



PORI JAZZ

44TH INTERNATIONAL
PORI JAZZ FESTIVAL
11-19TH JULY 2009



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Pori Jazz is an international rhythm music festival and **one of the oldest and biggest jazz festivals in Europe**

The first Pori Jazz was held in 1966 and since then it has strongly contributed to the development of jazz music in Finland

It is one of the oldest grand scale business mingling events in Finland

It is a pioneer, which aims to **make stars and create phenomena**

It is part of world wide festival network; founder and member of EJFO / nowadays IJFO (International Jazz Festival Organization) with 14 members in 12 different countries (www.ijfo.org)





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MISSION, VISION AND VALUES

- Being a trailblazer
- Providing experiences
- Surprising the audience
- Social responsibility
- Innovation and improvisation

Pori Jazz provides an artistically top-level rhythm music festival, creating unique experiences for concert-goers, artists and other contributors in terms of its atmosphere and setting, which they want to repeat year after year.

Pori Jazz is the spiritual leader of its field; Finland's most important festival and, in international terms, one of the most important rhythm music festivals.



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PORI JAZZ 2008 IN NUMBERS

Sold tickets: 66,000

Audience at admission-free concerts: 98,000*

Festival audience: 164,000*

Concerts: 110

- of which admission free: 70

Stages: 12

*** Inc. 17,000 visitors at Pori Jazz Kids Festival**





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**THE LOCAL
ECONOMY
BENEFITS
FROM THE
FESTIVAL, BY
APPROX. €15M**

Performing groups: 139

- Finnish: 62

- Foreign: 77

Individual artists: 611

At The Pori Jazz Kids -festival

- 17,000 listeners

- 72 events

- 78 artists

Jazz 2/3

- other **rhythm music** 1/3

Journalists: 450

- of which 10% international

Voluntary workers: 1,100

-of which Pori Jazz own staff: 450





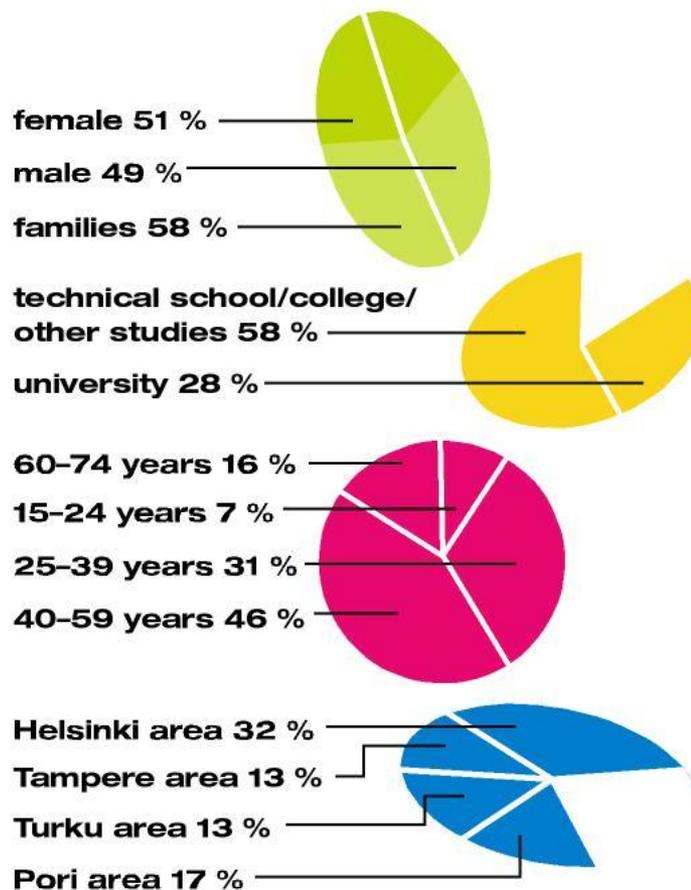
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PORI JAZZ 2008 VISITOR PROFILE

A typical festival visitor is from southern Finland, about forty years old, a white-collar worker with a good education, on a good income, with household gross earnings of about 45,000 euros/year.

Source: The images of summer music events and sponsors/The independent market and opinion research institute Taloustutkimus Ltd, 2008.





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THE BEST EVENT OF THE FINNISH SUMMER

According to the independent market and opinion research institute Taloustutkimus Ltd

Pori Jazz festival has

- **the best program and**
- **the best standard of performers**

Pori Jazz is generally regarded as the **best festival in the whole Finland.**

Pori Jazz is also recognized in particular for the festival **atmosphere and unique milieu.**

Pori Jazz is the **second best known** summer event in Finland, it is known by name by seventy per cent of the Finnish people.

In media Pori Jazz is noticed by three out of four.

Source: The images of summer music events and sponsors/The independent market and opinion research institute Taloustutkimus Ltd, 2008.



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THE MOST INTERESTING, MOST POPULAR AND BIGGEST SUMMER FESTIVAL

Pori Jazz is the **most interesting, most popular and biggest** summer festival in Finland. A total of 652 000 people aged between 17 and 79 have attended the festival since its inaugural year of 1966.

The potential amount of visitors to Pori Jazz Festival is 483 000 people (**people who have not yet attended but would like to**)

Pori Jazz Festival was the most popular festival in Finland in **2008 with 164 000 visitors.**

Pori Jazz attracts every year **thousands of new visitors** but brings also back loads of **faithful visitors** who want to repeat this marvellous experience year after year.

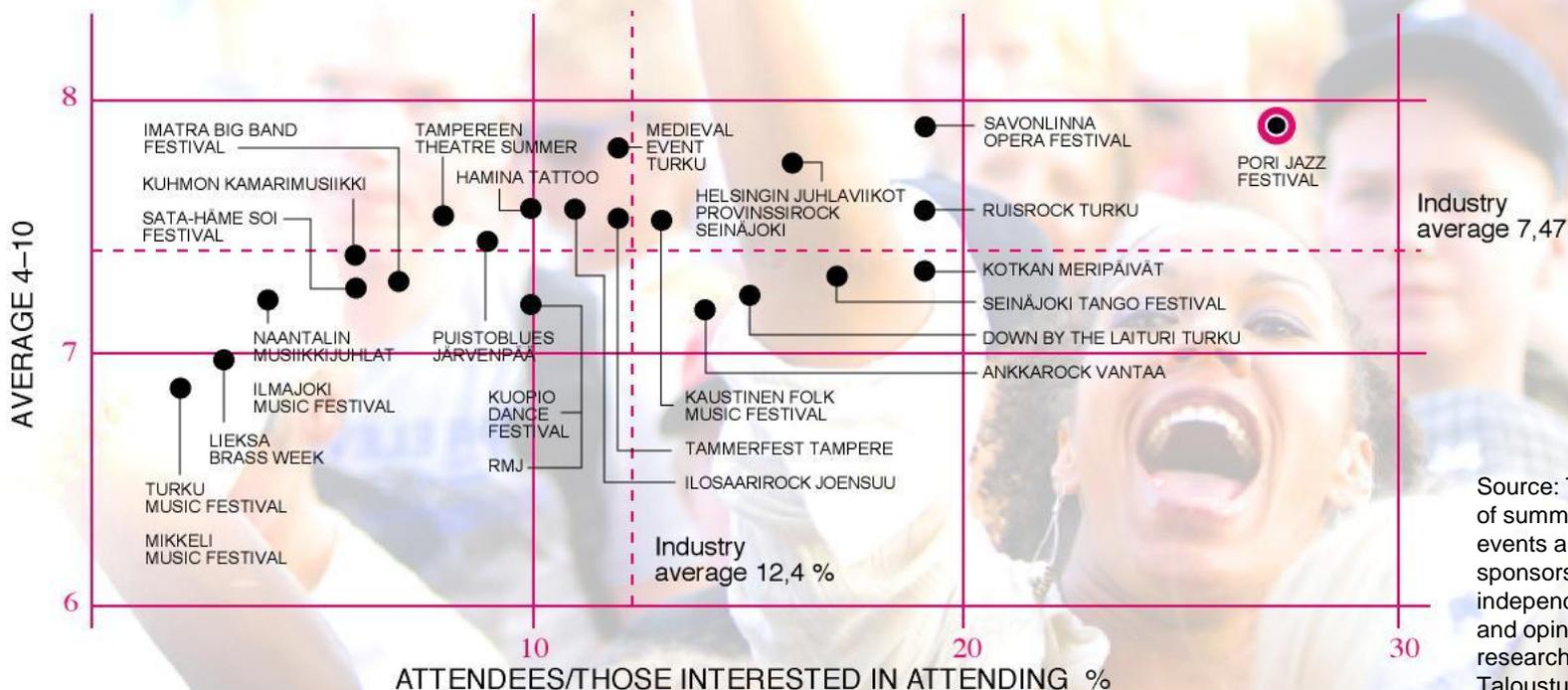
Source: The images of summer music events and sponsors/The independent market and opinion research institute Taloustutkimus Ltd, 2008.



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ATTENDANCE AND INTEREST IN RELATION TO GENERAL IMAGE



Source: The images of summer music events and sponsors/The independent market and opinion research institute Taloustutkimus Ltd, 2008.



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PORI DRAWS THE

GREATEST LEGENDS IN JAZZ AND THE BLUES

ONNY ROLLINS

BRANFORD DIZZY GILLESPIE

MARSALIS HERBIE B.B.KING

MILES DAVIS HANCOCK

WAYNE STAN GETZ

SHORTER CHICK COREA

MARCUS MILLER

WYNTON MARSALIS

STEVIE RAY VAUGHAN





PORI JAZZ

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PORI JAZZ CREATES SENSATIONS

MACY GREY

MARY J BLIGE

JAMIROQUAI

LAURYN HILL ESPERANZA

ALICIA KEYS SPALDING

KANYE WEST

ERYKAH BADU





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YOUNG FINNISH STARS

ALSO SHINE AT
PORI JAZZ

DON JOHNSON

BIG BAND VERNERI

MARZI NYMAN POHJOLA

SEVERI PYYSALO

TEPPO MÄKYNEN SAMI

EMMA SALOKOSKI PITKÄMÖ

JUKKA PERKO





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PORI JAZZ
BRINGS

RHYTHM MUSIC'S MAJOR STARS TO FINLAND

SANTANA

JAMES BROWN

RAY CHARLES STING

STEVIE WONDER

PHIL COLLINS

PAUL SIMON





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**OTAVA
FACTORY**

LP44!

THEATER

**JAZZ
STREET**

- RADIO NOVA STAGE
- KLUBI - KLUBBEN & GARDEN
- CAFE JAZZ
- JAZZSTREET STAGE

**KIRJURIN-
LUOTO
ARENA**

**KIDS
FESTIVAL**

**ULTRA
MUSIC
NIGHTS**

An aerial photograph of a large outdoor jazz festival. In the center, a stage with a large mural is visible, surrounded by a massive crowd of people. Several white tents and blue trailers are scattered throughout the festival grounds. The background shows a line of trees and a road. The image is decorated with colorful, semi-transparent circles in shades of blue, pink, yellow, and light blue.

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**LET THE GOOD
TIMES ROLL!**