

On behalf of:
District Council of Tumby Bay

Media Release

Subject: Colour Tumby Festival announced as a finalist in the 2022 SA Tourism Awards
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The 2022 Colour Tumby Festival – “Where we do life in full colour” was held over the long weekend in March and was a collaboration between the District Council of Tumby Bay (DCTB) and The Tumby Bay Progress Association (TBPA).

The festival which put Tumby Bay on the map in recent years showcased the best of the town’s arts and cultural precinct through markets, food and wine, an Eyre Peninsula expo, car show, Adelaide Fringe acts, fun runs, art/craft workshops, diverse music entertainment, fireworks and the internationally renowned street art trail.

To celebrate and recognise the success of this event, the DCTB submitted the Colour Tumby Festival into the Tourism Industry Council South Australia (TiCSA) 2022 SA Tourism Awards.

DCTB Chief Executive Officer Rebecca Hayes said the Colour Tumby Festival was announced as a Finalist in the TiCSA 2022 SA Tourism Awards on 30 September. Ms Hayes said the festival has become a fixture in the Eyre Peninsula autumn calendar. Visitors travel long distances to enjoy our vibrant seaside town, with locals embracing the energy and benefits the festival brings to the town and district.

With all finalists revealed, voting for the 2022 Voters’ Choice Awards is now open. DCTB Community and Economic Development Officer (CEDO) Marcia Octoman said a vote for the Colour Tumby Festival in the Voter’s Choice Awards means greater exposure for Tumby Bay and increased economic benefits for local businesses and the broader Eyre Peninsula.

Tumby Bay continues to raise its profile as a visitor destination. This has been achieved through the hard work, dedication and creative thinking of local volunteers, guided and supported by experts, partners and the DCTC.

The town continues to reap the benefits of this passion and commitment with significant visitor number increases all year round, extending what was a short tourist season of just a few weeks in December/January, into one well beyond these traditional periods.

Ms Octoman said data showed the township swelled to well over 10,000 visitors during the festival and Regional Development Australia Eyre Peninsula (RDAEP) modelling indicated the potential impact in the region's economy was \$1,276,000 as a result of the 2022 Colour Tumby Festival.

Ms Octoman said this modelling did not capture the ongoing economic stimulus derived by tourists coming to Tumby Bay outside of the festival to view the street art. Likewise, it did not capture the significant social benefit delivered to residents, relative to overall community health and wellbeing.

Planning for the 2023 Colour Tumby Festival is well underway with a range of new activities and exciting acts locked into the program.

To vote for the Colour Tumby Festival in the 2022 Voter's Choice Awards visit the [DCTB Facebook page](#) or <https://www.surveymonkey.com/r/22VotersChoice>