The Garden

A civic partnership with the City of Zadar

Barbarellas
Discotheque

Introducing.....

Sun, Sea, Beats, Boats

The Garden is the name for the group that includes The Garden Zadar , The Garden Festival and The Garden Petrcane, the festival site for the programme of summer weekend events.

The Garden was host to more than 20 000 visitors and more than 400 music artists in 2009.

The Garden cooperates with many European promoters in order to present the freshest and most interesting DJ's and bands in Zadar.

The City of Zadar and the Zadar Tourist Board are the main partners of the project.

About

Where: Petrcane & Zadar, Croatia
When: May - September
Attendance: 20-25,000 expected throughout the season 2010
Genre: House, Reggae, Soul, Jazz, Electronica, Hiphop

2010 events

The Garden Festival: 2 – 4 July and 9 – 11 July
Chibuku: 16 – 18 July
Soundwave: 23 – 25 July
Airbound: 30 July – 1 Aug
Disco 3000: 6 – 8 Aug
Southport Weekender: 13 – 15 Aug
Electric Elephant: 27 – 29 Sept
Need to Chill : 3 – 5 Sept

Objectives

To establish The Garden as an internationally recognized brand.

Raise the standards of services and products in the tourist & hospitality sector.

Provide high quality production, venues and international events.

PR & Marketing

Press, TV & Web portals

International Press 2009 - circulation in excess of 10.000.000 readers
- estimated value £400.000

National Press 2009 - estimated value 2.500.000 kn

In conjunction with Croatian National Tourist Board & Zadar Tourist Board

Digital Media

FaceBook
Twitter
My Space

Website
Forums
Vital SMS & Bluetooth

Merchandise

Compilation CD
T shirts
Zadar Confidential

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Press & Quotes

The Guardian (Best Festivals Guide)

"All in all a roaring success. But with great success comes great responsibility. Please, purleeeaze Mr and Mrs Garden Festival... try to resist the temptation to expand. The thing is the size. Well, and extra 500 people might be OK actually, but not too many more. You get the point. Brilliant..."

Time Out City Guide

"The current nexus of nightlife centers around three wells. Here in the venetian walls is Brit-run DJ terrace The Garden, whose success after two summers has put Zadar on the map."

The Times

"Zadar is Croatia's party capital and on weekend nights the cocktails come thick and fast; start, end, or just spend your whole night at the town's hippest address, The Garden..."

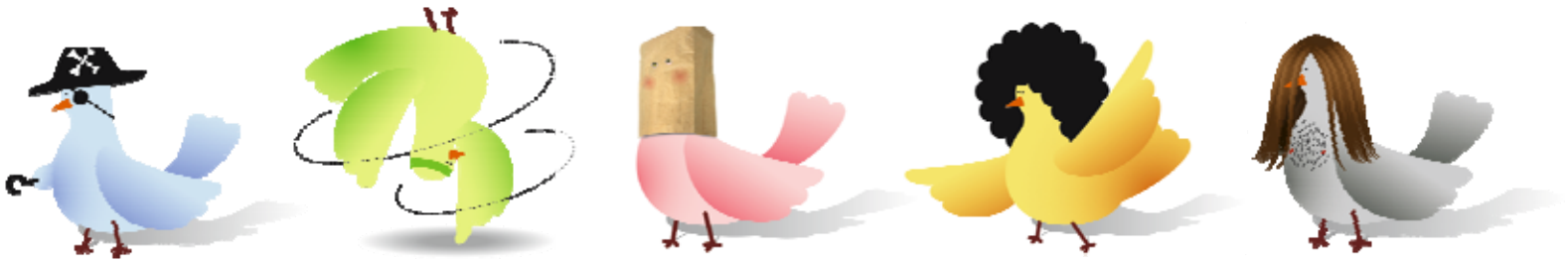
Facts & figures

20.000 new visitors to Zadar from 22 different countries attracted by Garden events in 2009.

Visitors stay average of 7 – 10 days.

Average daily spend is appx. 60 euro / person.

Total 8.4 million euro into local economy.



Benefits to Grad Zadar

Increased local employment.

Boost local economy.

Raise profile of Zadar and surrounding area with PR and marketing campaigns.

Helped to raise the kudos of Zadar as a leading lifestyle destination.

How Grad Zadar has helped The Garden

Permits and legals work for event licences.

Extension of working hours for events.

Liase with public services including local police authority.

Financial contribution to The Garden Festival.

Recognition of achievements with 3 awards for contribution to tourism.

Understanding our concept and being forward thinking.

Lowered local drink tax for all businesses .

Securing direct flights into Zadar via Ryanair.

Watch the garden grow