

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
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## Tick The Bucket-List, Kayak The Whitsundays

Best Life Adventures has a new destination in sight, The Whitsundays, the Heart of Adventure. Following Ben Southall's The Best Job In The World win 11 years ago, taking up the role of Caretaker of the Islands of the Great Barrier Reef, Ben's love of The Whitsundays has only continued to grow.

Ben Southall since then founded *Best Life Adventures*, an international adventure travel company taking small groups of equally crazy clients to remote, wilderness areas of the world such as the Arctic Circle in mid-winter, migrating with the nomads in Mongolia, cycling the world's highest road in northern India, trekking to Everest Base Camp in the Himalayas and visiting remote mountainous areas of central Africa.

With 2020 being a write-off for overseas trips, Best Life Adventures have delivered several *Back-Pocket* adventures around Queensland, and the next is a week-long ocean kayak expedition around the Whitsunday Islands, his former home and 'office'.

Ben Southall, founder of Best Life Adventures believes he can deliver an adventure through The Whitsundays like no other.

"I've curated this kayaking expedition from my intimate knowledge of The Whitsundays, having been lucky enough to experience them by land, air and sea over the last decade and have brought together the best parts.

"We'll watch the sunrise from island summits, explore hidden coves and bays, camp under a carpet of stars, snorkel remote fringing reefs, and watch whales alongside as we circumnavigate the islands.

"There's also our famous Best Life Adventures finale which you don't get to find out about until the final day of the expedition, and it'll blow your socks off – let's just say you need a black tie or cocktail dress you don't mind getting wet.

"I'm thrilled to be taking a group back to The Whitsundays and getting back on the azure-blue waters of these incredible islands, whilst supporting the local tourism industry at the same time," he said.

Tourism Whitsunday Chief Executive Officer thinks there Ben is the perfect tour guide for The Whitsundays.

"The Whitsundays is the Heart of Adventure, we are beyond thrilled Ben is bringing his Best Life Adventures to The Whitsundays.

"Ben is a great friend of the region; he knows some of the best, secluded spots, I can't think of anyone better to guide people on this incredible bucket-list-ticking-adventure!

"This year has been a tough year for tourism, it's great Ben has pivoted his business to suit the current situation and is shining a spotlight on The Whitsundays," she said.

The seven-day expedition runs from 28 September to 4 October 2020. It combines physical adventure with digital disconnection, remote wilderness camping and unique Great Barrier Reef experiences, plus you'll be with a group of like-minded adventurous souls far away from the madness of COVID-life.

For more information on how to book [click here](#).



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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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