



MEDIA RELEASE

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WHITSUNDAYS IN LEAD TO WIN SPOT ON MONOPOLY BOARD

The Whitsundays is currently leading the Queensland election to win a place on the next Australian Monopoly board.

Since being launched a little over a week ago, the Monopoly Australia Competition has seen approximately 20,000 votes, and the Whitsundays placed ahead of Gold Coast, Tropical North Queensland, Sunshine Coast, and Brisbane.

Tourism Whitsundays Chief Executive Officer Craig Turner said he was excited to see the region was in the lead against other Queensland holiday hot spots to gain a place on the next Monopoly board.

“It’s fantastic to see our region currently leading the race to secure a square on the next Monopoly board; it really does highlight the ongoing commitment and support of our local tourism operators,” he said.

“Who would have thought that an opportunity to be featured on a Monopoly board would have ever been available for Australian cities let alone relatively small regions like the Whitsundays?”

“This is one of those ‘once in a lifetime’ opportunities, so we’ve really embraced this competition and have promoted it extensively across our various marketing materials, particularly our social media channels.

“To win a place on the next Monopoly board would deliver enormous PR value for the Whitsundays, so we urge our community and fellow Whitsunday supporters to keep on voting to ensure we win the comp,” Mr Turner said.

To vote for the Whitsundays, visit www.monopolyaustralia.com.au. Voting closes 22 November and you can vote each day and as many times as you like.

Leading state results can be viewed live online at www.monopolyaustralia.com.au. Results will remain live until 20 November at which point they will be blacked-out until the winners are revealed in May 2017 ahead of the Monopoly Australian limited edition game release in July 2017.

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