

MEDIA RELEASE



THE HEART
The Whitsundays
OF EVENTS

For Immediate Release
20 October 2021

Party and Play in Paradise Airlie Beach Festival of Music partners Travello for music and tours

With just over two weeks until the 2021 Airlie Beach Festival of Music starts, the main stage line-up has been set, day tickets are about to go on sale, and music lovers from far and wide are being offered an extra incentive to buy a three-day pass.

Festival Promoter, Gavin Butlin, said he was proud to be partnering with online travel agency Travello and its associated tour operators, to offer three-day pass-holders \$50 off select Whitsunday tours.

"With its prime location in the Heart of the Great Barrier Reef, the Airlie Beach Festival of Music is already renowned for being the ultimate party in paradise, so we're thrilled to be expanding on that combination of live music and destination experiences," Mr Butlin said.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said the discount opportunity would be funded by Travello and include tours offered by Cruise Whitsundays, Ocean Rafting, Red Cat Adventures, True Blue Sailing, Explore Whitsundays, Salty Dog Sea Kayaking, Prosail Whitsundays, Pioneer Adventures, Skydive Australia, Matador Whitsundays, Mi Lady Sailing and Providence Sailing.

"We are excited to partner with Travello on this initiative, which allows us to not only showcase The Whitsundays as the Heart of Events, but also throws a spotlight on our incredible diversity of tours," Mr Hamilton said.

"Just as the Airlie Beach Festival of Music caters to lovers of all musical genres, there is something for everyone among our experience offerings and multiple ways to experience the Heart of the Great Barrier Reef."

True Blue Sailing Co-Director, Debbie Brown, said having worked with the festival on a number of sideline events aboard the company's flagship vessel, Atlantic Clipper, she was thrilled to collaborate further for the main event.

"Many Whitsunday tour operators, ourselves included, have worked hard to adapt our products over an incredibly challenging 18 months, so we are delighted to be able to showcase the results to an expanded audience through initiatives like this," she said.

Ticket-holders who purchase a three-day pass prior to November 1, will receive an email from the Airlie Beach Festival of Music team including a discount code and link to the relevant page on Travello's website.

Three-day passes cost \$300 and are available via the official festival website www.airliebeachfestivalofmusic.com.au.

One-day passes will also be available from today at a cost of \$140 per day.

The Travello discount offer is only available to those with a three-day pass and is valid for travel from November 1-15.

The Airlie Beach Festival of Music runs from November 5-7, with the additional opening Beach Jam Session and national 'Passport to Airlie' finals at Magnums Hotel on Thursday, November 4, and an official After Party, featuring Sarah McLeod from the Superjesus, at Northerlies Beach Bar and Grill on Monday, November 8.

Three-day pass-holders receive access to all events.

Headline artists will play on the main stage at the idyllic waterfront setting of the Whitsunday Sailing Club.

Friday's line-up features Hussy Hicks, Busby Marou, Sarah McLeod, Russell Morris, and Butterfingers, from 5-11pm

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Saturday's headline acts are Alex Lloyd, The Jingo Brothers, Toni Childs, The Wayward Suns, Viper Syndicate, and The Angels, from 4.30-11.30pm.

On the Main Stage on Sunday from 2-8.30pm are Rick Price, Lucy Gallant, Kieran McCarthy, Troy Cassar-Daley, and Australian icons John Schumann (Redgum), and Shane Howard (Goanna).

For more information, visit the Airlie Beach Festival of Music website and follow the festival on Facebook, Twitter and Instagram.

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

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

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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