

QLD MUSIC TRAILS

OUTCOME REPORT

OUTBACK TRAIL 2024



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ACKNOWLEDGEMENT OF COUNTRY

QMF respectfully acknowledges the Bidjara, Bigambul, Dharawala, Kamilaroi, Kooma, Kunya, Mardigan and Wadjabangai Peoples as the Traditional Owners and Custodians of the land, waters and skies where the Outback Trail unfolded this year.

We extend our respects for their enduring connection to the remarkable terrain, where creative works take place, performances resonate, and celebrations come to life.

We pay our respects to Elders past and present, and to all Aboriginal and Torres Strait Islanders of all communities who also work and live on this land.

We recognise the importance of First Nations leadership and collaboration, and QMF commits to walking together on a journey of shared learning and culture.





MESSAGE FROM THE CEO

QMF are delighted to present the outcome report for the 2024 Outback Trail.

This year's Outback Trail surpassed QMF's lofty expectations which saw the 9-day Trail grow from 4 destinations in 2023, to 7 destinations in April 2024. It was also a phenomenal validation of this innovative product when you consider the significant year-on-year increase in ticket sales from 2023. This is especially significant given the current economic and events industry climate.

As we continue to build on the relationships and expand on our knowledge of the local Outback areas, identifying and engaging partners and contributors, QMF acknowledge our regional partners and their invaluable support as we solidify QMF and the Qld Music Trails role in enhancing our visitor economy and regional communities. Together we continue to sculpt a uniquely Queensland cultural tourism product that will be an important cornerstone to the regional tourism offering in the lead up to the 2032 Olympic Games.

My personal highlights are many and varied, but the sense of the community created within the 'Trail Traveller' audience who journeyed with us along the length of the Trail was so meaningful to see – as was the impact their collective presence had on each of the Trail destinations – economically, socially and culturally.

As we embark on planning for the 2025 Trails, we are thrilled to explore new Trails, discover fresh destinations, and forge collaborations with regions not yet featured on the Trails map.

QMF GOVERNANCE

PURPOSE

To engage communities throughout Queensland in collaborative processes of social, economic, and cultural development that draw on the unique power of music to create measurable outcomes.

To elevate the cultural identity of Queensland through the co-creation of iconic, placemaking music events across the State.

To facilitate collaboration between relevant arts sector organisations and individuals to deliver our objectives in a manner that is high-quality, cost-effective and aligned to community aspirations.

VISION

QMF will be an essential part of Queensland's cultural and tourism ecosystems, co-curating and delivering enduring and impactful experiences for locals and visitors.

MISSION

To contribute to the vitality of Queensland through iconic music and cultural experiences that amplify our State's diverse identity and cultivate connection to our distinct places.





ABOUT THE OUTBACK TRAIL



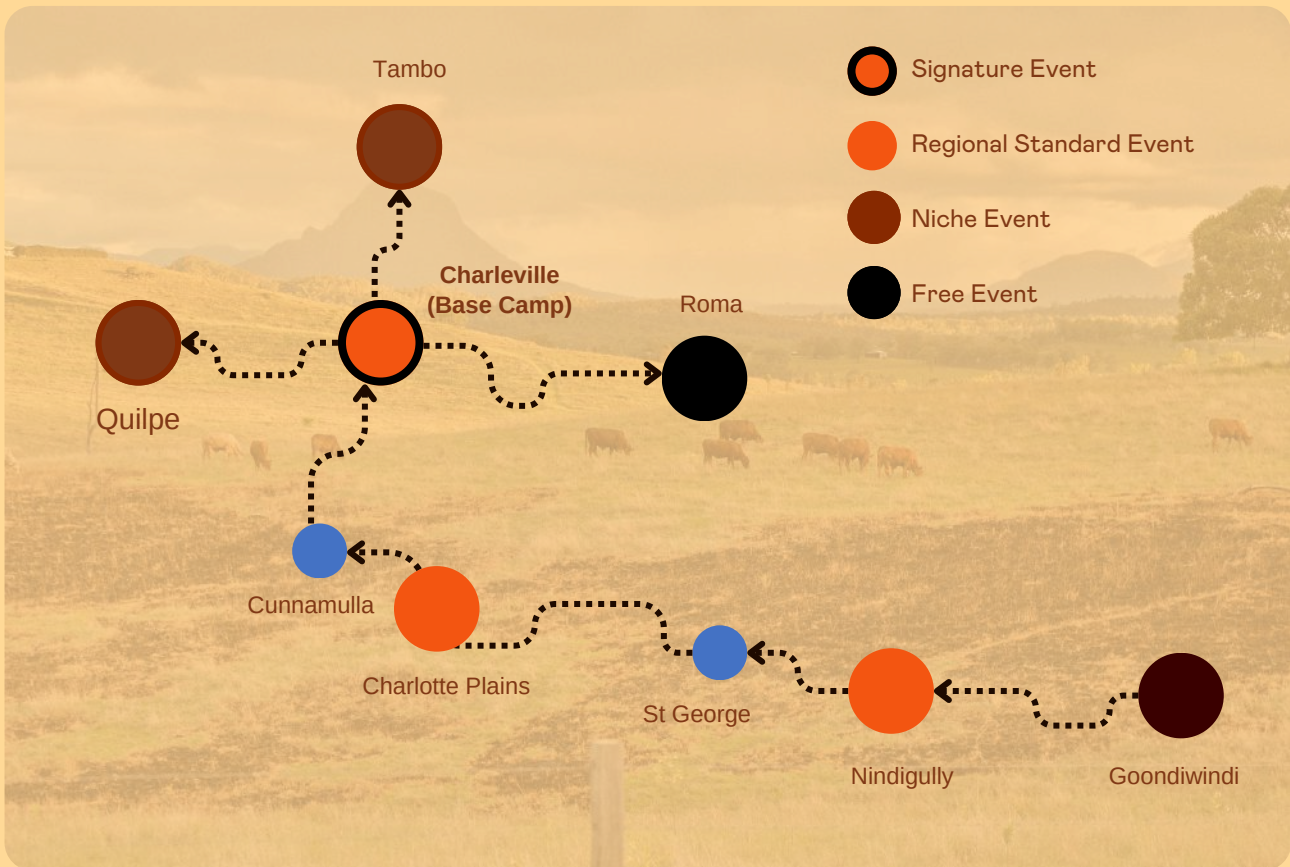
From 13 - 21 April 2024, QMF curated a thrilling nine-day musical journey through the rugged heartland of Queensland.

This offbeat adventure kicked off 4 hours outside of Brisbane and guided travellers through the Outback's most breathtaking destinations, with each stop inviting the audience to celebrate iconic music moments and enjoy enriching cultural experiences and heartfelt local hospitality.

Crafted as a self-driving adventure, the trail allowed the audience to build their own itinerary and tailor their adventure to their unique preferences. Audiences were invited to plan their journey to attend as many events as they desired and customise their experience by selecting the events and attractions that resonated with them.

The Outback Trail beckoned the extraordinary, a once-in-a-lifetime adventure that can only unfold in the distinct realm of the Outback. Over 9 days, 7 destinations and 2,200km, QMF brought the Outback alive, injecting much needed stimulus into regional communities.

2024 ITINERARY



7 EVENTS DELIVERED IN 9 DAYS, VISITING 7 LGA'S

13 April	DAY 1:	Saddle Up, Goondiwindi
14 April	DAY 2:	The Gully Sessions, Nindigully (part of Trail Pass)
15 April	DAY 3:	Travel Day to Charlotte Plains
16 April	DAY 4:	Ballads & Bush Yarns, Charlotte Plains (part of Trail Pass)
17 April	DAY 5:	Travel Day to Charleville
18 April	DAY 6:	Culinary Constellations, Quilpe
19 April	DAY 7:	The Big Bush Dance, Tambo
20 April	DAY 8:	Outback Sounds, Charleville (part of Trail Pass)
21 April	DAY 9:	The Sundowner, Roma



AT A GLANCE

TICKET SALES

2023

904

Event entry tickets sold

\$14,481

Box office sales

5%

Trail-goer's travelling to 3+ events

2024

2,162

Event entry tickets sold

\$80,870*

Box office sales

*8.9% of total expenditure

20%

Trail-goer's travelling to 3+ events

71% increase



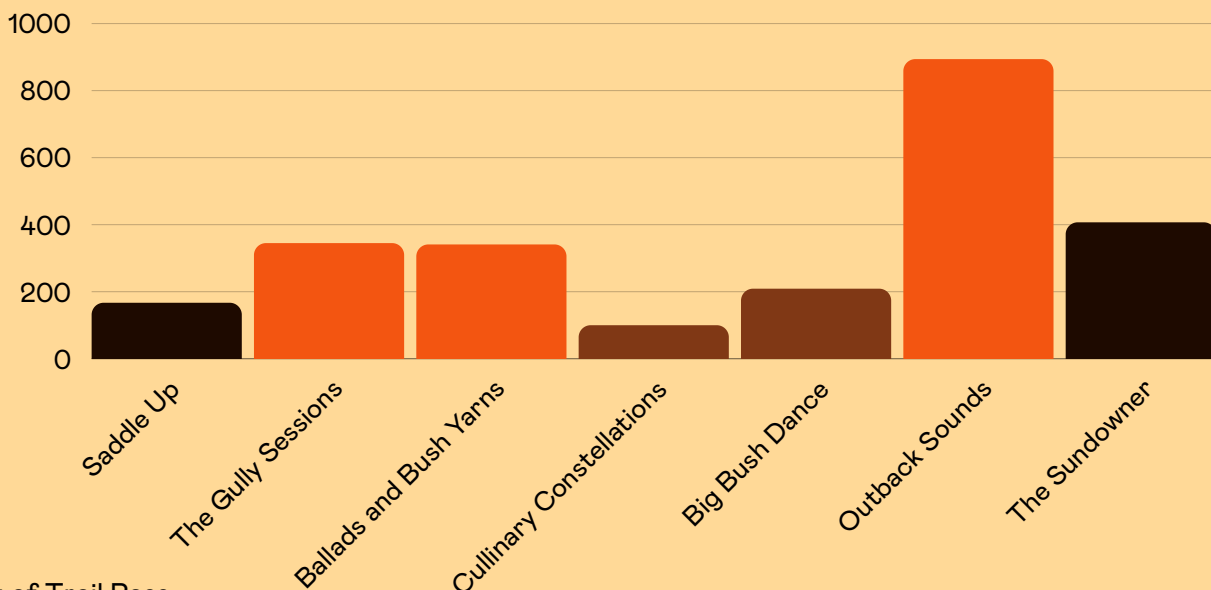
458% increase



300% increase

**Box Office Sales represent XX% of total expenditure*

ATTENDANCE PER EVENT



KEY

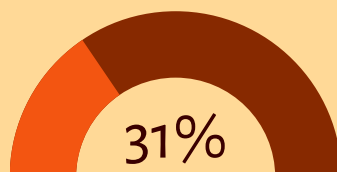
- Part of Trail Pass
- Free Event
- Niche Event

AT A GLANCE

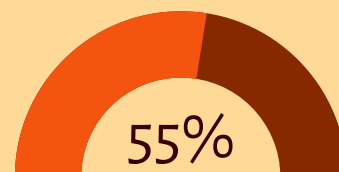
AUDIENCE

"We were not aware of all the beautiful and interesting places to experience" - Attendee

IN REGION

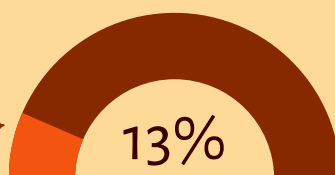


INTRASTATE

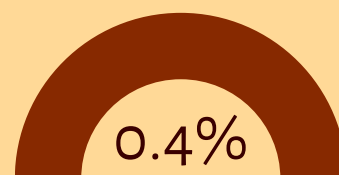


NSW	10.1%
VIC	2.1%
ACT	0.7%
TAS	0.1%

INTERSTATE



INTERNATIONAL



Reflective of ALL tickets inclusive of complimentary where location is known. Source - Moshtix



AUDIENCE & ECONOMIC OUTCOMES

OUTBACK TRAIL

→ 1,385 ATTENDEES IN 2023 → 2,542 ATTENDEES IN 2024 ↑ 83% increase

2023

94

Interstate
Visitors

470

Primary
Purpose
Visitors

1,653

Direct visitor night
to QLD

\$257,467

Total Direct &
Indirect
Expenditure to
host region

2024

148

Interstate
Visitors

743

Primary
Purpose
Visitors

4,749

Direct visitor night
to QLD

\$549,076

Total Direct &
Indirect
Expenditure to
host region

↑ 57% increase ↑ 58% increase ↑ 187% increase ↑ 113% increase

3,322

TOTAL DIRECT
VISITOR
NIGHTS IN HOST
REGIONS
IN 2024

6.9

NIGHTS

AVERAGE
LENGTH OF STAY
IN 2024

\$579,040

TOTAL OVERNIGHT
VISITOR EXPENDITURE
IN 2024

Source IER

AUDIENCE & ECONOMIC OUTCOMES

OUTBACK SOUNDS

→ 483 ATTENDEES IN
2023

→ 894 ATTENDEES IN
2024

↑ 104%
increase

2023

31

Interstate
Visitors

121

Primary
Purpose
Visitors

390

Direct visitor night
to Charleville

\$118,215

Total Direct &
Indirect
Expenditure to
host region

2024

58

Interstate
Visitors

447

Primary
Purpose
Visitors

1,084

Direct visitor night
to Charleville

\$178,645

Total Direct &
Indirect
Expenditure to
host region

↑ 87%
increase

↑ 269%
increase

↑ 178%
increase

↑ 51%
increase

1,084

7.5
NIGHTS

\$274,601

TOTAL DIRECT
VISITOR
NIGHTS IN
CHARLEVILLE
IN 2024

AVERAGE
LENGTH OF STAY
IN 2024

TOTAL OVERNIGHT
VISITOR EXPENDITURE
IN 2024

Source IER

SOCIAL IMPACT 2024

AUDIENCE SURVEY

94%

Of audience surveyed agreed or strongly agreed that The Outback Trail **makes a contribution** to and impact on the host regions

92%

Of audience surveyed agreed or strongly agreed that it's **important the Outback Trail is happening** in these regions

88%

Of audience surveyed agreed or strongly agreed that The Outback Trail **makes a contribution to and impact on the cultural reputation** of Queensland

84%

Of audience surveyed agreed or strongly agreed that the Outback Trails provides an **important addition to the cultural life** of the area

68%

Of audience surveyed agreed or strongly agreed that The Outback Trail **helped me appreciate the place's characteristics**

78%

**Net Promoter
Score 2024**
(up from 73% in
2023)

"I have been to these parts of Queensland on many occasions and know it well. The promotion of some more local industry was a bonus on this trip.

It demonstrates that regional Queensland can host such events very effectively" - Attendee

Source IER

CULTURAL IMPACT

\$106,850

Total value of First Nations contracts (artists and businesses including celebrity talent)

\$151,619

Total value of local (outback) businesses contracted inclusive of First Nations artists and businesses

2024 → 7 TRAILS EVENTS

97

Local and intrastate artists and arts workers employed including 54 First Nations arts workers

10

Local First Nations business engaged

43

Local tourism businesses engaged

12

Local arts and cultural businesses employed



TESTIMONIALS



Rob Blundell

5d · 🌐



Wow - Charlotte Plains certainly turned it on for the Trail-Goers - from the hot baths to the wonderful night of entertainment - absolutely fantastic.



Studio L Travelling Beauty & Barber

4d · 🌐

I do not have enough words to describe how absolutely amazing tonight's dinner has been. The people!! The place!! The chef ...Mark Olive!! The talented musician... William Barton!!The staff!! The management!! The beautiful friends I've made!! Everyone!!

I literally am just blown away. So blessed to be apart of this!! So privileged!! So thankful!! 🙏🥰❤️



Kaelene Clarke

Thoroughly enjoyed our stop at Charlotte Plains, will definitely be returning. Loved the stories about the homestead and local icons. We played both Loreen and Troy on our journey northwards to Quilpie. Rain did not stop us enjoying the afternoon into evening event.



Loren Ryan Music · [Follow](#)

Honestly the best gig I've ever done. What an experience. I'm ready to get tickets for next year.

16h **Love** Reply Hide



Cheryl Harley is with **Russell Bevis** and **2 others**.

1d · 🌐



Wow!! what an amazing 9 days on the Outback Trail. Met some beautiful people, listened and danced to great live music by not only some headliners but great local artists. A big thank you to the amazing staff who put it all together to give us such a diverse experience. Every day was different. And a big 5 stars to our MC Sam Thaiday. A really nice genuine witty person who was always available for a chat. Would love to have Sam back again next Outback Trail!!



David Harding

1d · 🌐



From David and Eileen

Thanks so much to outback trail goers for putting on such an awesome event
We had such a great time the music the artists, the events,the timing were all great
Sometimes a little rushed but we made it and as always with great things over to quick
The friendly people just great
We did not hear one bad comment

SOCIAL IMPACT

OUTBACK SOUNDS 2024

96%

Of audience surveyed agreed or strongly agreed that Outback Sounds **makes a contribution to and impact on Charleville**

92%

Of audience surveyed agreed or strongly agreed that **it's important that Outback Sounds is happening in Charleville**

83%

Of audience surveyed agreed or strongly agreed that The Outback Sounds **provides an important addition to the cultural life of the area**

85%

Of audience surveyed agreed or strongly agreed that The Outback Sounds makes a **contribution to and impact on the cultural reputation of Queensland**

62%

Of audience surveyed agreed or strongly agreed that The Outback Sounds helped me **appreciate the places' characteristics**

78%

Net Promoter
Score 2024
(up from 73% in
2023)



Source IER

MEDIA REACH

CROSS-PROMOTION

Travel Expos

Hundreds of Double-Sided A5 info flyers were distributed at:

- Adelaide Caravan and Camping Show: 14-18 Feb
- Victorian Caravan, Camping & Touring Show: 21-25 Feb
- Let's Go Gold Coast Caravan & Outdoor Expo: 1-3 March
- Brisbane 4X4 & Outdoors Show: 15-17 March



Coffee Cup Lids

2,500 Stickers to put on Coffee Cups were created and sent to Heinemann's Cafe in Charleville and Wildflowers Cafe in Cunnamulla with QR codes on with Local Legends Discounts applied! All were given out to locals and travellers in the weeks leading into The Outback Trail, driving people to our Website!



PRINT ADVERTISING

Readership:

Courier Mail 376,000

Toowoomba Chronicle 29,000 x 2

TOTAL IMPRESSIONS:

434,000



ONLINE MEDIA & SOCIAL ACTIVITY

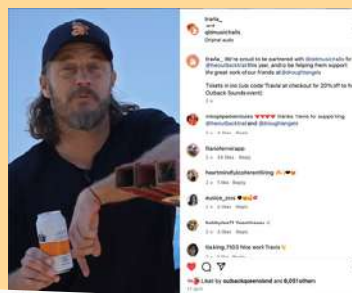
5,000 Engagements

258 Published Posts

97 Media Stories

2,200,000

Impressions



MEDIA REACH

TOTAL MEDIA COVERAGE VALUE
\$672,899

ONLINE MEDIA & SOCIAL ACTIVITY

Paid Social - Impressions: 3,563,987

Paid Social - Reach: 1,189,241

Paid Social - Engagement: 182,361

PRINT ADVERTISING

Readership:

Courier Mail 376,000

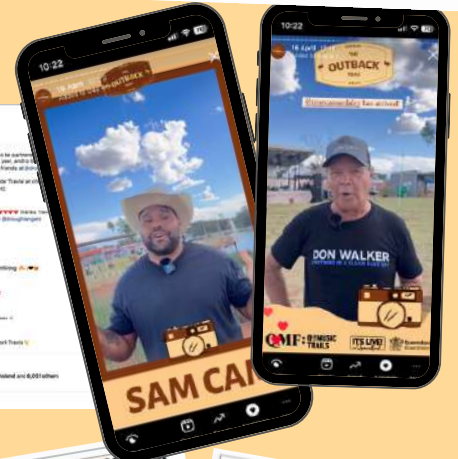
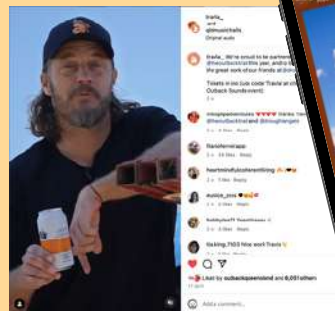
Toowoomba Chronicle 29,000 x 2

TOTAL IMPRESSIONS:
434,000

News • Queensland • Charleville • Community

Ball Park Music, Paul Dempsey, Pierce Brothers among artists at Outback Sounds in Charleville

Hundreds of punters braved the cold out west to revel in the music at the Outback Sounds concert in Charleville. SEE THE PHOTOS.



CROSS-PROMOTION

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Coffee Cup Lids

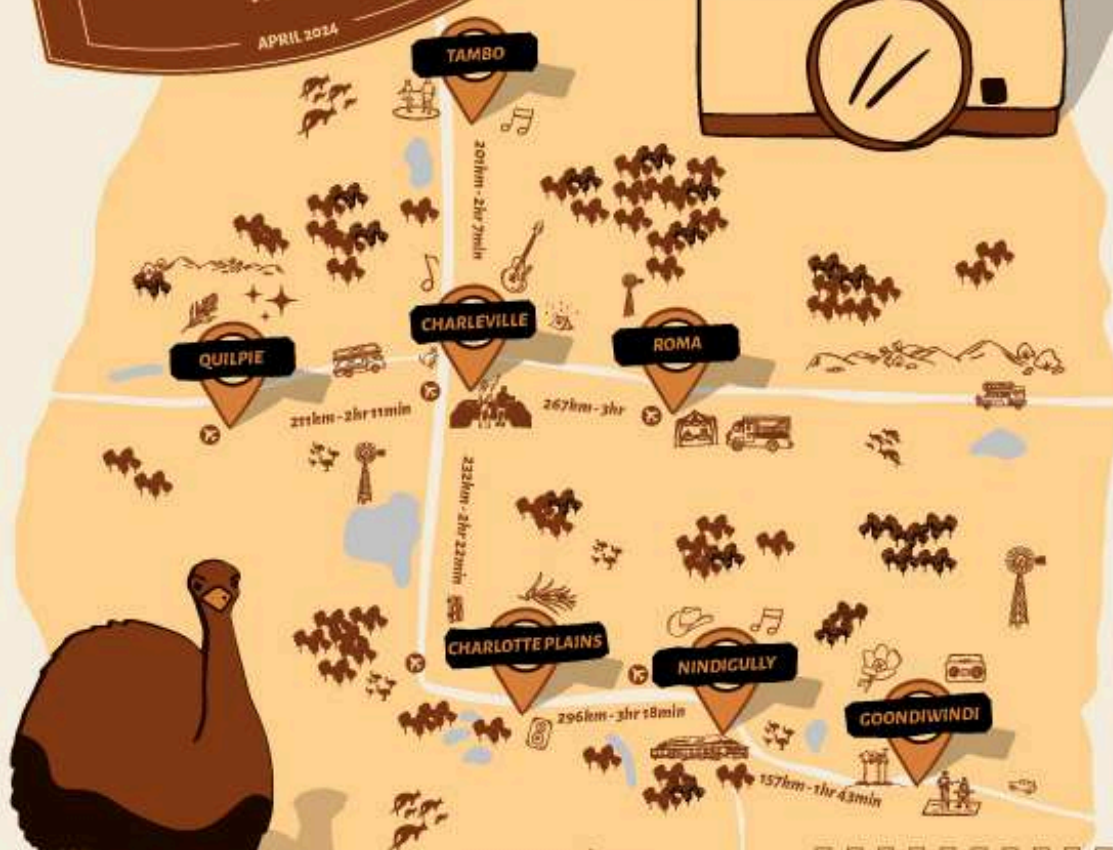
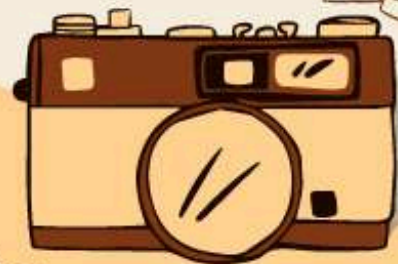
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TRAIL POSTER

QLD MUSIC TRAILS PRESENTS

IT'S LIVE!
in Queensland



- 13 APRIL → GOONDIWINDI
- 14 APRIL → NINDIGULLY
- 16 APRIL → CHARLOTTE PLAINS
- 18 APRIL → QUILPIE
- 19 APRIL → TAMBO
- 20 APRIL → CHARLEVILLE
- 21 APRIL → ROMA



GET TIX @ QLDMUSICTRAILS.COM



EVENT POSTERS

QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

SADDLEUP



GOONDIWINDI WAGGAMBA COMMUNITY CULTURAL CENTRE
13 APRIL

PERFORMANCES BY
CHLOE STYLER
SPLIT IMAGE

FREE ENTRY | ALL AGES | ALCOHOL FREE | FOOD STALLS
JOIN THE OUTBACK TRAIL - GET TIX AT QLDMUSICTRAILS.COM

QMF: QLD MUSIC TRAILS Queensland Government

QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

THE GULLY SESSIONS



NINDIGULLY PUB, THALLON - 14 APRIL

PERFORMANCES BY
TRAVIS COLLINS
CHLOE STYLER | BETH LUCAS

KIDS UNDER 5 FREE | RAFFLE | STALLS | BAR OPEN TO LATE
MEET AND GREET WITH TRAVIS COLLINS | PRE-ORDER YOUR MEGA-BURGER
STAY FOR DINNER AND THE AFTERPARTY WITH MUSIC BY ADAM KILPATRICK

JOIN THE OUTBACK TRAIL - GET TIX AT QLDMUSICTRAILS.COM

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QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

BALLADS & BUSH YARNS

LOCAL LEGENDS TIX 20% OFF



CHARLOTTE PLAINS STATION
16 APRIL

PERFORMANCES BY
TROY CASSAR-DALEY
LOREN RYAN

BUSH YARNS AND STATION HISTORY BY
THE RUSSELL FAMILY

STATION TOURS | CAMPING AVAILABLE | POP-UP BARS
BATH & ROBE EXPERIENCES | VAREBY DELIVE

JOIN THE OUTBACK TRAIL - GET TIX AT QLDMUSICTRAILS.COM

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QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

CULINARY CONSTELLATIONS



THE LAKE, QUILPIE | 18 APRIL

DINE UNDER THE STARS WITH CELEBRITY CHEF
MARK OLIVE

PERFORMANCE BY
WILLIAM BARTON

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QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

THE BIG BUSH DANCE



TAMBO SHIRE HALL, TAMBO
19 APRIL

PERFORMANCES BY
THE SMASHING BUMPKINS | BUSH BEATZ

ALL AGES | BAR | FOOD STALL | KIDS UNDER 5 FREE
OLD SCHOOL BUSH DANCE - BRING YOUR DANCING SHOES!

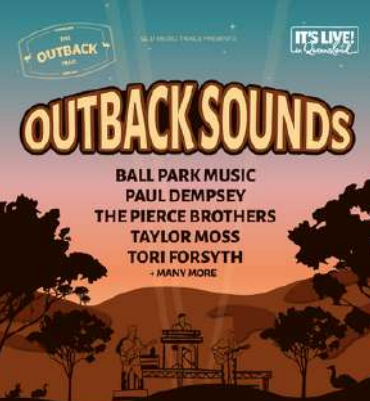
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QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

OUTBACK SOUNDS

BALL PARK MUSIC
PAUL DEMPSEY
THE PIERCE BROTHERS
TAYLOR MOSS
TORI FORSYTH
- MANY MORE




20 APRIL
CHARLEVILLE SHOWGROUNDS
GET TIX @ QLDMUSICTRAILS.COM
30% OFF FOR EARLY BIRD LOCAL LEGENDS
DOWN TO \$50 FOR A LIMITED TIME!

QMF: QLD MUSIC TRAILS Queensland Government

QLD MUSIC TRAILS PRESENTS **IT'S LIVE!** in Queensland

THE SUNDOWNER



WESTERN QLD SPIRIT DISTILLERY
ROMA, 21 APRIL

PERFORMANCES BY
MITCH KING
MADDY THOMAS

FREE EVENT | RSVP ESSENTIAL | ALL AGES
GRAZING BOARDS (PRE-ORDER ONLY) | FOOD TRUCK

RSVP NOW & PREORDER YOUR GRAZING BOARD AT QLDMUSICTRAILS.COM

QMF: QLD MUSIC TRAILS Queensland Government

OUTBACK SOUND POSTER



QLD MUSIC TRAILS PRESENTS



OUTBACK SOUNDS

BALL PARK MUSIC
PAUL DEMPSEY
THE PIERCE BROTHERS
TAYLOR MOSS
TORI FORSYTH
+ MANY MORE



20 APRIL

CHARLEVILLE SHOWGROUNDS

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QMF: QLD MUSIC TRAILS



THE GULLY SESSIONS



BALLADS & BUSHYARNS



CULINARY CONSTELLATIONS



THE BIG BUSH DANCE



OUTBACK SOUNDS



THE SUNDOWNER





PARTNER ACKNOWLEDGEMENTS

