



Parkes Elvis Festival Officially One of Australia's Greatest Grey Nomad Experiences

Tickets on Sale Now

Seasoned aficionados of The King rejoice - The Parkes Elvis Festival has been named a finalist in the 2019 Grey Nomad Awards, helping cement the town's reputation as a bucket list destination for mature age tourists with a penchant for Rock n Roll.

The Festival has been shortlisted in the 'Best Grey Nomad Festival or Event' category.

Parkes Elvis Festival is the largest celebration of Elvis' life in the Southern Hemisphere, encompassing more than 200 events across five days. Grey nomads made happy by crooning rebirthed Elvis songs were even cheerier upon learning that 80% of events were free to attend.

The typical Festival visitor is a mature traveller over 50 who stays in a caravan or RV, with one in every three visitors over the age of 65.

"We are beyond thrilled to be nominated for a Grey Nomad Award," said Festival Director Cathy Treasure. "Parkes Elvis Festival has been a cultural touchstone of regional NSW for over 25 years and this is largely thanks to the unbridled support of travellers over 50."

The Awards were judged by mature-age tourism professionals, some of whom have experienced the grey nomad lifestyle and attended the Festival personally, adding weight to the Parkes Elvis Festival's success as a finalist.

The judges congratulated the Parkes Shire Council on catering so well to grey nomad festival goers, saying "We love that the town found a unique way to attract visitors when much of Australia is focussed on seaside holidays. As children of the 50s and 60s, grey nomads love Elvis and we can see why a favoured activity this year was participating in the love-filled Elvis Renewal of Vows ceremony".

"Festivals like the Parkes Elvis Festival encourage people over 55 to see, learn about and enjoy the many facets of Australia, and therefore make a valuable tourism contribution well beyond what is initially recognised," the judges said.

Grey nomads are a huge, still largely untapped segment that represent one of the biggest opportunities in domestic tourism. This age segment possesses 32% of Australia's disposable income and love learning about the country. Importantly, they are fiercely loyal. Once they discover something they like, they will return.

The Awards dinner is being held on the Sunshine Coast on Wednesday 6 November, immediately following The Art of Attraction Tourism summit which will feature guest-speaker Festival director Cathy Treasure. The summit marks the first national event to explore two fast-growing 21st century tourism segments - senior travel and arts tourism.

Tickets to all Parkes Elvis Festival shows, across the many venues in the city, are available to purchase online now at www.parkeselvisfestival.com.au,

EVENT NAME: Parkes Elvis Festival
DATES: 8-12 January 2020
THEME: Frankie and Johnny
WEBSITE: www.parkeselvisfestival.com.au
LOCATION: Parkes, NSW, Australia

EDITORS NOTES

Parkes Elvis Festival

Parkes Elvis Festival is held annually in the second week of January in Parkes, New South Wales, coinciding with the birthday of Elvis Presley. Parkes has a population of 12,000 and is located 365 kilometres west of Sydney. In January 2019 over 27,000 visitors attended the Festival, more than doubling Parkes' population.

The Festival began in January 1993 as a small get together at Gracelands Restaurant. It was so much fun they decided to do it again - and again! Over the following 10 years additional events were added and it became a two-day Festival. With the vision and effort of the voluntary organising committee as well as the support of Parkes Shire Council, the Festival exploded in popularity and word quickly spread across Australia of the fun and unique event in regional NSW.

Following its tremendous success, in 2014 the Festival transitioned management to Parkes Shire Council under a Section 355 Festival Committee. The Festival now regularly attracts visitors from all around Australia and stages more than 200 events annually. In January 2015, Parkes Elvis Festival was officially endorsed by Elvis Presley Enterprises, Inc., the trustees of the estate of Elvis Presley. Official endorsement elevates Parkes Elvis Festival to the ranks of premiere Elvis tribute festivals in the world.

Parkes Elvis Festival is supported by the NSW Government via its tourism and major events agency, Destination NSW.



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