

Junee Rhythm n Rail Festival Exceeds Expectations

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The Junee Rhythm n Rail Festival aims to promote Junee as a desired tourist destination by showcasing its unique rail heritage and local musical talent.

Held from Friday the 1st to Sunday the 3rd of March, the Festival encourages visitors to stay in Junee for the entire first weekend in March.

The Festival in its third year aimed to achieve positive marketing, a wealth media coverage to ensure a fantastic attendance and to promote Junee to NSW.

The 2013 Festival exceeded expectations as over 3,000 visitors flooded into Junee from the 1st to the 3rd, of March this year. By incorporating new entertainment such as a Main Stage, Musicians Jamming Session and more rail themed events the Festival was able to expand its target market beyond the Riverina. Through networking with associated business the Festival was able to secure additional funding to extend its marketing reach into Canberra and to incorporate new and exciting events into the program which drew in new crowds and increased attendance.

The outcome of this resulted in positive visitor feedback, a wealth of positive media coverage and most importantly, it achieved its desired outcome of showcasing this fantastic town and its unique rail heritage to a wide range of visitors.



Musicians enjoying the new addition to the program, The Jam Session where musicians could gather in an organic environment to create new tunes!



The Festival Precinct was jam packed with visitors from all over NSW.



The QUBE Main Stage featured a variety of different local musical talent which appealed to a large market.

Junee
Rhythm
"Rail"
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