

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For Immediate Release
19 May, 2020*

WINNERS ANNOUNCED FOR THE ULTIMATE ADVENTURE IN AIRLIE BEACH

The Whitsunday region's youth and adventure group, the Airlie Beach Backpackers Association (ABBA) is excited to announce the winners of their first social media competition.

The competition which received an overwhelming number of entries, was aimed at the young, fun and adventure-driven traveller, and was run over several months via the 'Adventure Airlie' Facebook and Instagram pages through a series of organic and sponsored posts.

The competition was made up of five unique and fun-filled packages for four people in each, specifically tailored to the 18-35-year-old market. Entrants were encouraged to enter on any of the posts, with all entries going into a prize to win one of the holidays available.

The support of this initiative from local industry operators was significant, with over \$7,000 worth of prizes collected in total. This level of activity not only highlights the importance of such marketing initiatives for the youth tourism sector in our region, but also credits the sector's collaborative approach to promoting the region as a whole.

Prizes were generously donated by: True Blue Sailing, Red Cat Adventures, Ocean Rafting, Cruise Whitsundays, Whitsunday Jetski Tours, Magnums Airlie Beach, Base Airlie Beach Resort, Airlie Beach YHA and Discovery Parks Airlie Beach.

ABBA is a volunteer-based committee, comprising local marketers who all work within youth tourism businesses in Airlie Beach and supported by Tourism Whitsundays and the Whitsunday Charter Boat Industry Association (WCBIA).

Executive Secretary from WCBIA and ABBA Committee member, Sharon Smallwood, said: "It has never been more important for operators in this sector to work together like this and we're so lucky to be able to have so many passionate and enthusiastic operators right here in Airlie Beach."

"Our region is the Heart of the Great Barrier Reef and the heart of many adventure-based activities, natural wonders and bucket list items," she said.

Tourism Whitsundays CEO, Tash Wheeler, said: "The support, engagement and interest from the public was really encouraging to see, with people from near and far who wanted to experience a thrilling holiday In The Whitsundays this year."

"Congratulations to the 20 lucky travellers who get to enjoy some of Queensland's best youth experiences with their three best mates here in The Whitsundays, the Heart of Adventure," she said.

The social media competition closed on May 4, 2020 and winners were announced on Monday May 11, 2020.

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Adventure Prize Package 1	Laura Hamblin	2 day 2 night sailing on Atlantic Clipper with <u>True Blue Sailing</u> valued at \$2,240
Adventure Prize Package 2	Stephanie Didolis	3 nights accommodation at <u>Magnums Airlie Beach</u> and a full day tour on Thundercat with <u>Red Cat Adventures</u> valued at \$1,476
Adventure Prize Package 3	Brittany Gibson	3 nights accommodation at <u>Discovery Parks Airlie Beach</u> and a full day tour on Camira with <u>Cruise Whitsundays</u> valued at \$1,336
Adventure Prize Package 4	Emely König	3 nights accommodation at <u>Base Airlie Beach Resort</u> and a full day tour on <u>Ocean Rafting</u> valued at \$1,112
Adventure Prize Package 5	Alex Morgan	3 nights accommodation at <u>Airlie Beach YHA</u> and an Airlie Adventure tour with <u>Whitsunday Jetski Tours</u> valued at \$836

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About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

FOR MEDIA ENQUIRIES, CONTACT:

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765736

Email: liza.muller@tourismwhitsundays.com.au

To access the Tourism Whitsundays Media Centre click [here](#).

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+61 7 4948 5900

www.tourismwhitsundays.com.au



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