

# MEDIA RELEASE



**THE HEART**  
*The Whitsundays*  
**OF EVENTS**

*For Immediate Release*  
30 March 2022

## People Power! Airlie Beach Festival of Music wins 'People's Choice' Festival of the Year at Queensland Music Awards

The people have spoken – Airlie Beach Festival of Music is officially Queensland's favourite 'Festival of the Year'.

Now in its 10th year, the festival was crowned 'People's Choice' Festival of the Year at the Queensland Music Awards in Brisbane last night, decided by both a panel of industry judges and popular vote.

Festival founder, Gavin Butlin said given the event was one of only two finalists, and up against the much larger 'Big Red Bash', he was stunned, honoured and humbled by the win.

"Ten years ago this festival was just a dream and now look where we've come," he said.

"I am so proud of what our small but dedicated team has achieved, and I can't wait to make this year's 10th anniversary festival our best yet."

Superjesus frontwoman and 2022 Airlie Beach Festival of Music Ambassador, Sarah McLeod, was at the awards ceremony alongside fellow festival organisers, Ellie Hanlon and Margie Murphy, and said this was a well-deserved win.

"There is so much that's unique about this particular festival – its location by the water on the Great Barrier Reef for a start, and the way the music isn't just confined to that main stage but spread across an entire town," she said.

"It also provides an incredible platform for emerging artists through the national 'Passport to Airlie' talent search, which is something I'm especially proud to judge and be a part of."

Tourism Whitsundays Chief Executive Officer, Rick Hamilton congratulated the Airlie Beach Festival of Music on the win, and said he was very much looking forward to this year's event.

"The Airlie Beach Festival of Music is one of The Whitsundays signature events, so it is pleasing to see it receive such recognition, from both industry peers and the music-loving population it attracts," Mr Hamilton said.

The 2022 Airlie Beach Festival of Music will take place from November 4-6.

Tickets cost \$300 for a three-day festival pass and provide access to all days and events, including the Passport to Airlie finals in the main tent on Thursday, November 3 and the After-Party hosted by Northerlies Beach Bar and Grill on Monday, November 7.

To purchase tickets please, [click here](#) and for all other festival news follow Airlie Beach Festival of Music on Facebook, Twitter and Instagram.

**- ENDS -**

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

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

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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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