

3 SEPTEMBER 2024 – **FOR IMMEDIATE RELEASE**

Less than one month until Illumina - a new era of entertainment on the Fraser Coast.

Excitement is building within the grounds of tourism icon, Kingfisher Bay Resort, with under one month remaining until the official launch of Illumina – an Australian-first light show on K’gari (formerly Fraser Island).

Scheduled to debut on the 30th September 2024, Illumina will commence with ‘Return to Sky’ – the narrative behind the island’s creation, texture, and movement, as curated by light artist, Bruce Ramus.

Construction of the sustainably designed amphitheatre is nearing completion, and anticipation is high with pre-bookings having already soared for Illumina Platinum and Gold accommodated packages.

David Hay, General Manager, Kingfisher Bay Resort said for more than thirty years Kingfisher Bay Resort has delivered leading experiences on the pristine shores of K’gari, showcasing the island to visitors from Australia and around the world in an informative and sustainable manner.

“This year, we’ve made a significant 2-million-dollar investment to diversify our suite of high-quality tourism products and start a new chapter in the story of Kingfisher Bay Resort and K’gari by introducing a spectacular nighttime experience.

Illumina will celebrate the natural wonders of K’gari in an all-new way, bringing stories to life using light and sound in a groundbreaking format that has never been seen before. We can’t wait to share it,” Mr. Hay said.

The installation at Australia’s first eco-tourism resort will be a permanent fixture, adding to a series of innovative upgrades that have taken place since 2018 when Kingfisher Bay Resort, K’gari Beach Resort and K’gari Explorer Tours were acquired by Australia’s leading marine transport provider, Sealink.

As an Australian-first initiative, Illumina is expected to build on the more than 1.8 million visitors to the region each year, attracting new and returning guests, and ultimately boosting tourism numbers across the Fraser Coast and Queensland.

Martin Simons, General Manager, Fraser Coast Tourism and Events shared his excitement for the benefits Illumina will bring to the region, highlighting the appeal to travellers from new markets and the creation of another meaningful and impactful experience on the island.

“The Fraser Coast is recognised as a marine playground and the whale watching capital of Australia. Innovative new products like Illumina strengthen the region’s brand and give visitors a reason to stay longer, which generates a significant economic benefit for the Fraser Coast.

Illumina will be a shining example of how innovation and tourism can work together to strengthen a community,” Mr Simons said.

With direct flights now available to Hervey Bay from Brisbane, Sydney and Melbourne, and the enticing weather producing picture-perfect days, there has truly never been a better time to book a trip to paradise on K’gari.

Four all-new packages are now available through Kingfisher Bay Resort, which include accommodation, pre-show dining experiences, and island-wide 4WD tours in one immersive, nature-based holiday.

Watch the light show unfold: [illumina \(illuminakgari.com.au\)](http://illumina.illuminakgari.com.au)

For more information, images, and prototyping footage, [please view our media kit.](#)

– ENDS –

For more details, imagery or famil opportunities, please contact:

Michael Kane (Marketing and Communications Specialist)

+61 0499 003 360

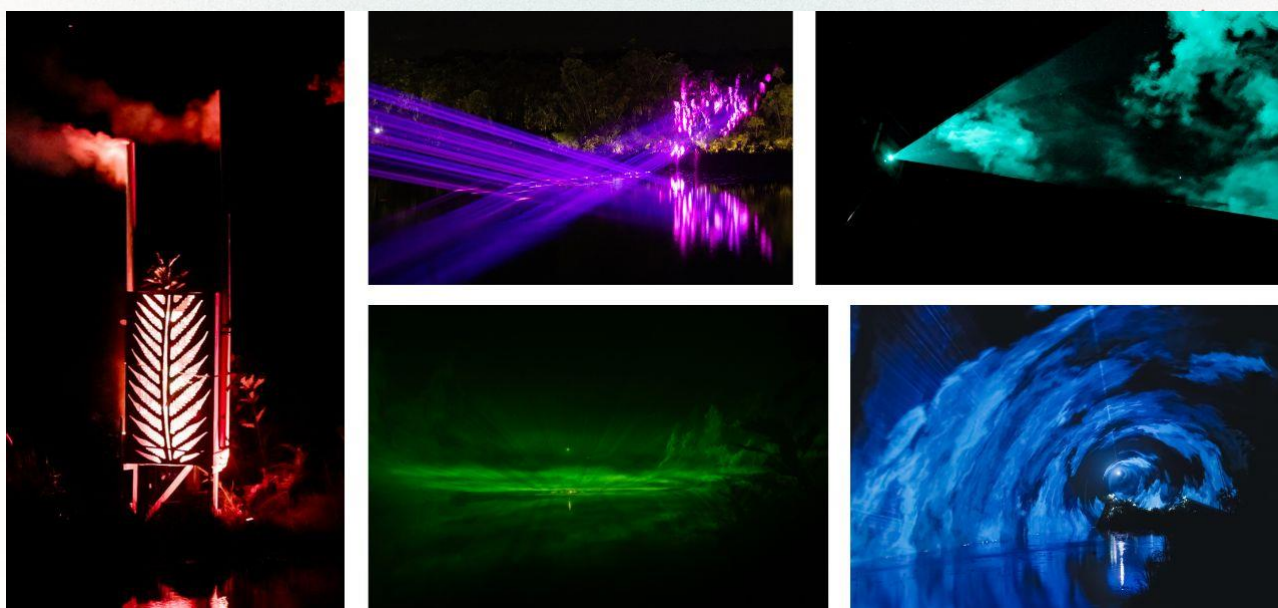
michael.kane@kingfisherbay.com

About Kingfisher Bay Resort

Nestled on the tranquil western side of K'gari, Kingfisher Bay Resort offers a serene and secure escape into nature's embrace. As a gateway to the ancient rainforests and crystalline lakes of the world's largest sand island, the resort harmoniously blends eco-friendly architecture with the island's stunning natural surroundings.

About Illumina

Casting vibrant hues across the night sky using lasers, lights and fog, guests will soon marvel at the show's representation of the incredible intricacies of K'gari's unique World Heritage-listed ecosystem, set in the secure grounds of Kingfisher Bay Resort.



Images taken at a recent Illumina prototyping in Kingfisher Bay Resort's wallum wetland area.