

# CQ News

## Friday, 5 August 2016



**ACTION APLENTY:** There are many attractions making Gemfest a popular event to attend. PHOTO: GEMFEST PHOTOS

## Unearth a gem of a good time at Gemfest

IF YOU are looking for something to do in your own backyard between August 11-14 and would like to invite your out-of-town family along, then get on the phone and ring them, pack up the car with the kids and head to Anakie and the Sapphire Gemfields for a real gem of a time.

Between April and October every year the Central Highlands is Central



**DISCOVER YOUR BACKYARD**  
**PETER GRIGG**  
CHDC tourism development officer

Queensland's event capitol, offering something of interest to suit everyone's curiosity, almost to the point

of saturation, where there is an event on every weekend.

August is one of the busier months during this time with two of the region's largest events taking place.

Using events to capture people's imagination and to provide a stimulus to encourage visitors and locals to attend an event is just one strategy to build destination awareness, economic return to local

businesses and also provides a great social outlet for the people of the local communities. Gemfest is the Sapphire Gemfields' signature event, showcasing all things sapphires, gemstones and the local towns of Anakie, Sapphire, Rubyvale, and the Willows. Held over four days Gemfest, attracts over 4000 people through the gates and offers a menagerie of events.