

PORI JAZZ

43RD FESTIVAL
12-20 JULY 2008
PORIJAZZ.FI

Pori
jazzism



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Wynton Marsalis

Pori Jazz -festivaalilla **jazzin ja bluesin suuret legendat**



Dizzy Gillespie



Chick Corea



Miles Davis



Wayne Shorter



B.B. King



Stevie Ray Vaughan

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Pori Jazz 2007 **in figures**

• Festival audience*	141 000
• Sold tickets	58 000
• Audience at admission free concertsr	83 000
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• Concerts	88
- of which admission free	49
• Stages	12
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• Performing groups	159
- Finnish	81
- Foreign	78
• Individual artists	537
• Artists at Kids Festival	70

* Inc. 15 000 visitors at Pori Jazz Kids Festival

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Pori Jazz 2007 in figures

• Jazz	2/3
- other rhythm music	1/3
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• Journalists	500
- of which international	50
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• Voluntary workers	1100
- of which Pori Jazz own staff	450

**The local economy benefits
approximately 15 M€
of the festival.**

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Kanye West

Pori Jazz haistaa tähdet ja

tekee heistä ilmiöitä



Lauryn Hill



Buena Vista Social Club



Alicia Keys



Jamiroquai



Erykah Badu

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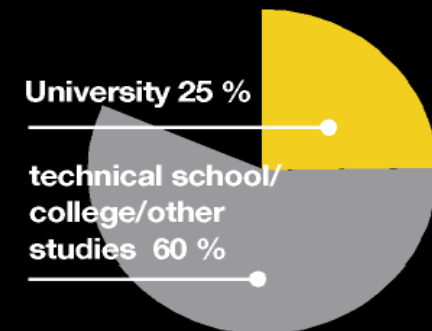
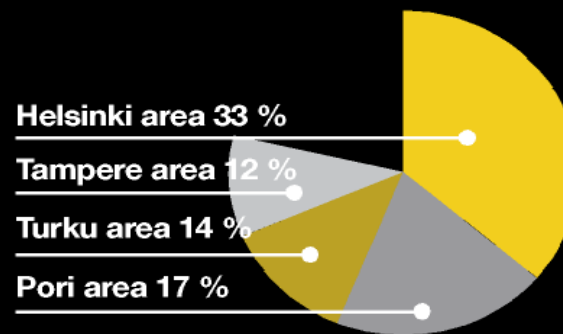
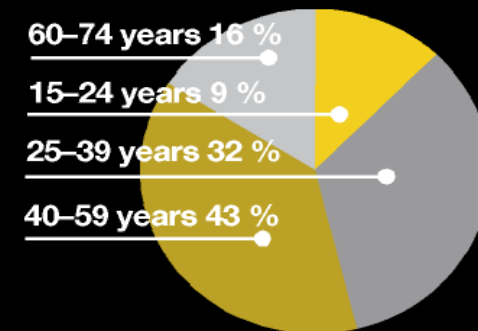
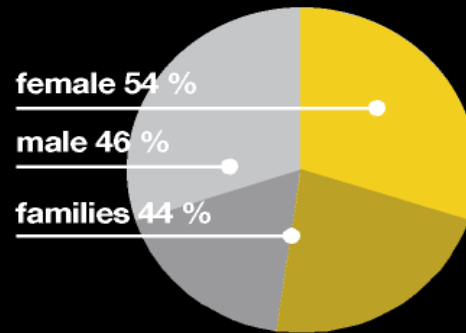
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Pori Jazz 2007

Visitor profile

A typical festival visitor

is from southern Finland, about forty years old, a white-collar worker with good education, well-salaried, household gross earnings about 45 000 euros/year



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

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Most interesting summer event in Finland

- Pori Jazz is the **biggest and most popular** summer festival in Finland. Altogether 646 000 people aged 17 and 79 have attended the festival.
- Pori Jazz Festival was the second most popular festival in Finland in 2007 **with 141 000 visitors** (includes the visitors to Pori Jazz Kids festival)
- Pori Jazz is by far **the most interesting summer event in Finland**: 1,2 million people, 28 % of the Finns, have visited or would like to visit the festival.
- **The potential amount of visitors** to Pori Jazz Festival is 531 000 people (people who haven't yet attended yet but would like to)

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

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Don Johnson Big Band

Pori Jazzin tähtikartalla
loistavat myös

nuoret kotimaiset jazzmuusikot



Teppo Mäkynen



Verner Pohjola



Severi Pyysalo



Jukka Perko



Marzi Nyman



Emma Salokoski

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Pori Jazz image

The strengths of Pori Jazz are:

- **program**
- **standard of the performers**
- **atmosphere**

The overall estimate is that Pori Jazz is the second best festival in the whole Finland.

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

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Pori Jazz is The best known summer event in Finland

It is known by name by seven
Finns out of ten

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

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Kirjurinluoto Arena

LP43!

Kids Festival

Ultra Music Nights

Otava Factory

Theatre

Jazz Street

- Radio Nova Stage
- Klubi – Klubben & Garden
- Cafe Jazz

Keski-Pori Church

Pori Jazz
concert venues



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Pori Jazz ja
**rytmimusiikin
suuret tähdet**



Sting



Santana



James Brown



Ray Charles



Stevie Wonder



Paul Simon



Phil Collins

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**"It don't mean
a thing if it ain't got
that swing"**

- Duke Ellington -