

FOR IMMEDIATE RELEASE

2023 REDCLIFFE KITEFEST: OVER 30,000 ATTENDEES FROM AUSTRALIA, INDIA, INDONESIA, MALAYSIA, BELGIUM & NEW ZEALAND, AN INTERNATIONAL SUCCESS!

The 2023 Redcliffe KiteFest has once again soared to new heights, delighting crowds with a vibrant display of kites and an action-packed program of entertainment. Hosted at Clontarf's Pelican Park on September 16 and 17, this beloved family-friendly event drew in over 30,000 visitors across the weekend, solidifying its reputation as a cornerstone of the Moreton Bay region's destination calendar event.

The main attraction of this year's festival was the awe-inspiring gigantic kites, expertly manoeuvred by international kite flyers from Belgium, Indonesia, Malaysia, and New Zealand. Their breathtaking display painted the skies above the main arena with a kaleidoscope of colours and patterns, leaving spectators in awe.

One of the festival's most anticipated moments was the appearance of JJ from the popular children's program Cocomelon, who took the Sesame Lane Main stage by storm. JJ's live performances had families singing and dancing along, creating cherished memories for all.

In addition to the sensational kite displays and Cocomelon's lively act, attendees were treated to over 20 free workshops and activities, a dynamic aerobatics display, roving entertainment, the UniSC Kids Zone, thrilling amusement rides, and a bustling marketplace featuring a variety of stalls and delectable food trucks.

Natassia Wheeler, CEO of Moreton Bay Region Industry & Tourism, highlighted the significant economic impact of the event.

"The Redcliffe KiteFest in the Moreton Bay region is Australia's premier kite event and draws visitation from not just domestic but also international markets such as India and China. After 27 years, it continues to grow and generate significant economic contribution to the local economy with this year expecting to be over \$4 million."

"The Redcliffe KiteFest is an integral part of Tourism and Events Queensland It's Live! in Queensland calendar, showcasing the tremendous appeal it holds for both locals and visitors alike."

Mayor Peter Flannery emphasized the event's broad appeal.



Media Release

“This year’s Kitefest was incredible. Over 30,000 people visited the Redcliffe Peninsula to celebrate the 27th year of the event, including the largest contingent of international kite flyers we’ve ever had.”

“We had participants from New Zealand, Belgium, Malaysia and Indonesia and it’s fantastic to have international eyes on our city. It was our opportunity to show local travellers and overseas visitors the natural beauty City of Moreton Bay is known for.”

Councillor Karl Winchester said the event has grown to become a key attractor for visitors and locals.

“KiteFest has continued to grow every year with residents turning out to support one of City of Moreton Bay’s signature tourism events.”

“Council has been working hard to provide our residents with top tier, affordable events for families and this was a massive hit with Redcliffe locals. It was the perfect way to celebrate the start of spring and I’m already counting down to next year’s.”

Redcliffe Peninsula Chamber of Commerce President, Victor Nicholls knows the importance event such as KiteFest are for the community.

“Well done to the MBRIT team, delivering another fantastic KiteFest event to the Redcliffe Peninsula.”

“Each of those 30,000 visitors experience the beauty of Redcliffe’s magnificent coastline and nearly 3000 choose to stay overnight, with the Peninsula selling out of accommodation, adding to the economic impact for our region. And let’s not forget that its these types of events that bring us all together as a community to enjoy everything that the peninsula has to offer.”

For more information about Redcliffe KiteFest and to secure tickets for next year’s event, please visit [Redcliffe Kitefest Website](#).

[2023 Redcliffe KiteFest Images available here](#).

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About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives, and promoting the City of Moreton Bay as an enviable and attractive destination.

About Visit Moreton Bay

Discover the wonders of Moreton Bay, where hidden treasures await in every corner. From peaceful seaside towns to picturesque hinterland villages, this region offers a tapestry of beauty and charm. Immerse yourself in the tranquillity of coastal landscapes, with golden beaches and soothing waves that beckon you to unwind and relax. Venture deeper into the heart of the region and explore the captivating hinterland villages.

Here, rolling hills, lush forests, and breathtaking vistas create a picturesque backdrop for your adventures. Embrace the warmth of the local communities, as friendly locals share their stories and traditions, leaving you with a sense of connection and belonging.