

Media Release

8 November 2021

Luminous shines at The GCCI 2021 Best in Business Awards

Luminous has won the Tourism, Attractions & Events category at The GCCI (Gladstone Chamber of Commerce and Industry) 2021 Best in Business Awards held on Saturday night at the Gladstone Entertainment Convention Centre.

Luminous, held on 16-17 July and the Luminous – Heritage Trail launch event held on 15 July, competed against BAM (Beach Arts Music), East Shores, Port to Park and Under the Trees in the Tourism, Attractions & Events category.

Best in Business judges noted the event's attendance figures, collaboration with local organisations, individuals and contractors, the opportunity provided for local artists and musicians to display their talents, and a nearly 100 per cent (97.96 per cent) attendance satisfaction survey as reasons why Luminous took out its award category.

The 2021 Best in Business Awards were not the first time Luminous attracted the eye of judges, with the 2019 event winning the Event of the Year Award at the Parks and Leisure Australia - Queensland Awards ceremony held last year.

Gladstone Region Mayor Matt Burnett said the success of Luminous is largely thanks to Gladstone Regional Council's highly talented Community Events Team.

"Council's Community Events Team is arguably the best in Central Queensland, if not one of the best in Queensland," Councillor Burnett said.

"They do a fantastic job with any event they organise, but Luminous is definitely something special and the community realises that too.

"This year's event saw 26,000 people come through the gates of Tondoon Botanic Gardens across two magical nights and anyone who attended will tell you what a great experience they had attending one of those nights."

Cr Burnett said after COVID-19 caused the cancellation of Luminous in 2020, there was a great deal of anticipation and excitement in the air ahead of this year's festival.

"This year's event saw some fantastic additions with the Luminous Heritage Trail and launch event attracting people to our city heart," he said.

"We saw famous Goondoon Street landmarks such as Kullaroo House and the Old Gladstone Post Office illuminated in colour and an 'Eat Street' style atmosphere with market stalls, food vendors and live entertainment.

Media Release

“Our Community Events Team certainly set a high bar for Luminous in 2021 and I’m sure the Gladstone Region community are looking forward to what they can deliver in 2022.”

Cr Burnett acknowledge the other events nominated in the Tourism, Attractions & Events category.

“Tourism and events have been one of the hardest hit sectors since the beginning of the Covid-19 pandemic, so we feel very fortunate here in the Gladstone Region, and as a Council, that we’ve been able to run and host many successful events in 2021,” he said.

“While it is nice to win these types of awards and receive recognition, I would encourage everyone in the region to attend the other events or tourist locations nominated for a Best in Business Award in 2021.

“I’d also like to thank the Gladstone Chamber of Commerce and Industry for their continued advocacy and Gladstone News for presenting the Awards.”

Visit www.gladstone.qld.gov.au/luminous to keep up to date with Luminous in 2022!

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