

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
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Adventure Airlie Beach announces exciting content opportunity for creators

Today Adventure Airlie Beach through Tourism Whitsundays has released a tender for content creators to put their hat in the ring to produce inspiring content for Airlie Beach's adventure segment.

Airlie Beach has always had a strong reputation in the youth market. Adventure Airlie Beach is seeking fresh content to reflect that. The content will be used across the Adventure Airlie Beach social media platforms and will be used to promote Airlie Beach as the heart of fun and adventure.

Airlie Beach is the launchpad to the Great Barrier Reef and Islands, it is also an experience in itself, with a vibrant nightlife and live music scene, mainland packed with walking tracks and beaches, and the thrill of jumping on a crewed maxi sailing vessel, all highlights that make Airlie the adventure capital of Australia.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler believes the youth and adventure market are incredibly important for the region.

"This is such a fantastic opportunity, we have so many incredible content creators across the state and I might be biased, but I believe we have the best youth and adventure offerings.

"This is a chance for content creators to get out and produce some incredible content to drive youth visitation, one of our key markets," she said.

Adventure Airlie Beach is the brainchild of stakeholders from the marine, hostel, bar, nightclub, retail, transport and van park sectors. Adventure Airlie is supported by the Airlie Beach Backpackers Association (ABBA) which meets quarterly as a think tank to strategise on how to drive increased visitation and put Airlie Beach on the map as a must-do, multi-day destination to the youth and backpacker segment. Outcomes of the meetings are researched by Tourism Whitsundays to ensure they are aligned to the youth and adventure sector and then activated under the #AdventreAirlie brand.

Ocean Rafting owner, Jan Claxton said she was excited to get the word out that Airlie Beach is the perfect tropical getaway for those looking for their next holiday destination.

"We are facing some very interesting times at the moment, with international borders closed I believe there is a great chance to capture the market that would traditionally plan an action-packed tropical holiday abroad.

"Being able to show them the incredible experiences on offer right here in Airlie Beach through fresh content, targeted at the youth market is a timely opportunity for the Adventure Airlie Beach brand," she said.

Adventure Airlie Beach encourages all creators to submit a proposal and get involved in this awesome opportunity!

[Click here to view the tender.](#)

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Tourism
Whitsundays

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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.*

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