

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
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THE WHITSUNDAYS FLASHMOB STUNS

Tourism Whitsundays, together with WeddingsWhitsundays.com and the Whitsunday Coast Chamber of Commerce today released the much-anticipated full-length video of the surprise flashmob wedding which took place on the Airlie Beach foreshore.

The foreshore was alive with action as a flashmob wedding took place in late January, proving The Whitsundays is the Heart of Romance.

Tourism Whitsundays in conjunction with WeddingsWhitsundays.com, Whitsunday Coast Chamber of Commerce, Accom Whitsundays, and volunteer coordinator Phil Batty arranged the flashmob wedding in a bid to boost the profile of the mainland resort town of Airlie Beach, and remind potential newlyweds of the stunning beauty of this region.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes this was a great joint initiative for the mainland.

“The exposure this video will gain for Airlie Beach and our local businesses will be fantastic. It’s great to see a project come together from an idea, which is thanks to Phil. In 2020, the key to success is collaboration.

“It was also lovely to see locals Chloe and Ian tie the knot, a huge congratulations, and thank you to them for unknowingly letting us share their special day,” she said.

Airlie Beach is the vibrant resort town of The Whitsundays and an ideal mainland base for a Whitsundays holiday. Packed with fun and adventure, it is the perfect launching pad for activities on the water and in the lush, green rainforest national parks which surround.

Allan Milostic President of the Whitsunday Coast Chamber of Commerce said he was blown away by the community spirit and passion the Airlie Beach businesses displayed.

“This event not only showcased the ability and versatility of local businesses but their community spirit and willingness to donate time and equipment for the promotion of the entire region. I am proud of the passion, generosity, and sense of fun our award-winning businesses showed”, he said.

The Whitsundays has long been a desired wedding destination for couples, from ‘barefoot on the beach’ to opulent and lavish, The Whitsundays can accommodate all sizes and styles of wedding, with the backdrop of the beautiful Coral Sea and 74 island wonders or lush green mountains and cane fields and rustic hinterland charms.

WeddingsWhitsundays.Com Chair Deb Savvy thinks the flashmob really illustrated at a wedding in The Whitsundays, anything is possible.

“WeddingsWhitsundays.Com were thrilled to be part of this flashmob; we believe it really showed couples the only limit to what’s possible at their wedding in The Whitsundays is their

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imagination. If you can dream it, our incredible world-class suppliers can make it happen,” she said.

The Airlie Beach wedding flashmob was the brainchild of Phillip Batty, who was thrilled with the support he received businesses and locals of The Whitsundays.

“To take this outrageous idea to the magnificent flashmob event with the support of Tourism Whitsunday, WeddingWhitsundays.com, Whitsunday Coast Chamber of Commerce and Accom Whitsunday plus many other local businesses and people from the region was a truly humbling experience.”

To view the full-length video, [click here](#).

To view b-roll footage, [click here](#).

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