

QMF: QLD MUSIC TRAILS

MEDIA RELEASE

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A GOLDEN THREE-PEAT: QMF'S QLD MUSIC TRAILS WINS GLOBAL MUSIC TOURISM AWARD

The global spotlight is again shining on QMF with **QLD Music Trails: The Outback 2025** winning the **2026 Music Cities Award** for Music Tourism in a ceremony in Hull, UK, overnight.

This is the third consecutive year QMF has won the Music Tourism category, recognising the social and economic impact of **QMF** and **QLD Music Trails** in the regional communities they visit.

The globally renowned Music Cities Awards celebrate and reward outstanding, innovative projects from around the globe that use the transformational power of music to deliver impact.

QMF CEO **Daryl Raven** said the award recognised **QLD Music Trails** as setting a global benchmark for delivering music programs that drive widespread social, economic and cultural impact.

"Achieving this honour for the third year in a row is a testament to our team, the artists and funding partners we work with, and to the Outback Queensland communities who welcomed us with open arms," Mr Raven said.

"**The Outback Trail** is more than an iconic road-tripping music festival; it's a vehicle for empowering regional communities, promoting local businesses, growing local music sectors and boosting tourism."

The **Outback Trail 2025** beat a strong field of finalists, including Canada's *MUTEK*, a live electronic music festival, and the USA's *Musical Getaways*, a musician-led cultural travel organisation.

It was also the only Australian winner in the global awards program, which received 222 nominations across nine categories, representing 50 countries across six continents.

QMF was recognised for contributions to cultural tourism with Music Cities Award wins in 2025 for **Dream Aloud Festival** and in 2024 for [Between the Tides](#). [Between the Tides](#) returns in July 2026 at a new location at the Airlie Beach Foreshore on Ngaro Country, with tickets now available.

Queensland Minister for Education and the Arts John-Paul Langbroek congratulated QMF and the outstanding artists and hardworking regional communities that have furthered Queensland's international reputation as a premier cultural tourism destination through this award win.

"Celebrating back-to-back-to-back wins, QMF's QLD Music Trails, is a world-class music experience and a homegrown success story," Minister Langbroek said.

"The Trails continue to be a highlight of QMF's annual program, showcasing incredible Queensland talent in stunning locations, while activating economic opportunities in the regions.

"The Crisafulli Government is proud to support QMF with core funding to deliver on the priorities of our 10-year arts and culture strategy, *Queensland's Time to Shine* – including presenting uniquely Queensland arts experiences that grow our cultural tourism across the state."

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QLD Music Trails fast facts (2023 – 2025)

- 182,000 attendees at events and festivals
- 92 per cent satisfaction rating
- \$25M in economic impact for Queensland
- Employed more than 1,900 artists, creatives and crew
- 800 Aboriginal and Torres Strait Islander artists programmed
- 28 regional and remote communities engaged

About QMF and QLD Music Trails

QMF is a not-for-profit organisation that has been championing social, cultural and economic impact through music for more than 25 years. In 2023, QMF launched QLD Music Trails, our flagship initiative, with a bold vision: to turn Queensland's extraordinary landscapes into world-class music destinations, designed as a legacy project for the Brisbane 2032 Olympic and Paralympic Games. Each trail is co-designed with local communities to create unforgettable journeys that generate tourism, support artists, create jobs and strengthen social cohesion.

About the Music Cities Awards

The Music Cities Awards celebrate innovative projects from around the globe using the transformational power of music to improve their communities. The global competition acknowledges the most outstanding applications of music for economic, social, environmental and cultural development in cities and places all around the world.