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# Savannah in the Round Unveils Exciting 2024 Main Stage Program and Renaming

Coming into its fifth year, Tropical North Queensland's favourite music festival is renaming its main stage, plus they deliver some good news for the industry with another big year of growth.



Amidst a challenging landscape for the music industry, Tropical North Queensland's beloved country music festival, Savannah in the Round, continues to shine a light on the kind of positivity and resilience that persists. Today the festival shares news of its exciting year of growth in 2024, plus the renaming of and program for its main stage.

To honour the Savannah in the Round locale and its world class natural surroundings, the festival's main stage is this year getting renamed as **The Cape**, in a nod to Cape York. This tribute to regional heritage underscores the festival's commitment to bolstering awareness and visitation to Tropical



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North Queensland. The festival's hometown Mareeba, the gateway to Cape York, currently welcomes an estimated 130,000 visitors annually.

Tourism Tropical North Queensland Chief Executive Officer **Mark Olsen** said Savannah in the Round played a key role in bringing visitors to Tropical North Queensland during the shoulder season.

*"Last year the event generated \$5.5 million in overnight visitor expenditure and more than 23,000 visitor nights," he said.*

*"This year there are very high profile international and Australian artists performing, so we anticipate more interstate guests will arrive and boost this figure to \$6 million by staying longer to experience some of the 2500 tours exploring the reef, rainforest and outback."*

The Cape Stage will be the heart of the festival, hosting a stellar lineup of artists on its carefully curated program over three days:

Its **Friday** program will kick off in the afternoon with performances by **The Wolfe Brothers**, **Troy Cassar-Daley**, and **Lee Kernaghan**. The day will reach its peak with a performance by **Tyler Hubbard**, who has amassed more than 1 billion streams with his solo debut album and features hit singles "5 Foot 9" and "Dancin' In The Country." **The Living End** will close out the night, ensuring an electrifying start to the festival.

**Saturday** promises an eclectic mix of artists, beginning with **The Whitlams** **Black Stump** then the iconic **John Williamson**. **James Johnston** will bring his country charm, warming things up for **Kip Moore**, known for his compelling stage presence and string of hits. **The Hoodoo Gurus** will end the night with their legendary rock tunes and stage presence.

**Sunday** will wrap up the festival with a decent spread of performances starting with **Roadtrippers** and followed by **Graeme Connors**. **The Hindley St Country Club** will keep the energy high, followed by beloved indie rockers **Sheppard**, who will be just off the back of their **Say Geronimo US Tour**. The festival will close out with a powerful set by **Jon Stevens**, ensuring that Savannah in the Round ends on a high note.

And the party doesn't stop here - festival-goers can also look forward to late-night parties in the Big Top Music Hall with **Dee Jaye Bux** and live music in the **Bullbar** until late, with the full program landing soon.

The festival is excited to share that it is experiencing strong growth in ticket sales, based on a year-on-year comparison, with most patrons purchasing three-day season passes. Despite a recent slew of reports of festival cancellations, liquidated companies, and unfulfilled good times, Savannah in the Round has managed to find a winning combination, bringing much-needed positivity to the Queensland music industry.



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A report also found that the 2023 instalment of Savannah in the Round generated direct and incremental expenditure of \$4,472,595 attributable to the The Mareeba Region economy and \$1,154,455 attributable to the Queensland economy, and was responsible for generating 23,000+ visitor nights in the Region.

In addition to all of this, Savannah in the Round rated very highly to all indicators of 'community pride,' with 96% of those surveyed saying that it was a 'great experience.' But beyond the numbers, the festival fosters a strong sense of community pride, boosting the already vibrant spirit of the Mareeba region.

Savannah in the Round 2024 will be held from **October 11 to 13** at the **Mareeba Rodeo Arena** in the Cairns Hinterland. Tickets are on sale now and are selling fast. To secure your spot and explore ticketing, camping, and glamping options, visit [www.savannahintheround.com.au](http://www.savannahintheround.com.au).

*This event is supported by sponsorship from Tourism and Events Queensland and the Australian and Queensland Governments under the Disaster Recovery Funding Arrangements (DRFA).*

## SAVANNAH IN THE ROUND 2024 THE CAPE STAGE LINEUP

Kip Moore  
Hoodoo Gurus  
The Living End  
Tyler Hubbard  
Jon Stevens  
John Williamson  
Lee Kernaghan  
Sheppard  
James Johnston  
Troy Cassar-Daley  
The Wolfe Brothers  
Graeme Connors  
The Whitlams Black Stump  
Roadtrippers  
Hindley Street Country Club

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