

QLD MUSIC TRAILS



The Tropics Trail Outcome Report



TROPICS MUSTER



The Cairns Post

The Courier Mail

**CAIRNS &
GREAT BARRIER REEF**

QMF:

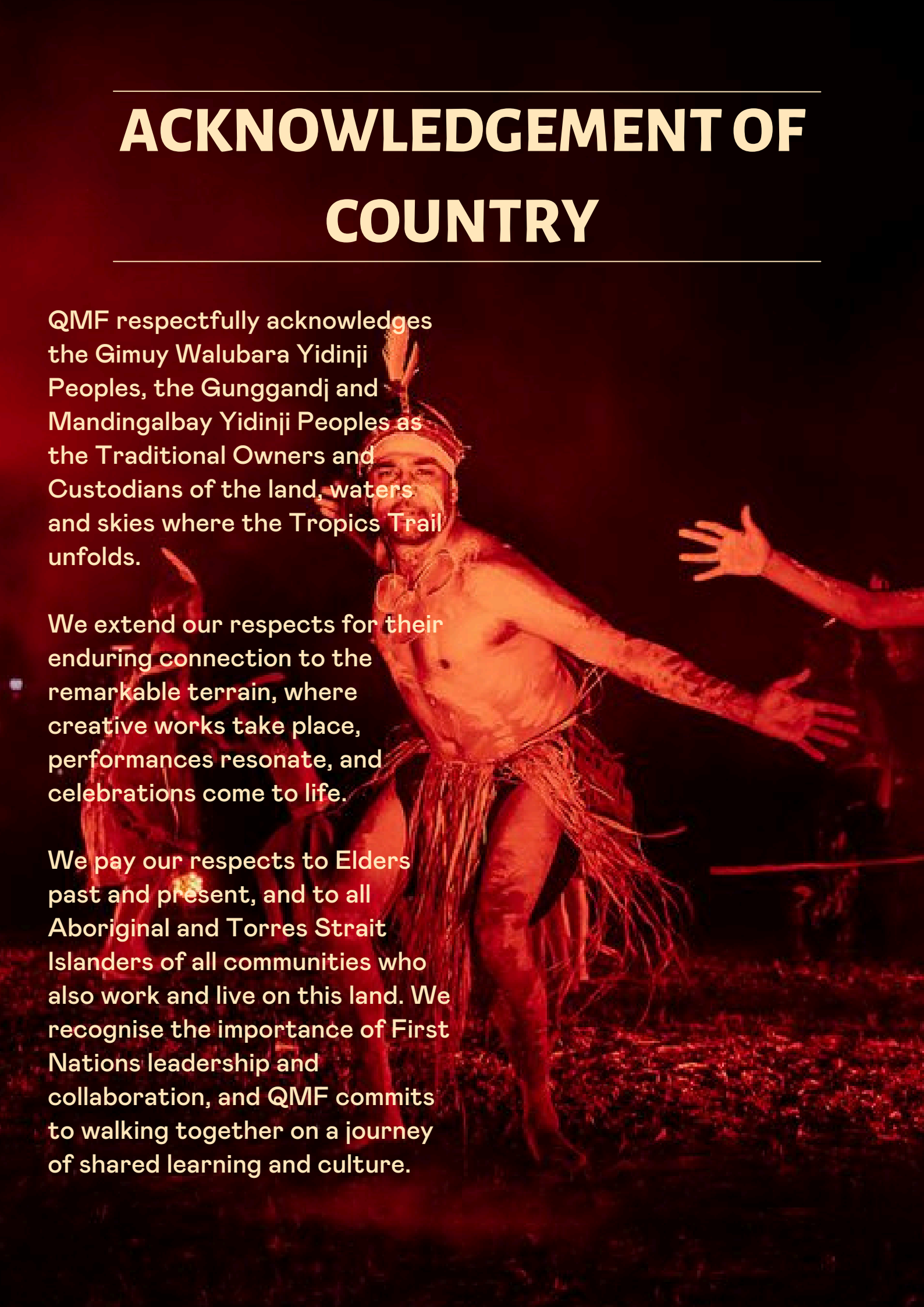


ACKNOWLEDGEMENT OF COUNTRY

QMF respectfully acknowledges the Gimuy Walubara Yidinji Peoples, the Gunggandj and Mandingalbay Yidinji Peoples as the Traditional Owners and Custodians of the land, waters and skies where the Tropics Trail unfolds.

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.



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CEO MESSAGE



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

The Tropics Trail ran from 28 September - 13 October 2024 and encompassed five events: Yarrabah Music & Cultural Festival, Dream Aloud, Shine On Gimuy, Tropics Muster and Savannah in the Round.

Led by First Nations voices, the Trail showcased the wealth of Indigenous arts and culture in Tropical North Queensland. Artists and attendees celebrated art, culture, language and history, immersing themselves in the world's oldest living culture.

As we continue to build on the relationships with our partners, QMF acknowledge their invaluable support as we solidify QMF and the Qld Music Trails role in enhancing Far North Queensland's visitor economy. 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.

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.

**QLD MUSIC
TRAILS**



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.



THE TROPICS TRAIL

Event: Yarrabah Music Culture Festival

Date: 28 September 2024

Region: Yarrabah

Venue: Jilara Oval



Event: Shine on Gimuy

Date: 3-13 October 2024

Region: Gimuy/Cairns

Venue: Cairns Esplanade &
Salt House

Event: Dream Aloud

Date: 5 October 2024

Region: Gimuy/Cairns

Venue: Munro Martin
Parklands

Event: Tropics Muster

Date: 9 October 2024

Region: Walkamin

Venue: Mt Uncle Distillery

Event: Savannah in the Round

Date: 13-14 October 2024

Region: Mareeba

Venue: Mareeba Rodeo Grounds

ABOUT THE TROPICS TRAIL

The Tropics Trail returned from 28 Sep - 13 Oct 2024, offering an unparalleled music adventure celebrating the vibrant cultural heritage of sun-soaked Tropical North Queensland.

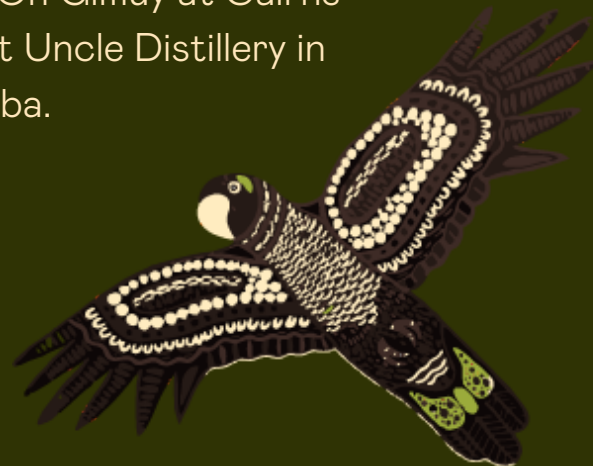
Guided by an itinerary of music events, the Trail wound through Cairns (Gimuy), and its stunning neighbouring communities. Here, trail goers experienced world-class musical talent amidst breathtaking coastal landscapes, while also uncovering opportunities to explore and connect with the region and its people.

This year, we proudly continued to honour longstanding community events of profound impact while introducing new music experiences that entertain, educate and inspire.

Dream Aloud bursts onto the Australian music scene in its first year, igniting Cairns (Gimuy) with an unmissable lineup of First Nations talent, including ARIA Award-winning rapper Baker Boy, surf rock icons King Stingray, visionary artist BUMPY, hip-hop sensation JK-47, and rising star Kee'ahn, as they came together in a vibrant celebration of First Nations talent and culture in the heart of Cairns at Munro Martin Parklands.

The Yarrabah Music & Cultural Festival also returned for its milestone 10th year with an electrifying lineup headlined by pioneering Aboriginal reggae rock band No Fixed Address and featuring award-winning artist Bumpy.

The tropical adventures continued with Shine On Gimuy at Cairns Esplanade & Salt House, Tropics Muster at Mt Uncle Distillery in Walkamin and Savannah in the Round in Mareeba.





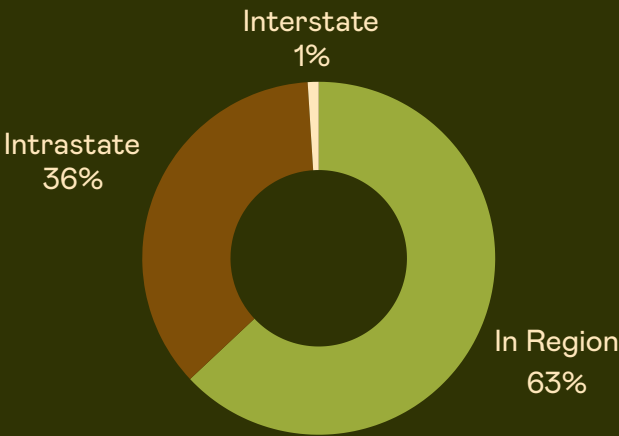
YARRABAH

MUSIC & CULTURAL FESTIVAL

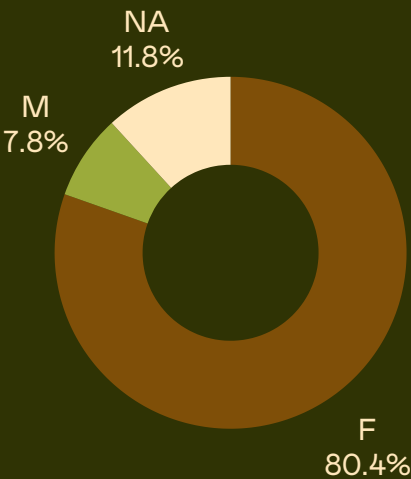
YARRABAH MUSIC & CULTURAL FESTIVAL

AUDIENCE AND TICKETS

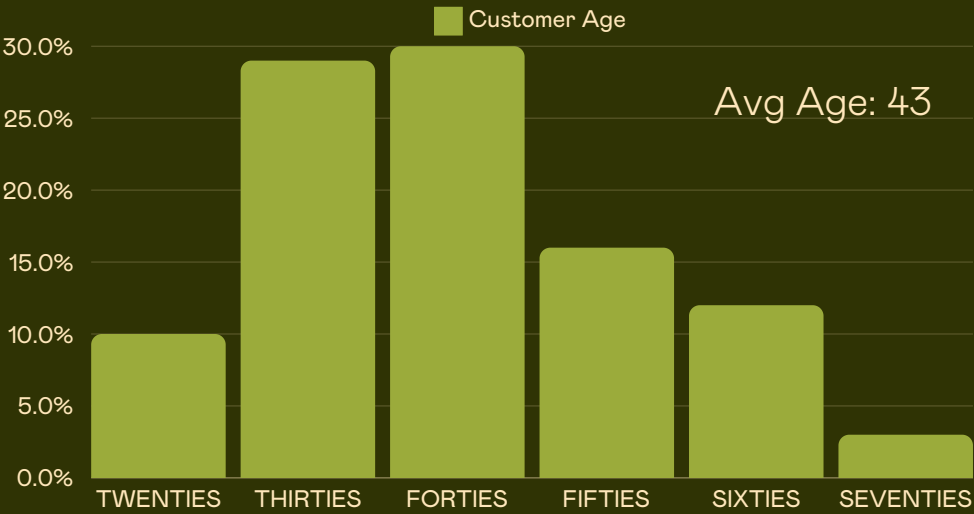
Sales by Location



Sales by Gender



Sales by Age



\$2,750

Total Revenue



1231

Total Tickets Issued



745

Total Attendance



YARRABAH MUSIC & CULTURAL FESTIVAL TOURISM IMPACT & OUTCOMES - YARRABAH SHIRE

193

Primary purpose
visitors

82

Direct
visitor nights

27%

Interstate, intrastate &
international visitors



\$8,394

Total primary purpose
day tripper expenditure



\$52,467

Total overnight
visitor expenditure



\$124.68

Average daily spend



\$45,825

Total direct and incremental
expenditure



YARRABAH MUSIC & CULTURAL FESTIVAL TOURISM IMPACT & OUTCOMES - QUEENSLAND

3.9

Average nights
stayed in QLD

296

Direct
visitor nights

3%

Interstate &
international visitors



\$177.40

Overnight visitor
average daily spend



\$152,125

Total direct and incremental
expenditure



COLLABORATION & ENGAGEMENT



163

Total number of direct and indirect FTE jobs supported



98

Number of Queensland artists and arts workers employed



80

Number of collaborations with Queensland independent artists



6

Number of Queensland arts and cultural businesses employed



26

Number of Queensland suppliers engaged



9

Number of Queensland tourism businesses engaged



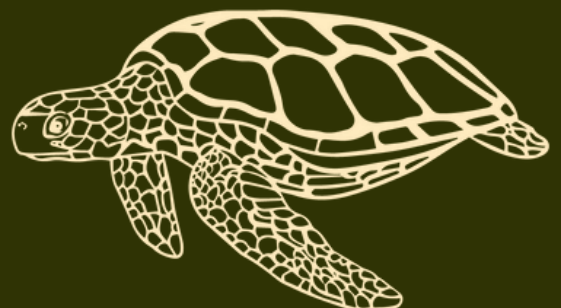
88

Number of Queensland First Nations artists and arts workers employed



\$650

Value of contracts with Queensland First Nations workers



DEVELOPMENT & COLLABORATION



In collaboration and partnership with the Yarrabah Aboriginal Shire Council, Q Music and Q Touring, two sets of music development workshops were conducted - one for students & one for emerging artists



Collaborated with a local Yarrabah artist who produced artwork used on the event poster, in promotion material and merchandise



Partnered with QUT, had an intern working on the event



Partnered with the Yarrabah Cultural Centre to hold weaving worksops at the Yarrabah Cultural Centre

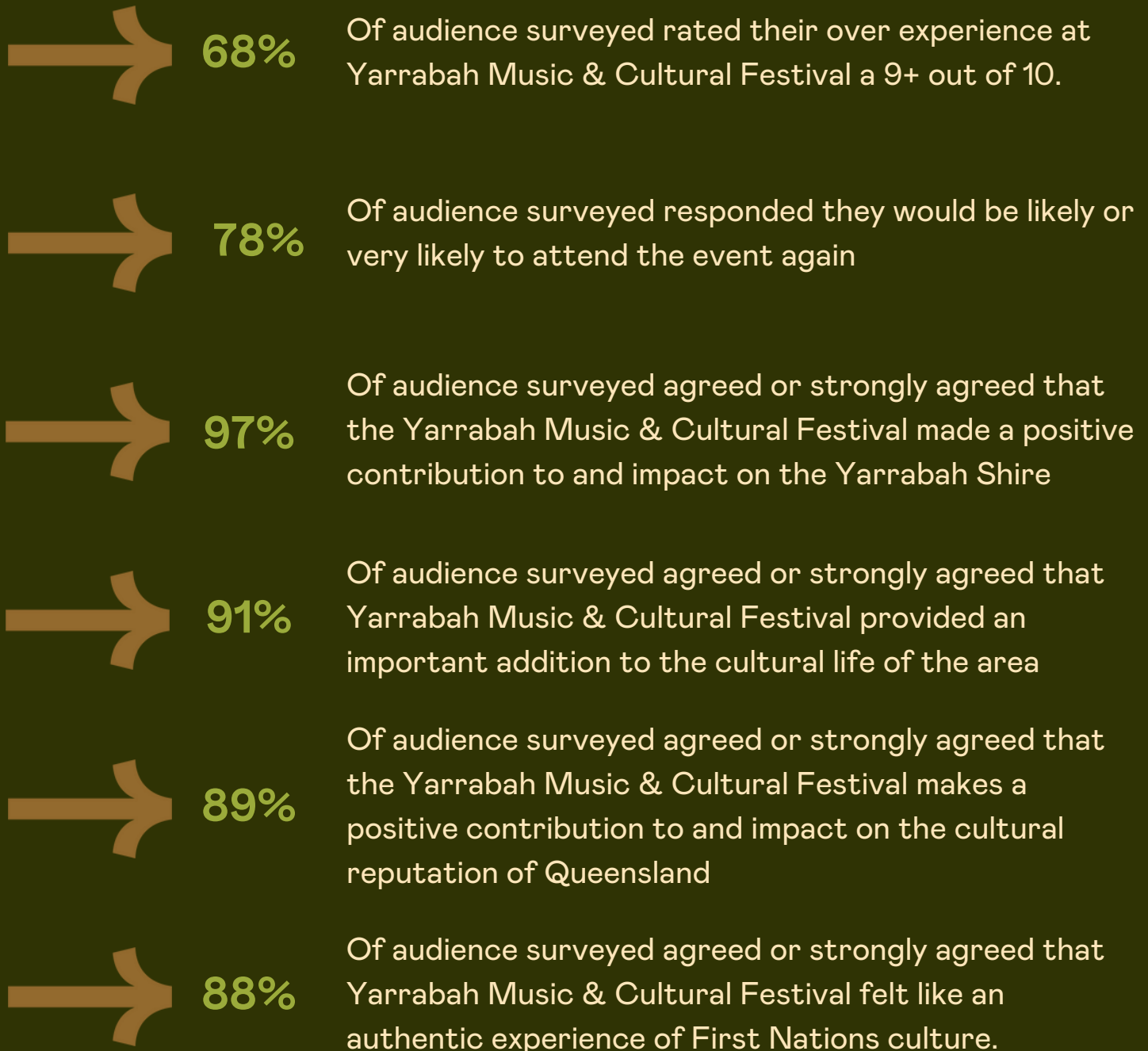


Partnered with the Yarrabah Brass Band to offer children the chance to learn instruments and perform.




YARRABAH MUSIC & CULTURAL FESTIVAL SOCIAL IMPACT


Surveys Completed – 89




TESTIMONIALS




"Great way to build positive experiences between indigenous and non indigenous people and showcase the amazing culture and sense of community in the Yarrabah area"




"Always good to engage with traditional owners and culture, and to have opportunities to pay respect as someone who has benefited from First Nations peoples losses"




"Showcases local talent, showcases the Yarrabah Band with the 6th generation coming through. Showcases the culture of the community, showcases Yarrabah in a positive light."




"I'm so grateful to have attended and been welcome on the lands of the traditional owners and historical peoples. I'm looking forward to returning in the future but driving there instead of plane."



"That Aboriginal and Torres Strait Islander culture is rich and diverse and we should be proud of it and showcase it more"



"That it was in Yarrabah. This shows the community in a positive light and the amazing area it is in"



"It gives visitors another way of looking at Yarrabah, as we all know Yarrabah as a community is well known for their love of Rugby League and our deadly artists that are known around the world. This music event is another reason for visitors to come to our Community."

YARRABAH MUSIC & CULTURAL FESTIVAL EVENT POSTER

QLD MUSIC TRAILS & YARRABAH ABORIGINAL SHIRE COUNCIL PRESENTS

JILARA OVAL, YARRABAH
GATES OPEN AT 10:30AM
SEPT 28

YARRABAH

MUSIC & CULTURAL FESTIVAL



ARTWORK BY AUNTY EDNA AMBRYM

NO FIXED ADDRESS BUMPY

MC SEAN CHOOLBURRA

MARKETS • ARTISAN • FOOD STALLS

GET TICKETS AT QLDMUSICTRAILS.COM

QMF: QLD MUSIC TRAILS  **QUT**  **Queensland Government**


PART OF
THE TROPICS TRAIL

IMAGES

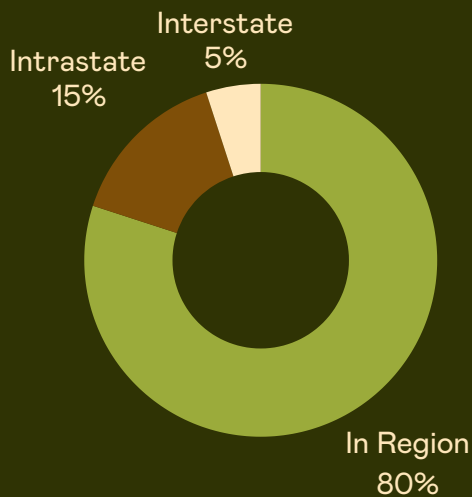




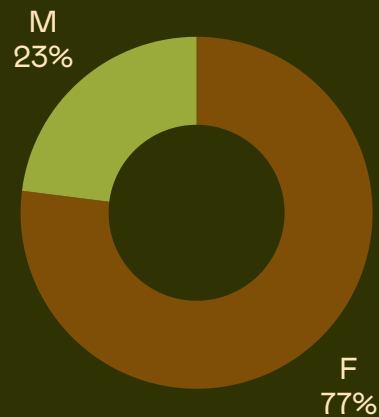
**DREAM
ALOUD**

DREAM ALOUD AUDIENCE AND TICKETS

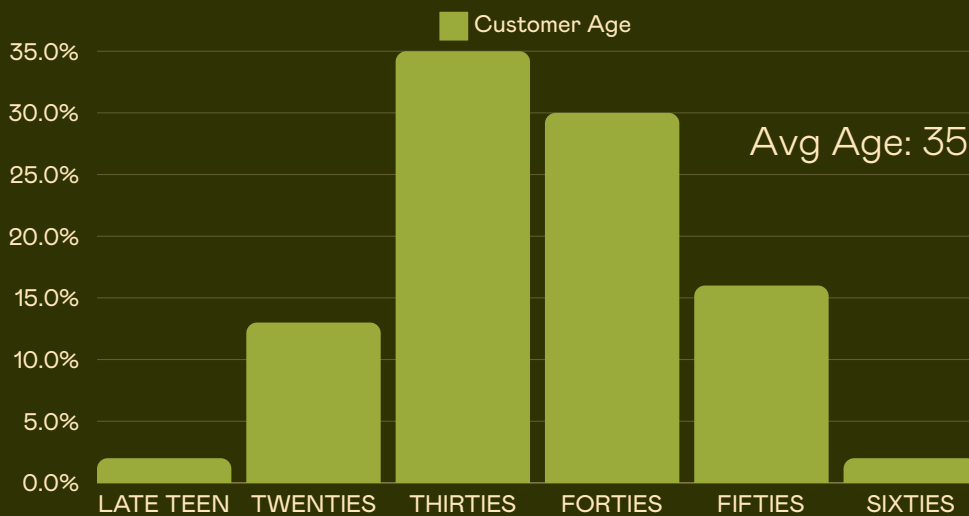
Sales by Location



Sales by Gender



Sales by Age



\$63,414

Total Revenue



2535

Total Tickets Issued



1972

Total Attendance



DREAM ALOUD TOURISM IMPACT & OUTCOMES - CAIRNS

378

Primary purpose
visitors

689

Direct
visitor nights

23%

Interstate, intrastate &
international visitors



\$13,771

Total primary purpose
day tripper expenditure



\$194,330

Total overnight
visitor expenditure



\$256.31

Average daily spend



\$316,748

Total direct and incremental
expenditure



DREAM ALOUD TOURISM IMPACT & OUTCOMES - QUEENSLAND

4.7

Average nights
stayed in QLD

737

Direct
visitor nights

5%

Interstate &
international visitors



\$263.68

Overnight visitor
average daily spend



\$343,420

Total direct and incremental
expenditure



COLLABORATION & ENGAGEMENT



218

Total number of direct and indirect FTE jobs supported



49

Number of Queensland artists and arts workers employed



150

Number of collaborations with Queensland independent artists



22

Number of Queensland arts and cultural businesses employed



32

Number of Queensland suppliers engaged



16

Number of Queensland tourism businesses engaged



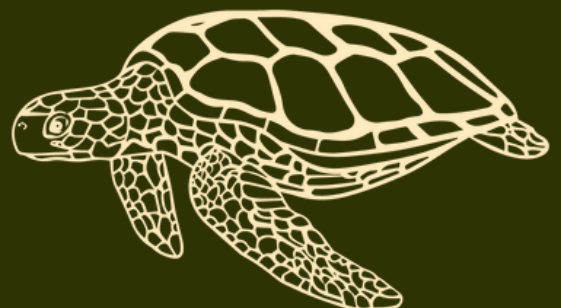
40

Number of Queensland First Nations artists and arts workers employed



\$7390

Value of contracts with Queensland First Nations workers and businesses



DEVELOPMENT & COLLABORATION



Collaborated and worked with a local, Indigenous stage manager who lead cultural artist liasion.



Collaborated and worked with a local, Indigenous photographer who captured Deam Aloud



Collaborated with Academy of Creative and Performing Arts to help source a local Indigenous student to design the festival poster



Local Yarrabah band Djun Djun Djarra performed as a development and exposure opportunity.



Collaborated with Mob Markets to provide artesian and food stalls



Featured AUSLAN interpreters on stage



Partnered with QUT, had an intern working on the event

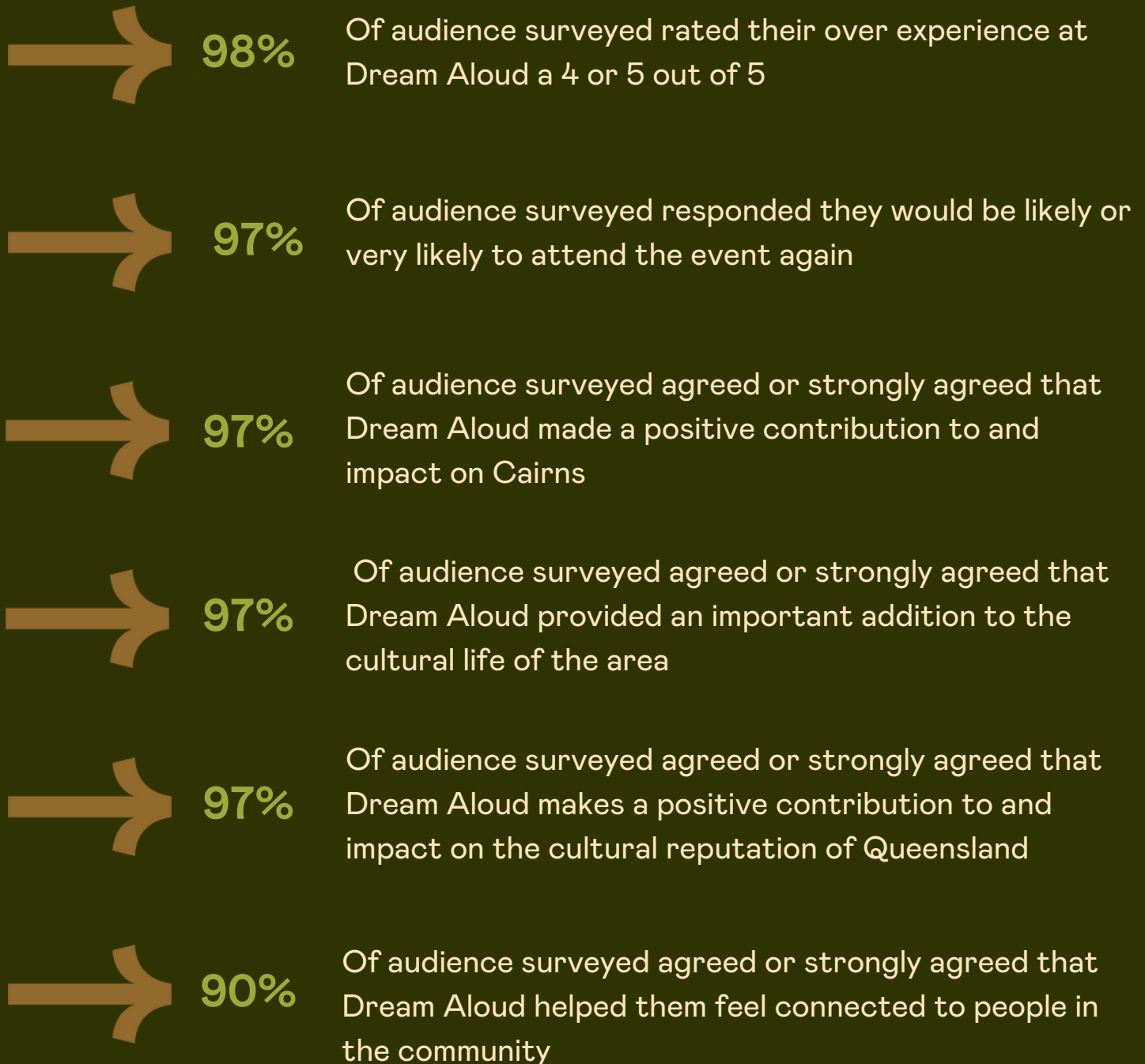


Collaborated with headliner Baker Boy on promoting Barrier Reef tourism.




DREAM ALOUD SOCIAL IMPACT


Surveys Completed – 271




TESTIMONIALS




"This event could build capacity in community, strengthen community/arts connections and create pathways for emerging creatives in our region through strong local partnership."




"Awareness raising, community connection in a pro-social manner, supporting First Nations artists, financial benefit for artists & stores, brings people to the region"




"Better culture than expected, my perception is generally that Queensland has a lot of racist behaviour and that the area is not open to diversity but this was crowded and changed my views!"




"We are in a time when First Nations artists are telling their vital, important stories like never before and I only think there could be more of this. This, music, brings people together like few other mediums."



'A great event to attend when it features local artists, dancers, etc and the focus on first nations entertainers and culture performance is always great to see. Also the auslan interpreters are great to watch as they are so enthusiastic and animated"



'It will bring people from out of Cairns into the region, stall holders can sell their items, people, friends, families will gather"



'Having only travelled to Cairns once before to scuba on the GBF, my perception of Cairns was as a tourist town. Dream Aloud, while similarly a great touristic attraction, celebrated its first nations people and was strongly attended and enjoyed by them. This is ultimately a much richer and deeper experience to have with a place and its people. Rather than just 'do the reef', events like Dream Aloud allow the chance be immersed in the culture and long history of Cairns and its surrounds."

DREAM ALOUD EVENT POSTER

QLD MUSIC TRAILS   PRESENTS



DREAM ALOUD

FRESH, UNAPOLOGETIC DEADLY BEATS!
SATURDAY 5 OCTOBER

BAKER BOY KING STINGRAY BUMPY · JK-47 KEE'AHN MC - STEPH TISDELL R.3.B + MORE TO BE ANNOUNCED

MUNRO MARTIN PARKLANDS, GIMUY/CAIRNS

GET TICKETS HERE



QLDMUSICTRAILS.COM

ARTWORK BY GWEN THOMAS

EVENT FUNDED BY THE AUSTRALIAN AND QUEENSLAND GOVERNMENTS UNDER THE CREATOR RECOVERY FUNDING AGREEMENTS

QMF: QLD MUSIC TRAILS   SHINE PRODUCTIONS 

DREAM ALOUD CAMPAIGN AT A GLANCE

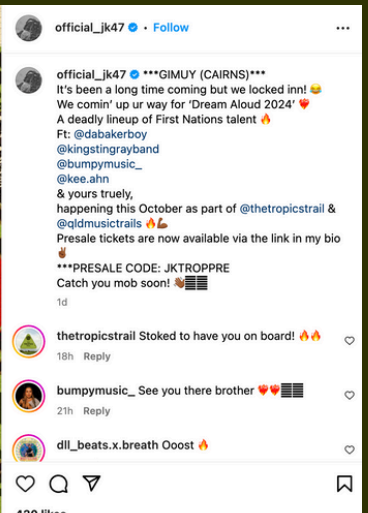


News Breakfast at 07:50 a.m.

ABC News, 07 Aug 2024 07:50, R00112234561

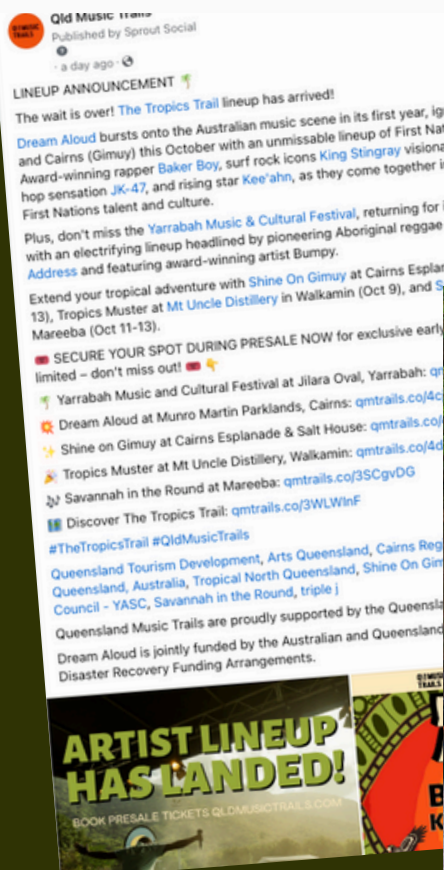
Uh, in **Queensland** has got a new festival or a festival. It's a day festival Yeah.

This is a really beautiful event that's actually part of a larger, um, event in **Queensland music festivals** caler regional one called the Tropic Trail, and this year they've added a new day called Dream Aloud. It's happenir Saturday, October 5th. It's a heck of a Line-Up to Baker Boy King Stingray, bumpy and also JC, 47. The rappe There's a handful of other acts in the list, and they say there'll be more to be announced. And the wonderful actor Steph Tisdell and recent author to um, is going to be emceeing. I love Steph, so that sounds like an av you're anywhere near far North **Queensland** at the start of October, head along to Dreamer Lounge. It's suc celebration of our First Nation's talent. It's happening at the Munro Martin Parklands on Saturday the 5th of

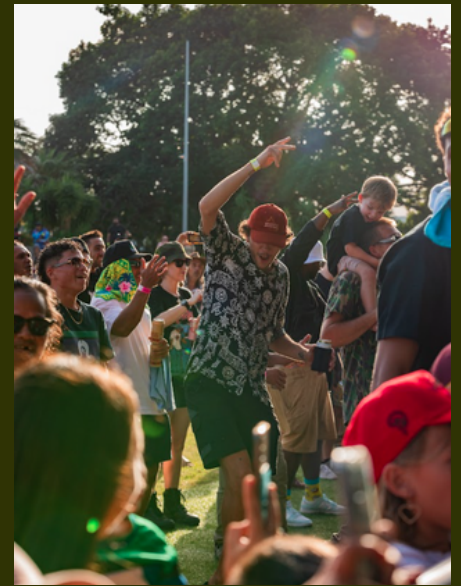


King Stingray, Baker Boy, Bumpy and more tapped for new Dream Aloud festival

By Courtney Fry
Posted Yesterday at 10:00am



IMAGES



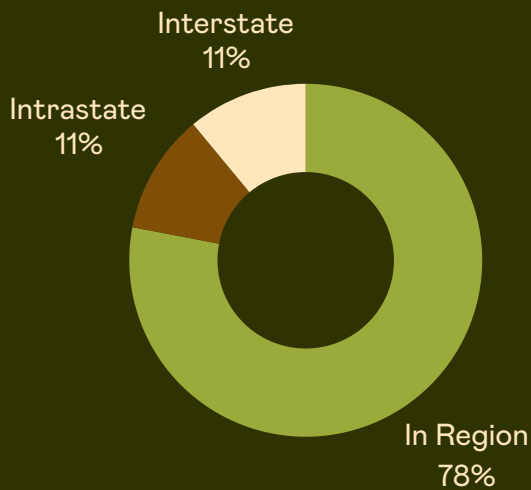


SHINE MUNDU

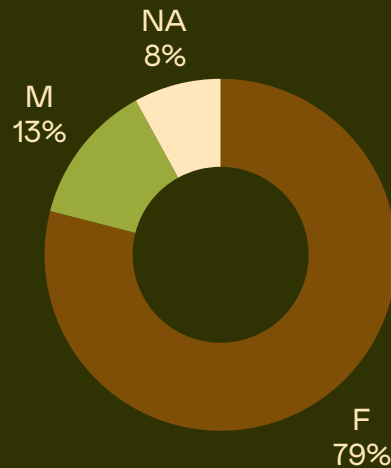
GIMUY CAIRNS 2024

SHINE ON GIMUY AUDIENCE AND TICKETS

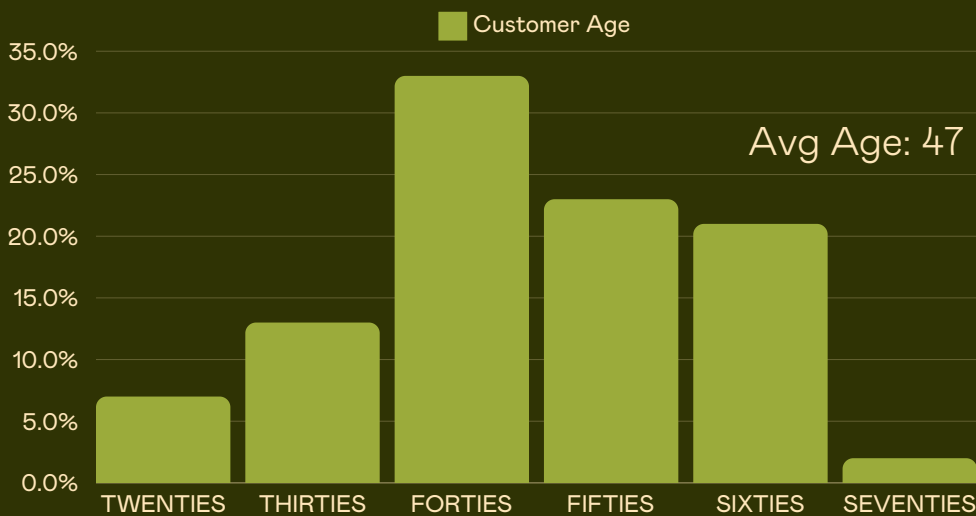
Sales by Location



Sales by Gender



Sales by Age



\$3,321

Total Revenue*



450

Total Tickets Issued*



49,412

Total Attendance*

*Tracking Moshtix data only, actual attendance may vary



SHINE ON GIMUY TOURISM IMPACT & OUTCOMES - CAIRNS

2094

Primary purpose
visitors

3098

Direct
visitor nights

46%

Interstate, intrastate &
international visitors



\$71,980

Total primary purpose
day tripper expenditure



\$660,304

Total overnight
visitor expenditure



\$135.84

Average daily spend



\$1,239,905

Total direct and incremental
expenditure



SHINE ON GIMUY TOURISM IMPACT & OUTCOMES - QUEENSLAND

2.6

Average nights
stayed in QLD

3423

Direct
visitor nights

32%

Interstate &
international visitors



\$192.93

Overnight visitor
average daily spend



\$1,353,583

Total direct and incremental
expenditure



SHINE ON GIMUY SOCIAL IMPACT



88%

Of audience surveyed rated their over experience at Shine On Gimuy 7+ out of 10



91%

Of audience surveyed agreed or strongly agreed that Shine on Gimuy adds to the appeal of the Cairns region



92%

Of audience surveyed agreed or strongly agreed that local residents should feel proud of Shine On Gimuy



96%

Of audience surveyed agreed or strongly agreed that Cairns Region is a great location for Shine On Gimuy



91%

Of audience surveyed agreed or strongly agreed that Shine On Gimuy is a great experience



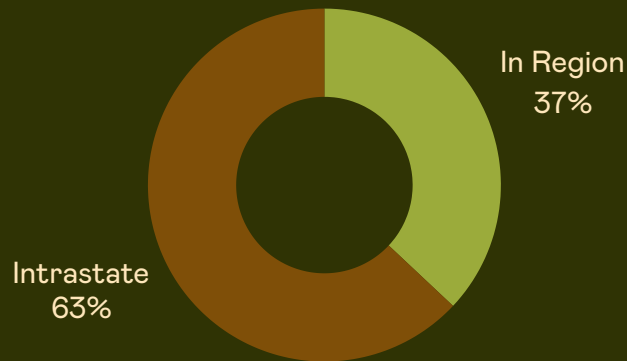


TROPICS MUSTER



TROPICS MUSTER AUDIENCE AND TICKETS

Sales by Location



\$620

Total Revenue



50

Total Tickets Issued



33

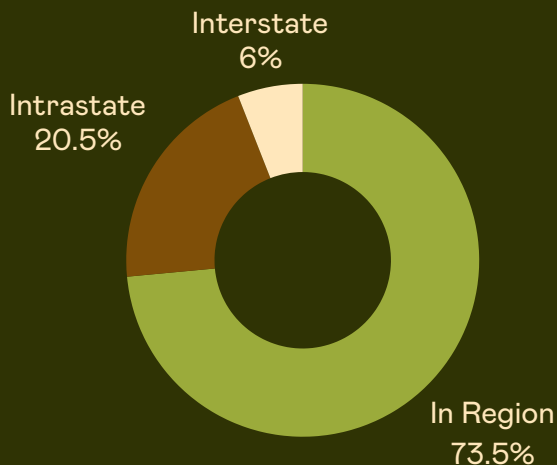
Total Attendance



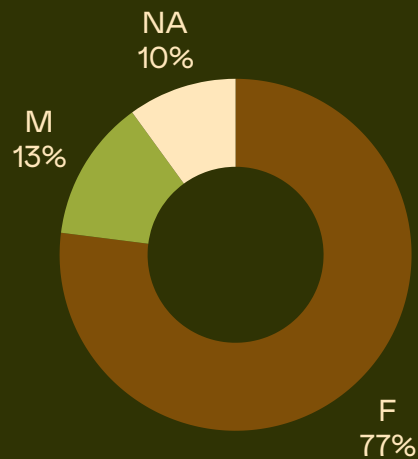


TROPICS TRAIL AUDIENCE AND TICKETS

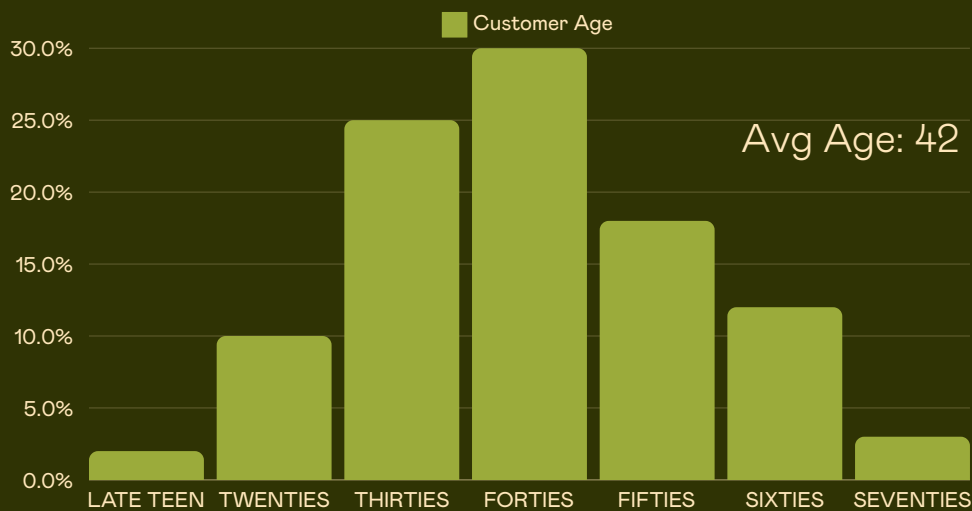
Sales by Location



Sales by Gender



Sales by Age



\$70,304

Total Revenue



4269

Total Tickets Issued



2651

Total Attendance



TROPICS TRAIL TOURISM IMPACT & OUTCOME - CAIRNS AND YARRABAH SHIRE

2665

Primary purpose
visitors

3869

Direct
visitor nights

32%

Interstate, intrastate &
international visitors

\$94,145

Total primary purpose
day tripper expenditure

\$907,101

Total overnight
visitor expenditure

\$172

Average daily spend

\$1,602,478

Total direct and incremental
expenditure



TROPICS TRAIL TOURISM IMPACT & OUTCOMES - QUEENSLAND

3.7

Average nights
stayed in QLD

4456

Direct
visitor nights

13%

Interstate &
international visitors



\$211

Overnight visitor
average daily spend



\$1,849,128

Total direct and incremental
expenditure



COLLABORATION & ENGAGEMENT



60

Total number of direct and indirect FTE jobs supported



165

Number of Queensland artists, arts workers and cultural businesses employed



150

Number of collaborations with Queensland independent artists



28

Number of Queensland arts and cultural businesses employed



51

Number of Queensland suppliers engaged



21

Number of Queensland tourism businesses engaged



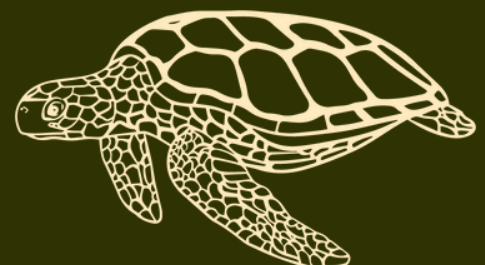
123

Number of Queensland First Nations artists and arts workers employed



\$9630

Value of contracts with Queensland First Nations workers and businesses



DEVELOPMENT & COLLABORATION



In collaboration and partnership with the Yarrabah Aboriginal Shire Council, Q Music and Q Touring, two sets of music development workshops were conducted - one for students & one for emerging artists



Collaborated with a local Yarrabah artist who produced artwork used on the event poster, in promotion material and merchandise



Partnered with QUT, had an intern working on the event



Partnered with the Yarrabah Cultural Centre to hold weaving worksops at the Yarrabah Cultural Centre



Partnered with the Yarrabah Brass Band to offer children the chance to learn instruments and perform.



DEVELOPMENT & COLLABORATION



Collaborated and worked with a local, Indigenous stage manager who lead cultural artist liasion.



Collaborated and worked with a local, Indigenous photographer who captured Deam Aloud



Collaborated with Academy of Creative and Performing Arts to help source a local Indigenous student to design the festival poster



Local Yarrabah band Djun Djun Djarra performed as a development and exposure opportunity



Collaborated with Mob Markets to provide artesian and food stalls



Featured AUSLAN interpreters on stage



Partnered with QUT, had an intern working on the event



Collaborated with headliner Baker Boy on promoting Barrier Reef tourism.



MEDIA REACH



83

Pieces of Coverage



2M+

Overall PR Reach



\$692,768

Overall PR Value (ASR)



536,356

Billboards/OOH Estimated Impressions



153

Radio Spots Delivered



90,032

Website Traffic



1.2 M

Social Media Estimated Impressions



5.58 M

Total estimated impressions across all mediums/platforms

TROPICS TRAIL EVENT POSTER

QLD MUSIC TRAILS PRESENTS

CAIRNS & GREAT BARRIER REEF

28 SEPT - 13 OCT



TICKETS ON SALE NOW AT [QLDMUSICTRAILS.COM](https://qldmusictrails.com)



SAT 28 SEP JILARA OVAL, YARRABAH

YARRABAH MUSIC & CULTURAL FESTIVAL

NO FIXED ADDRESS • BUMPY + MORE

THU 3 OCT - SUN 13 OCT CAIRNS ESPLANADE & SALT HOUSE

SHINE ON GIMUY

ARTSTORY LIGHT WALK • MUSIC MAKERS • DEEP WISDOM
CONVERSATIONS • UNPLUGGED (OPEN MIC) • BLAK MARKETS

SAT 5 OCT MUNRO MARTIN PARKLANDS

DREAM ALOUD

BAKER BOY • KING STINGRAY • BUMPY • JK-47 • KEE'AHN + MORE

WED 9 OCT MT UNCLE DISTILLERY

TROPICS MUSTER

AWARD-WINNING DRINKS, LOCAL CUISINE & LIVE MUSIC

FRI 11 OCT - SUN 13 OCT MAREEBA, CAIRNS HINTERLAND

SAVANNAH IN THE ROUND

THREE DAYS OF MUSIC, CAMPING AND ENTERTAINMENT

QMF: QLD MUSIC TRAILS

SHINE PRODUCTIONS

SAVANNAH IN THE ROUND

CAIRNS & GREAT BARRIER REEF

 Queensland Government

QLD MUSIC TRAILS



SAVANNAH
IN THE ROUND
SHINE
PRODUCTIONS

The Cairns Post

The Courier Mail

CAIRNS &
GREAT BARRIER REEF

QMF:

