



Media release

Big Pineapple Music Festival rocks local economy

Tuesday 13 June 2017

May's sold-out Big Pineapple Music Festival provided an economic boost for the Sunshine Coast, as part of the re-emergence of the tourism icon.

The nationally significant music event is a genuine contributor to the Sunshine Coast economy, with more than \$9m in direct expenditure and an additional \$7m in additional consumption, benefiting the local economy.

The equivalent of 80 Sunshine Coast and regional jobs were created, based on the labour engaged during the organisation and on-day management of the popular festival, as calculated by Foresight Partners, an independent, specialist economic modelling agency.

Visit Sunshine Coast CEO, Simon Latchford, praised the contribution of the Big Pineapple Music Festival to the local economy, and for further raising the profile of the Sunshine Coast.

"The Big Pineapple Music Festival contributes considerably to the Sunshine Coast event calendar. Particularly when many other music festivals are folding, the Big Pineapple Music Festival seems to be going from strength to strength. It attracts a huge percentage of visitors from outside the region and gains national exposure for the region through quality acts and affiliation with Triple J.

"In addition to the concert spend from the 13,000 attendees and the private sector investment in making the festival possible, most hinterland and coast accommodation venues were booked out, and restaurants reported strong trade across the weekend," Mr Latchford said.

"Over 80% of attendees come from outside of the Sunshine Coast, so it's a real injection of spending across the food and beverage, accommodation and services sectors.

"It's great that most attendees make a weekend of their visit and by doing so, become more aware of the many attractions on the Sunshine Coast as they keep our cash registers ticking over.

"The Sunshine Coast is much more than beautiful beaches, with growing national and international recognition of our world class food, art, entertainment and recreation offer.

"Regional economies rely on events and festivals to add depth to their visitor experience, and it's great that we are building an annual program of attractions for all ages, with the Big Pineapple Music Festival giving yet another reason to visit and enjoy the Sunshine Coast."

Festival organiser, Mark Pico, said the festival continued to grow in capacity and success.

"We are proud that in just five years, our fledgling festival has gained national profile, and is now rated by Qantas as one of the top ten regional music festivals in Australia," Mr Pico said.

“We have been able to consistently attract high quality acts, with the likes of Birds of Tokyo, The Veronicas and Peking Duk on our stages this year. With strong support and ticket sales, we have ongoing investment confidence to continue to showcase leading national acts, right here on the Sunshine Coast.”

The Big Pineapple Corporation co-director, Brad Rankin said the Big Pineapple Music Festival is part of the broader plan for more events and attractions at the large 169ha Big Pineapple site.

“Across this year we have been in active dialogue with local stakeholders about what else they would like to see at the site, and their input has guided the design of the whole-of-site master plan that we will shortly lodge with the Sunshine Coast Council,” Mr Rankin said.

“Stakeholders are keen we revamp the offer to give a new generation of visitors a great Big Pineapple experience, through more attractions and events, along with on-site accommodation, including glamping, ecotourism and food based tourism.

“Since publicising our planning, we have been pleased to receive ongoing enquiries from businesses and tourism operators wanting to establish at the Big Pineapple.

“With 169ha, we certainly have the room to support new attractions, and we look forward to making some exciting announcements in the very near future. People regularly stop by to take a selfie with the Big Pineapple, but a future visit can be so much more.

“While planning for a long-term, successful future, our focus is also about the ‘here and now’, as we look forward to hosting Midnight Oil at the Big Pineapple in October, linking two great 1980s icons,” said Mr Rankin.

The vision of the Big Pineapple Corporation: Co-owners of the Big Pineapple Brad Rankin and Peter Kendall said their vision was to restore and sustain the profile of the Big Pineapple as a major tourism destination, thereby adding to the Sunshine Coast tourism experience.

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Media contact:

Michelle Connelly: bigpineapple@cprgroup.com.au and ph. 0402 255 011.