

# Cultural festivals: A new success formula for regional development?

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„It is difficult to define which cultural activity is a festival and which is not.

A particular festival may embody a number of quite different types of performances and may take place in various locations.“

Bruno Frey 2011

## **Demand for festivals (side of the consumer)**

- Growth of income and leisure time
- Lower cost of attendance
- Lower transaction costs
- Special groups deriving monetary advantages
- Political rent-seeking

## **Supply for festivals (side of the producers)**

- Lower cost of staff
- Lower cost of venues
- Avoiding restrictions
- Overcoming artistic ossification
- Stimulus for regional development in an economic sense
- Rebranding process

# Cultural sustainability

- Innovation within the arts system
- Reflection
- Establishment of tradition (i.e. initiating a new genre)
- Tradition

## **Conclusion: Structured catalogue of questions**

- Main artistic goal & benchmarks
- Co-operations
- Audience/target groups
- Media
- Infrastructure
- Context