

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*

October 8, 2019

## **Tune in to the Whitsundays' premier live music event Invitation to Airlie Beach Festival of Music launch**

In just over four weeks, Airlie Beach will literally be alive with the sound of music.

Now in its seventh year and always held on the weekend after the Melbourne Cup, the Airlie Beach Festival of Music has transformed one of the Whitsundays' quietest times of the year into its busiest.

In 2018 alone, the festival attracted 6,695 attendees, filling accommodation houses and packing out participating restaurants and bars.

Research shows a direct contribution to the local economy of over \$1.3 million and an estimated \$5 million indirectly from the event.

For the man who started it all, it's not just about the money.

Gavin Butlin believes there's no other festival like it and his goal is to make it a sell-out event.

"Only in Airlie Beach can you see 74 bands beside 74 islands in the heart of the Great Barrier Reef," he said.

"Most other festivals are just stages in a paddock but this one incorporates a whole town, not to mention the jaw-dropping views from the main tent on the edge of the Coral Sea."

This Thursday, October 10, Mr Butlin and the festival team are inviting the local business community to join them on site at the Whitsunday Sailing Club for the 2019 launch.

"Come on down, hear what we've got planned and how you can tune in to this Whitsundays success story," he said.

"There are lots of opportunities - from being a festival partner to volunteering.

"We want as many people as possible to be a part of what is fast becoming one of Queensland's premier live music events."

Charismatic restaurateur Kevin Collins, whose famous Fish D'Vine and Airlie Beach Rum Bar is one of the festival's 18 venues, said there were huge benefits from being involved.

"It's tripled our turnover," he said.

"The two biggest single times of the year are now New Year's Eve and the Airlie Beach Festival of Music.

"Butto should be on a pedestal for what he's achieved.

Tourism Whitsundays

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[www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)

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“From a straight business perspective, it’s turned one of the Whitsundays’ worst weeks of the year into the best – it’s as simple as that.”

Tourism Whitsundays CEO, Tash Wheeler, said destination events like the Airlie Beach Festival of Music were a powerful tool in the Whitsundays’ marketing arsenal.

“Our destination events bring life, colour and excitement to the Whitsundays, as well as delivering trading and reputational benefits,” she said.

“Tourism Whitsundays is proud to be associated with the Airlie Beach Festival of Music and I would encourage as many businesses as possible to connect with the event.”

Thursday’s launch starts from 5pm and will be held downstairs by the Whitsunday Sailing Club lawn.

Tickets to the festival are on sale via OzTix, BigTix, Whitsunday Tickets, The MECC, Tourism Whitsundays, and direct from [www.airliebeachfestivalofmusic.com.au](http://www.airliebeachfestivalofmusic.com.au).

For more information, follow the festival on Facebook, Twitter and Instagram.

- ENDS -

Images Below: Airlie Beach Festival of Music. High Resolution images available on request.



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**About Tourism Whitsundays:** *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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