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Belize's Festival Tourism Pilot Project

REGIONAL HUB:	Caribbean
CULTURAL SECTOR(S):	Music, Festivals, Digital Transition
BENEFICIARY AND CO-BENEFICIARIES:	Belize Music Agency
COUNTRIES COVERED BY THE ACTION:	Belize
PROJECT DURATION:	08/2023 – 04/2024 (8 months)
BUDGET:	EUR 50 183 – EU FUNDING: EUR 45 249 (90.17 %)
WEBSITE:	N/A

The **'Belize's Festival Tourism Pilot Project'** aims to support local festival producers in the development of local communities. It is part of the recovery strategy of the Belize Music Agency, which aims to recover from the effects of COVID-19 by reorienting and expanding its activities towards a modern digital broadcasting system.

As part of this, an online platform specialising in the sale of exclusive packages for Belizean festivals, including digital maps for festival venues using Google Maps with GPS location, will be established. An electronic ticketing system designed to issue tickets for Belizean events on any smartphone, thereby reducing the use of paper, will be set up.

In addition, this project intends to produce a festival as a pilot project and new festival product. To this end, data will be collected and analysed.

Finally, the implementation of this project will have a major impact on tourism, job creation and the economy of Belize.

