



## **MEDIA RELEASE**

*For immediate release  
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### **FESTIVAL OF SAILING RECEIVES MASSIVE CASH INJECTION**

The Airlie Beach Race Week 'Festival of Sailing' is set to receive a massive cash injection in 2017.

The Minister for Tourism and Major Events, the Hon. Kate Jones, announced yesterday that the 'Festival of Sailing', due to take place in August, will receive \$80,000 in funding as part of the Queensland Destination Events Program (QDEP).

The QDEP seeks to leverage the crucial link between events and the destinations in which they are staged, extending the event's economic, marketing and social benefits to the benefit of the region.

The QDEP is now up to Round 5 with many Whitsunday events having benefitted over the years.

Tourism Whitsundays CEO Craig Turner congratulated the Airlie Beach Race Week organisers on their successful application and said the 'Festival of Sailing', which is hosted by the Whitsunday Sailing Club, was a huge drawcard for the area.

"The Whitsundays is one of the world's foremost sailing grounds and the Airlie Beach Race Week 'Festival of Sailing' is the largest event on the Whitsunday Sailing Club's calendar, attracting more than 100 entries and about 3,000 spectators to the region each year," he said.

"This funding is really great news not just for the local sailing community but for the whole region, as it will return significant economic benefits to the Whitsundays with visiting sailors, their family and friends, injecting tens of thousands of dollars into our local economy."

Round 6 of the QDEP is already open and is due to close on February 22, 2017. Round 6 funding is for events that are due to take place from August 2017 to November 2018.

Event organisers wanting to know more about how to apply for funding are invited to attend Tourism Whitsundays' Event Bootcamp on January 23 (time and venue to be confirmed).

To RSVP go to: <https://www.surveymonkey.com/r/CV2PTZ9>

As well, all Whitsunday events should be loaded onto the Australian Tourism Data Warehouse (ATDW), which is a central point for information that is distributed via Tourism and Events Queensland, Tourism Australia and Tourism Whitsundays' consumer websites.

ATDW listings are free for events and operators who would like to find out how they can list their event and receive extra promotion should contact Aimee Cameron at Tourism Whitsundays on [membership@tourismwhitsundays.com.au](mailto:membership@tourismwhitsundays.com.au)

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