals are a way of celebrating our unique Rotterdam identity. They have a great bonding effect and turn us into a community."

Rotterdam's event calendar is based on the identity of the city and its people, alongside the ideas and creativity of the many festival producers and cultural institutions based here. Events form part of the city's DNA and in turn the city is in the DNA of Rotterdam's events. Rotterdammers are justifiably proud of their international port city, which stands open to the world and is, as *Wallpaper\** magazine wrote, "fiercely committed to the new".

The municipality of Rotterdam, city marketing organizations, festival producers, and supporting organizations all share the same vision. Locals also share in the festivals and enjoy how Rotterdam – both in the Netherlands and internationally – is presented as a city with its own distinctive identity, a city with an undeniable appeal. The city and its people are the main source of inspiration for Rotterdam's events, which together tell the fascinating story of Rotterdam.

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## **Sydney**

### **New South Wales, Australia**

Sydney is Australia's event capital; it leads the nation in attracting major new events and the city calendar is constantly replenished and enhanced through a diverse array of sporting, cultural and lifestyle events. Sydney prides itself on its capacity to host events of global significance; it shows up for events, participates in achieving their success and celebrates the enrichment they bring.

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