



MEDIA RELEASE

For immediate release

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Annual Adventure Queensland Ball to be held in the Whitsundays

One of the most exciting events on the Australian tourism industry's social calendar is due to take place in the Whitsundays!

Tickets have gone on sale for the 11th annual Adventure Queensland Ball, which will see more than 100 'adventure' tourism operators descend on Airlie Beach for a night of fun, great food and catching up with industry.

It is the first time the Adventure Queensland Ball, which will bring visitors from Sydney, Melbourne and as far afield as Perth and Darwin, has been held in the Whitsundays. A separate networking function will also be held for the Adventure Queensland board, which arrives the day before.

Tourism Whitsundays CEO Craig Turner said it was a pleasure to be hosting such a significant event in the Whitsundays, which has a very strong product offering in the adventure tourism segment.

"The Whitsundays has a lot of Youth & Adventure accommodation options and overnight boat trips to offer the youth and adventure segment, as well as a raft of tours and trips that go into the complete package offered here," Mr Turner said.

"This is a chance for that industry to get together, network and have some fun. It will also be a good chance to showcase our region, our accommodation providers and restaurants that weekend, as we host tourism operators from all over Australia."

The ball, on Friday September 1, is open to both members and non-members of Adventure Queensland (AQ), which represents operators in the backpacking, youth and adventure segment. The money raised from the annual ball, which includes auctions and raffles, goes towards marketing AQ and lobbying government on behalf of the industry.

AQ president Juanita Bloomfield said everyone was looking forward to coming to the Whitsundays for the ball, which has previously been held in Brisbane, the Gold Coast, Cairns and Noosa.

"We are extremely excited to announce that this year's Adventure Queensland Ball is being held at an 'almost' secret location just outside Airlie Beach at Paradise Cove Resort," Ms Bloomfield said.

“The annual Adventure Queensland Ball is a popular event for the adventure youth tourism industry. It will be great to see this region get together as one and host nationwide key travel industry representatives to make sure no one forgets what an amazing place the Whitsundays is.

“We felt that it was the perfect time to be assisting this great region for it to show off its many and varied attractions. The AQ Board would like to thank Paradise Cove Resort, Red Cat Adventures, Ocean Rafting, Big Fury, Mama Africa’s, Down Under Bar and Tourism Whitsundays for their participation and help in making this event one to be remembered.

“Tickets do sell really fast – there is a maximum of 150 this year – so I do urge anyone wishing to come to the ball to jump online and book now.”

Tickets to the 11th annual Adventure Queensland Ball can be purchased [here](#).

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