



MEDIA RELEASE

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WHITSUNDAYS VOTED NUMBER ONE DESTINATION IN AUSTRALIA

The Whitsundays continues to capture the imaginations of both Australian and international travellers, who have voted it the number one spot in Australia to experience.

In a poll conducted by Experience Oz – the premier website for travel experiences in Australia – the Whitsundays romped home as the top destination.

In addition to the Whitsundays being the top destination, Whitsunday Island was also voted the number one island to experience in the 'islands' category of the 'Australia's Top 10 Destinations to Experience 2016' poll.

More than 10,000 people voted in the poll, with voters compiled of both international travellers (approximately 19 per cent of voters) and domestic visitors (approximately 81 per cent of voters).

The Whitsundays is Queensland's signature aquatic playground and has ranked in the top three spots in every 'Australia's Top 10 Destinations to Experience' poll since its inception.

Tourism Whitsundays CEO Craig Turner said placing first amongst some of the top travel destinations in the country – in one of the most respected annual polls in the country – was a fantastic achievement.

"Being named Australia's Top Destination is certainly an honour," he said.

"The Whitsundays is a tropical paradise with pristine beaches, crystal clear water and swaying palm trees, where you can indulge in everything from high-octane adventure experiences to relaxation in complete seclusion."

Mr Turner said the Whitsundays was a destination that had something for everyone.

"It appeals to independent travellers, families, couples and honeymooners, and offers access to the 74 Whitsunday Islands and central Great Barrier Reef, where you can swim, snorkel, scuba dive, kayak, paddle board and sail. The Whitsundays really do have it all and we thank the travelling public for acknowledging its appeal."

The 'Australia's Top 10 Destinations to Experience 2016' poll was held over a 30-day period, with 10,127 unique respondents, 65 per cent of which were female, 31 per cent male and four per cent anonymous.

To find out more about the Whitsundays and to book your next tropical escape, visit Tourism Whitsundays website www.tourismwhitsundays.com.au

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