

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
9 December 2020

The Whitsundays Wants You To Party In Paradise!

Tickets are now available for Airlie Beach Festival of Music's next event, Party Bands in Paradise. Set for March 19th – 21st 2021, the 3-day music festival will take over the boutique Cape Gloucester Resort in Hydeaway Bay.

The event will feature 16 bands over the three days and will be headlined by Oz music favourites The Black Sorrows. Fronted by music luminary Joe Camilleri, The Black Sorrows have been at the forefront of Australian music for decades. The band are renowned for their high-energy live shows, musicianship and infectious raw, rootsy, rhythms and will have everyone singing along to their classic songs Chained to the Wheel, Harley & Rose and Hold On To Me.

The line-up will also include rock n roll legends Bourbon Street, country music storyteller Bill Chambers, the ever-popular and talented Matty Rogers and a long-awaited return to the Whitsundays by reggae roots funksters Sun Salute.

The event (which had to be cancelled in 2020 due to the pandemic) was a huge success in 2019 and Festival promotor Gavin 'Butto' Butlin urged music fans to get their tickets fast to avoid missing out.

"Party Bands sold out in no time last year and with this awesome line-up it is sure to again. Where else can you see 16 quality live music acts backing onto one of the most beautiful beaches in the world?" he said.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes it is great to see The Whitsundays leading the charge when it comes to destination events.

"It's great to see so many Whitsundays events coming back bigger and better than ever!

"The Party Bands in Paradise is a favourite on the annual events calendar, it encourages repeat visitation which is so important not only for the annual event, but also for the region as a whole.

"Destination events like Party Bands in Paradise play a key role in fostering regional tourism and supporting economic growth," Mrs Wheeler said.

Three-day passes are \$165 and include free bus transport between the festival and Hydeaway Bay Caravan Park and Dingo Beach Hotel, the area covering a variety of accommodation options from luxury Airbnbs to powered campsites.

Ticket numbers will be limited and available via the Airlie Beach Festival of Music website www.airliebeachfestivalofmusic.com.au.

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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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**Tourism
Whitsundays**

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