

# Media Release



Tuesday 27 January 2026

## Call out for autumn events as Tourism Team prepares for busy season

The Griffith Tourism Team is preparing for a vibrant autumn season, with a strong calendar of events set to boost visitation and community spirit across the region.

Local operators, businesses and event organisers are encouraged to submit their upcoming events to the Visit Griffith website by Friday 30 January 2026 to ensure inclusion in the autumn What's On program. Early submissions will receive greater exposure and be featured in seasonal promotional activity.

Planning is also well underway for the popular Griffith Easter Party, with organisers invited to submit events scheduled for the Easter long weekend to be part of the official program.

Griffith businesses are being encouraged to get involved by decorating their shopfronts and embracing the Easter spirit. A Business Activation Kit is available, providing creative ideas and practical tips to help businesses participate and make the most of the increased visitor numbers.

Events Coordinator, Izabella Apolloni said, "Brighten up the CBD over the Easter period and capitalise on the increased foot traffic. An attractive window display can play a key role in driving traffic into your store, giving retailers the opportunity to attain new and repeat customers, while adding a festive ambience to Banna Avenue."

"Are you doing anything special over Easter Long Weekend? Special menus, special deals, Easter treats, we want to know about it! Let us know so we can promote it," she said.

Local businesses and event organisers are encouraged to contact the Griffith Tourism Team to ensure their events and trading details are included. For more information on the Griffith Easter Party, visit [www.visitgriffith.com.au](http://www.visitgriffith.com.au), email [events@griffith.com.au](mailto:events@griffith.com.au) or drop into the Griffith Tourism Hub.

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