

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
6 November 2020

Adventure Airlie Beach announces local content creator

Adventure Airlie Beach through Tourism Whitsundays today announced the successful applicant for the content tender which was released in September. This tender provided an opportunity for content creators to produce engaging content for Airlie Beach's adventure segment.

Airlie Beach has always been synonymous with the youth market, and now more than ever Adventure Airlie needs new and fresh content to reflect this and to assist in marketing the region as the adventure capital of Australia.

The successful applicant is our very own, Whitsunday local, Benny Crisp. Benny's experience particularly in the youth and adventure segment is second to none. He is an extremely talented content creator with a keen passion for adventure.

There will be a series of videos captured by Benny and rolled out through Adventure Airlie, which will showcase different experiences that are accessible through Airlie Beach.

Benny Crisp is excited to have been the successful applicant; he believes he knows exactly what content is needed to get great engagement from this market.

"Being a local during these unique times of COVID and seeing the impact it has had makes me so determined to create incredible content for Adventure Airlie. I have epic days out on the water or up in the mountains exploring the best spots in the region.

"I know the potential this area has, and I believe getting the message out there with the right content to the right audience is key.

"This area is so diverse and action-packed! I can't wait to dive in and start creating," he said.

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 a small part of what there is to do here, capturing all of this is crucial.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler, is excited to see what is produced to kick-start the recovery of this important segment.

"We are extremely excited to be working with someone who understands the region and its needs. Airlie Beach isn't just a one night stop; it is a must-do, multi-day destination with so much to see and do on both the mainland and out around the 74 island wonders in our backyard.

"This is a chance to capture the market that would otherwise go overseas for a week-long sailing trip, make life long friends and have unforgettable experiences, here in The Whitsundays we have this and more," she said.

Adventure Airlie Beach thanks all applicants who submitted a tender for this project.

- ENDS -

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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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