

# SUMMER OF SOUND

Visitor Campaign  
– April-Sep 2026



# CONTEXT

- Celebrating our connection to the USA in its 250<sup>th</sup> anniversary year, and the birthplace of the American national anthem right here in Gloucester.
- Three Choirs Festival has returned to Gloucester this year.
- Gloucester Cathedral are having a new organ built and celebrating with a festival of organ music.
- Gloucester History Festival is collaborating with Three Choirs with a talk in their Spring Weekend, and has a strong connection to sound culture through a number of their speakers who are podcasters.
- Sound is a great way to interpret spaces and draw connections.
- We're keen to emphasise our natural environment and push our connection to the river, nature parks and outside spaces and sound is a great theme for this.



# CAMPAIGN AIMS

- To provide an umbrella campaign, similar to Christmas, that we can promote events, attractions and activities through, using sound as our theme.
- To help bring Three Choirs Festival further into our community, and to embed its presence in the city while it is with us.
- To provide a way of talking about the city that is less transactional and more experiential.
- To provide assets to event producers and attractions that connect them to the campaign, and allow greater co-promotion.
- To drive engagement with US travel market.



# PILLARS

## Music

- Promotion of key live music events:
  - Three Choirs
  - Guildhall Programme
  - Cathedral Organ Festival
  - Other big gigs and music events.
- Telling the story of US National Anthem

## Wellbeing

- Slow tourism
- Encouraging spending time in the city.
- Listening to your environment.
- Mindfulness.

## A City of Sound

- Promoting attractions and natural environment settings through the lens of sound.  
(apols for mixed metaphor)
  - 'Crowds in the Shed'
  - 'Hear a Gloucester cow on Alney Island'
- Providing a method for non-music events to be included in campaign through connecting with Sound theme.



# HEADLINE TIMELINE

- Event submissions – send into VG now! (Deadline for What's On print – March)
- Headline artwork– delivered end of Feb
- Partner copy and asset pack being created – end of Feb.
- Website splash page goes live – March
- Co-promotion days! A day where everyone involved in the campaign send mailings to their lists to specifically promote *other* events and attractions to each other. – May.
- What's On Print Guide for Summer of Sound – Available regionally from May.
- Social campaign for all three pillars – Running from Apr-Sep
- City Dressing (Flags and catenaries + digital OOH) – to run across June, July and August (supporting Cathedral, Three Choirs, Retro and other events).



# HOW TO GET INVOLVED?





# WAYS TO GET INVOLVED

- **Send in your summer events** via **VG's event submissions on website**. The earlier you submit, the more we can do.
- **Email [visitgloucester@gloucester.gov.uk](mailto:visitgloucester@gloucester.gov.uk) with ideas** on how you'd like to link your events and attractions to one of Summer of Sound's pillars. The more you engage with us, the more we can feature you during Summer of Sound.
- **Tell us about your big sound/music events** so we can give it a great placement alongside Three Choirs and other events.
- **Budget contribution.** If you would like us to go as big as possible with this campaign, we'd love to talk to you about how you can contribute budget or in-kind support to the campaign. There are opportunities in print ads, social ads, city dressing, featured online spots, and a more.
- **Use the asset pack.** If you sign-up to join in the campaign, from March we'll send you an asset pack with a 'part of Gloucester's Summer of Sound' sticker-logo, some key copy and taglines and some social assets for you to help promote your event/attraction.
- **Co-promotion Day** – in May Visit Gloucester will co-ordinate a big day of mailshots promoting the campaign, specific events and attractions, utilising the combined power of campaign contributors' mailing lists.

