

## **MEDIA RELEASE**

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### **WHITSUNDAYS NAMED THE BEST IN AUSTRALIA**

The Whitsundays has been named the 'Best Destination' in Australia, thanks to tens of thousands of backpackers selecting the Whitsundays as their favourite region.

The prestigious award was presented at the 2016 Golden Backpack Awards, which were held on the Gold Coast last night.

The Whitsundays' Great Barrier Reef was also awarded 'Best Visitor Attraction', with the judges' comments acknowledging the Whitsundays' reef tours had seen the largest number of visitors throughout the year.

Tourism Whitsundays Chief Executive Officer Craig Turner said he was extremely proud to see the Whitsundays recognised as the best within the backpacker and adventure tourism sector.

"These awards are a true testament to the hard work and determination our tourism operators put into their products and indeed the region's tourism sector.

"I commend all of our backpacker and adventure tourism operators for their continued commitment to provide exceptional customer service and unique holiday experiences that set the Whitsundays apart from the rest," Mr Turner said.

The Golden Backpack Awards are now in their 21<sup>st</sup> year and are Australasia's biggest independent backpacker and adventure industry awards.

Further information and a full list of the winners will soon be available at <http://www.goldenbackpackawards.com.au>.

**ENDS**

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