



MEDIA RELEASE

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Airlie Beach Festival of Music Rocks The Whitsundays

The 11th annual Airlie Beach Festival of Music was a resounding success, with over 7,000 attendees and unforgettable performances from some of Australia's biggest music stars.

Music lovers descended on The Whitsundays to enjoy four days of live music from over 50 acts across 15 venues. The Main Stage lineup was headlined by Australian rock icons Ian Moss, Dragon, King Stingray, The Superjesus, and Ross Wilson, who each delivered electrifying performances.

The Passport to Airlie Finals were the opening act on Thursday night, which saw eight of Australia's best emerging acts compete for the chance to win a prize package including Bigsound delegate passes and shortlisted for the Bigsound artist showcase and a slot on the festival main stage in 2024. The winner of the 2023 Passport to Airlie Finals was Avalanche from Newcastle.

Adding to the Main Stage acts, festivalgoers enjoyed a variety of acts throughout Airlie Beach, including performances at KC's Bar and Grill, Fish D'vine, Airlie Beach Treehouse, Whisper Restaurant and Gin Bar, and the Whitsunday Food Garden.

The Airlie Beach Festival of Music is a major tourism event for the Whitsundays region, and it is estimated that the 2023 Festival will generate over \$3 million in economic activity.

Tourism Whitsundays CEO Rick Hamilton says the Airlie Beach Festival of Music has everything festivalgoers need for a rockstar experience in paradise.

"The festival is a true destination event, with the perfect mix of location, activities, and of course, music. 12 years ago, this was the quietest weekend on the calendar and now with the Airlie Beach Festival of Music it is one of the most anticipated and busiest weekends we have.

"The Festival organisers consistently pull together a brilliant event bringing well-known talent and so many fans to The Whitsundays. I urge everyone to experience it at least once," Mr Hamilton said.

QMusic Director of Programming, Ant McKenna was incredibly impressed with the Festival acts and format for the second year.

"The main stage artists are incredible quality, with King Stingray a massive favourite for me, but also Ross Wilson simply producing an incredible show. How Airlie Beach Festival of Music have engaged the many venues across the town to showcase such a range of artists and build outcomes for the whole town, is incredibly powerful. Alongside that, the Passport to Airlie program, which brings emerging artists from across the nation to give them an opportunity to perform on the biggest stage of their careers, is to be commended.

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Tourism
Whitsundays

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"Music festivals nationally and internationally are incredibly vulnerable post-covid with ticket sales on average being 40% lower than pre-covid numbers. This festival is amazing but also incredibly vulnerable and needs the strong support of local government to continue to provide the strong tourism boost that it offers the local region annually at this traditionally quieter time of year," Mr McKenna concluded.

"We are thrilled with the success of the 2023 Airlie Beach Festival of Music," said Festival Founder, Gavin Butlin.

"We had over 7,000 people over the weekend, amazing performances from our artists, and a fantastic atmosphere throughout the event. The support from our sponsors, partners, and the Airlie Beach community is greatly appreciated, and we are looking forward to next year's festival already," Mr Butlin said.

- ENDS -

To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays events video, [click here](#).

Notes for Editors

- The Airlie Beach Festival of Music is where live music meets the Great Barrier Reef.
- With jaw-dropping sea views from the main tent at the Whitsunday Sailing Club, the festival is a party like no other in a tropical paradise.
- Watch big name acts and discover new talent - there is something for every musical taste.
- Experience a town coming alive to the sound of music. With the music spread throughout multiple venues, the atmosphere is electric.

About Avalanche: Avalanche are a 4 piece hard rock band from Western Sydney*, playing short, fast & loud, no-bull Aussie rock 'n roll for a new generation and attracting massive attention on a global scale. Forming in an old steel factory in 2018 where they used to rehearse, they've since supported the likes of Buckcherry, Fozzy, The Iron Maidens, Kingswood, Dead City Ruins, The Southern River Band & The Poor and will be joining the mighty Rose Tattoo on tour in 2024. They headlined their first international festival; ROCKTOBER FEST, and tour in Nouméa; New Caledonia and continue to make their mark on the national festival circuit, selling out shows across Australia and beyond with more international tours in the works for 2024.

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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