



# TOYOTA TAMWORTH COUNTRY MUSIC FESTIVAL 2024

## 19 - 28 JANUARY 2024

### 2024 Toyota Country Music Festival, Tamworth BACKGROUND

Tamworth is known as Australia’s capital of country, thanks to its annual Country Music Festival. The 10-day event is recognised as the largest and longest live country music event in Australia and the southern hemisphere, and is among the top 10 festivals in the world.

Following its 1973 debut, the Toyota Country Music Festival, Tamworth has evolved into what is now recognised as “Australia’s largest live music festival” and a cornerstone summer celebration, hosting Australian country music’s hottest stars, emerging talent and local favourites along with over 300,000 visitors each year for an unforgettable live music experience.

What makes the Toyota Country Music Festival, Tamworth remarkable is the thousands of visitors attending free outdoor concerts headlined by country music’s biggest names and emerging stars. Tamworth’s CBD is turned over to pedestrians and transformed into an immersive precinct of buskers, street performers, food stalls and markets. The dynamic FanZone stage gives an opportunity to be up close and personal with performers and artists. Then there’s country music’s night of nights, the Golden Guitar Awards when the stars strut the red carpet and appear on stage as presenters, performers, or join the ranks of more than 400 Golden Guitar winners. The Golden Guitar Awards are the nation’s longest running music awards and the pinnacle event of the Toyota Country Music Festival, Tamworth each year.

*“Tamworth in January is hot, it’s casual, it’s stars and Golden Guitars; it’s happy crowds, it’s tents and caravans, it’s easy going camaraderie... “G’day mate and where are you from?”, it’s concerts and shows, it’s buskers, it’s folding chairs, big hats and eskies.” - Max Ellis, Festival Co-Founder.*

Held in Tamworth over ten days in January, the Toyota Country Music Festival will celebrate a historic 52 years in



[www.tcmf.com.au](http://www.tcmf.com.au)



[facebook.com/tamworthcountrymusicfestival](https://facebook.com/tamworthcountrymusicfestival)



[twitter.com/TCMF\\_official](https://twitter.com/TCMF_official)



[instagram@TCMF\\_Official](https://instagram@TCMF_Official)





# TOYOTA TAMWORTH COUNTRY MUSIC FESTIVAL 2024

## 19 - 28 JANUARY 2024

2024, a brilliant milestone for this iconic annual event.

The Toyota Country Music Festival, Tamworth is unique in the way it is a truly community-owned, non-gated, organic Festival. There are multiple coordinating agencies, several ticketing agencies and multiple promoters. Tamworth Regional Council does play a critical role in the coordination of the festival, but it is the local business community: pubs, clubs, restaurants, and transport providers, the Tamworth Business Chamber, who are responsible for arranging their own line-up of artists or event schedule.

Country music also represents one of Tamworth Regional Council's top five major tourism segments and the Council places great importance on the event as a pillar of the local economy. To this end, Tamworth Regional Council works closely with Destination NSW, the County Music Association of Australia (CMAA), County Capital Music Association (CCMA) and the Toyota Tamworth Country Music Festival Stakeholders Group to promote Tamworth and country music year-round.

The economic benefit of the Toyota Country Music Festival, Tamworth is calculated using overnight visitation data and measurements tools, plus figures from the quarterly results of the National Visitor Survey from Tourism Research Australia, estimating an economic impact to Tamworth of around \$50 million each year.

The indirect economic impacts of the Toyota Country Music Festival, Tamworth are those that result from the introduction of new money into the economy, spent on areas such as wages or local product. The 'ripple in a pond' metaphor is best used to explain these secondary impacts. The 'ripple effect' is measured using multipliers and cross-referenced with annual TCMF visitation figures.

[www.tcmf.com.au](http://www.tcmf.com.au)  [facebook.com/tamworthcountrymusicfestival](https://facebook.com/tamworthcountrymusicfestival)  [twitter.com/TCMF\\_official](https://twitter.com/TCMF_official)  [instagram@TCMF\\_Official](https://instagram@TCMF_Official)

