

BAND ON THE RUN

Fans are turning vacations into musical tours de force as they follow their idols on the road, says DESIREE KOH who trailed Bruce Springsteen (pictured) through northern Europe this summer.



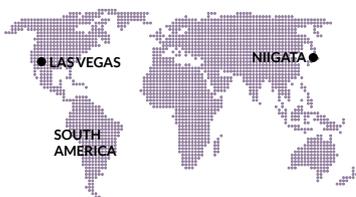
It's no longer enough to see the world from the comfortable confines of a tour bus. Travellers are looking for moments made memorable because of unique interactions. The American Express Spending & Saving Tracker found that 48 per cent of vacation planners seek more evocative experiences, and 22 per cent want to incorporate hobbies and interests into trips. And if music soothes your soul, then going on tour with your favourite rock-and-roll icon or pop star will hit all the right spiritual notes.

"If you're really into a particular band, travelling with them seems like a terrific rite of passage," says Julia Cosgrove, vice president of Afar, a multi-platform experiential travel collective. "You might get to meet the musicians, and you get to see the world with others who have a shared interest."

And rocking in different concert venues around the globe can be culturally enlightening. "Are bouncers the same in Bangkok as they are in Amsterdam? I bet the answer is yes and no," says Cosgrove.

SHOW TIME

Go on a magical music tour.



MDNA World Tour
Head to South America this festive season where Madonna (above, right) is closing out her massive MDNA world tour, and celebrate as she advised in her song Holiday. Start in Brazil, work your way to Chile, then top off the series of explosive concerts in Argentina. And since it'll be summer there, make it a merry one with parrillas – barbecues that are an Argentine cultural institution.
madonna.com



Fuji Rock Festival
Destination festivals with days of performances by artistes from a wide variety of genres give you the most bang for your travel buck. At Fuji Rock Festival (above), which takes place in Niigata, near Tokyo, every July, a three-day pass costs ¥42,800 (US\$552) and the line-up typically includes big names such as Radiohead and Elvis Costello, alongside J-Rock heavyweights like Toe and Mono.
smash-uk.com



Rock 'n' Roll Fantasy Camp
Put down that air guitar and pick up a real one at Rock 'n' Roll Fantasy Camp in Las Vegas, where you get to jam with rock gods such as Gene Simmons and Dave Navarro (above). The five-day camps include a session at a professional recording studio, master classes with a rotating cast of legendary musicians, and a chance to rock on stage at the MGM Grand.
rockcamp.com