

# Media Release

18 February 2021

## Plan ahead for your long weekend as Easter in Gladstone campaign sets sail

Find your place by the water this Easter in Gladstone as the Port City comes alive with harbourside celebrations over four fun-filled days in April.

As the calendar circles closer to the Easter long weekend and school holidays, Gladstone Regional Council alongside Gladstone Area Promotion and Development Ltd (GAPDL) has set sail on the 2021 Easter in Gladstone campaign.

The campaign aims to develop greater synergies between events and tourism, in order to build a positive destination profile and create a higher return on investment for the community and industry in the Gladstone Region.

Easter in Gladstone (1-4 April) is one of the most significant events on the Gladstone Region calendar and provides memorable experiences for people of all ages and backgrounds.

Centred around the prestigious and long-running Brisbane to Gladstone Yacht Race, now in its 73rd year, Easter in Gladstone also features a host of other events including the Gladstone Harbour Festival run by Gladstone Festivals and Events, and Gladstone Regional Council's free Brisbane to Gladstone (B2G) Village.

Following the success of the inaugural B2G Village in 2019, the COVID-19 pandemic saw the cancellation of all Easter in Gladstone events set to be held last year.

However, with Queenslanders now "Good to Go" and most travel restrictions lifted across the country, there's no better time to starting planning for your Easter holiday in the Gladstone Region.

Down by the shoreline of Auckland Creek, only a stone's throw from the 73rd Gladstone Ports Corporation Brisbane to Gladstone Yacht Race finish line, Gladstone Region Mayor Matt Burnett was joined by Emma Plath (GAPDL), David Osmond (Gladstone Ports Corporation), Raymond Lewis (Gladstone Festivals and Events), Matt Turich (Events Queensland) and Andrew Patrick (crew of Gladstone-based yacht *Wistari*) to launch this year's Easter in Gladstone campaign.

"Easter in Gladstone is a fantastic time of the year in the Gladstone Region with activities and experiences that can create a lifetime of memories," Councillor Burnett said.

"We want to attract visitors here, both from across Queensland and interstate, who are looking to stay here over Easter and explore all that our beautiful region has to offer from our coastlines to the countryside.

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“The Gladstone Region has plenty of accommodation deals and packages on offer for visitors who wish to stay in Gladstone during the Easter festivities.

“The B2G Village and Gladstone Harbour Festival, which is celebrating 59 years in 2021, bring the marina precinct to life with entertainment and attractions which is sure to appeal to everyone.”

For locals, Mayor Burnett is encouraging residents of the region to holiday at home this Easter.

“This Easter, why not take a well-earned holiday in your own backyard?” Cr Burnett said.

“Gladstone Regional Council is committed to positioning our region as a leading events destination and events such as Easter in Gladstone help to increase overnight visitor rates, support the local economy and promote community pride and connectedness.

“It all kicks off from 4pm on Thursday, 1 April with the B2G Village Opening Party and wraps up on Sunday 4 April with the B2G Village Line Crossing Party.

“I hope to see you all down at the B2G Village, Gladstone Harbour Festival or the Gladstone Yacht Club as we celebrate Easter in Gladstone and the 73rd Gladstone Ports Corporation Brisbane to Gladstone Yacht Race.”

## **Easter in Gladstone events include:**

### **Gladstone Regional Council’s Brisbane to Gladstone Village Opening Party**

**When:** Thursday, 1 April

**Time:** 4pm-11.30pm

**Where:** B2G Village, O’Connell Wharf, Flinders Parade, Gladstone

**Cost:** Free – no booking required.

### **Gladstone Harbour Festival**

**When:** Thursday 1 April - Sunday, 4 April

**Location:** Gladstone Marina, 98 Bryan Jordan Drive, Gladstone.

**Cost:** Free

### **Sculptures by Gladstone Harbour**

**When:** 1 April – 2 May

**Cost:** Free

### **Brisbane to Gladstone Yacht Race Live Stream**

**When:** 10am, Friday 2 April

**Cost:** Free, live streaming is proudly brought to you by Gladstone Regional Council.

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## **Brisbane to Gladstone Village Yachtsman's Long Lunch**

**When:** Friday, 2 April

**Time:** 11am – 3pm

**Where:** B2G Village, O'Connell Wharf, Flinders Parade, Gladstone

**Cost:** \$180pp

## **Brisbane to Gladstone Village Seafood Festival**

**When:** Saturday, 3 April

**Time:** 10am-10pm

**Where:** B2G Village, O'Connell Wharf, Flinders Parade, Gladstone

**Cost:** Free – no booking required.

## **Brisbane to Gladstone Village Line Crossing Party (18+ Event)**

**When:** Sunday, 4 April

**Time:** 2pm-11pm

**Where:** B2G Village, O'Connell Wharf, Flinders Parade, Gladstone

**Cost:** Free – no booking required.

## **Live Music at Gladstone Yacht Club**

**When:** Sunday, 4 April

**Time:** 3pm-late

**Where:** Gladstone Yacht Club, 1 Goonoon Street, Gladstone

**Cost:** Free – no booking required.

Due to the ongoing COVID-19 health emergency, conditions surrounding these events are subject to change.

Visit [www.gladstone.qld.gov.au/easter](http://www.gladstone.qld.gov.au/easter) for more information about everything that's happening for Easter in Gladstone.

**ENDS**