

Media Release

FOR IMMEDIATE RELEASE

Thursday 7 August 2024

New-Age Airline Vietjet Announced as Naming Rights Sponsor for Redcliffe KiteFest 2024

The colour, fun, and excitement of Redcliffe KiteFest are returning with Vietjet as the naming rights sponsor, marking a significant milestone for the event.

[The Vietjet Redcliffe KiteFest](#) is set to bring an unforgettable weekend of entertainment to the Moreton Bay region on **Saturday, 14th, and Sunday, 15th September 2024**. This year, Moreton Bay Industry & Tourism (MBRIT) is thrilled to announce Vietjet as the first-ever naming rights sponsor for the festival, promising to elevate the event's profile and excitement. As the only airline with direct flights between Brisbane and Vietnam, Vietjet connects Queensland to Asia and beyond.

The Vietjet Redcliffe KiteFest features a program bursting with fun activities, roving performers, water shows, and live entertainment for all ages, making it the perfect family day out. The world's best kite flyers from Vietnam, Malaysia, China, New Zealand, and Australia will showcase their stunning creations, including some of the world's largest kites, alongside daily aerobatic displays.

Visitors will also have the opportunity to create their own kites at daily kite-making workshops, with experts on hand to share tips and tricks. The public kite flying zone will be open from 9am to 4pm each day. Festival goers are encouraged to visit Vietjet's vibrant booth for exclusive offers, fun activities, and a chance to win free flight tickets to Vietnam. Visitors can stay tuned and make sure to follow both Vietjet and KiteFest fanpages for a chance to win giveaways and receive exclusive discounts.

The KiteFest Kidz Zone offers free and low-cost activities, a dedicated kids stage with children's shows, and live appearances by Emma Memma. The Main Stage will feature a range of local artists from South East Queensland, ensuring a lively atmosphere for all.

The festival also includes a variety of rides suitable for all ages, a diverse food court offering gourmet delights, and hundreds of market stalls for visitors to explore.

Mayor Peter Flannery said City of Moreton Bay was proud to support the vibrant event that continued to go from strength to strength each year.

"The Redcliffe KiteFest is one of City of Moreton Bay's signature events. It's an event worthy of international fame and attracts more than 30,000 visitors from Queensland, interstate and overseas," Mayor Flannery said.

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“KiteFest attracts more and more visitors each year to explore all that’s on offer in our beautiful city, in turn boosting our local economy.

“Council’s support is a tangible investment in our city’s liveability, and part of what makes City of Moreton Bay such a great community.”

This year's event is particularly special with Vietjet's involvement as the first-ever naming rights sponsor. Natassia Wheeler, CEO of Moreton Bay Region Industry and Tourism (MBRIT), expressed her excitement about the partnership, stating:

"We are incredibly excited to welcome Vietjet as the naming rights sponsor for the Redcliffe KiteFest. This partnership presents a huge opportunity for the Moreton Bay region to be showcased to a significant international audience. Vietjet's support will elevate the festival's profile and help us deliver an unforgettable experience for all attendees."

A representative from Vietjet also shared their enthusiasm for the collaboration:

"Vietjet is delighted to be the naming rights sponsor of the Redcliffe KiteFest. We see this partnership as a perfect alignment of our values and vision, bringing joy and excitement to the community. We look forward to contributing to the success of this wonderful event and showcasing the vibrant culture and spirit of Vietjet."

The Vietjet Redcliffe KiteFest is a cornerstone event in the Moreton Bay region's destination event calendar, drawing over 30,000 attendees each year. The event runs from 9am to 4pm on Saturday, 16th, and Sunday, 17th September 2024.

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About the Moreton Bay Region

The Moreton Bay region is a stunning destination with a wealth of experiences to enjoy. From whale watching and dolphin spotting to farm experiences and hinterland trails, there is something for everyone. Visitors can also indulge in wine tasting and more as they explore the beautiful landscapes. The Vietjet Redcliffe KiteFest is located on the Redcliffe Peninsula in Clontarf, just 20 minutes north of Brisbane Airport, making it easily accessible for both locals and visitors.

There are a variety of accommodation options available, ranging from the Redcliffe Peninsula and Hinterland to Bribie Island, ensuring a comfortable stay for all festival-goers.

About Vietjet

Vietjet is the only airline offering direct flights between Brisbane and Vietnam, connecting Queensland to Asia and beyond. With a robust route network, Vietjet facilitates seamless travel across key destinations in Asia, including Thailand, Singapore, South Korea, Taiwan, Malaysia, China, Japan, Hong Kong, and Myanmar. Vietjet's commitment to safety, affordability, and punctuality has earned it numerous awards and a loyal customer base. As an official IATA member with IOSA certification, Vietjet continues to enhance its services, ensuring a joyful and satisfying travel experience for all passengers.

About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Destination Management Organisation (DMO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives, and promoting the City of Moreton Bay as an enviable and attractive destination.

Contact Information:

For further information, please contact:
Melissa McMahan
GM Corporate & Community Marketing
Moreton Bay Region Industry & Tourism
melissa.mcmahan@mbrit.com.au

