



**MEDIA RELEASE**

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## **WHITSUNDAY JETSKI TOURS AWARDED THE NUMBER ONE TOURISM EXPERIENCE IN AUSTRALIA**

In an achievement that any business would aspire to, Whitsunday adventure tourism operator, Whitsunday Jetski Tours, has been recognised as the number one tourism experience in Australia on TripAdvisor in the 2019 Travellers' Choice Awards. TripAdvisor's Travellers' Choice awards are the highest honour TripAdvisor presents based on reviews and opinions from travellers of Australia's top bookable experiences.

In more exciting news, not only did the team achieve this accolade in winning the top spot on an Australian level, but were also announced as number five in the Top 10 Experiences in the whole of the South Pacific.

Owners Steve and Toni Ward were ecstatic to receive the news that they had just been voted the number one tourism experience in Australia.

"This came as a complete surprise but it is a testament to all of our hard work since starting the business in 2010. Even more satisfying is the fact that we don't specifically focus on reviews or ratings. Our focus is more holistic and has always been to exceed guests' expectations and provide exceptional service with state-of-the-art equipment in one of the most beautiful areas of the world, the Whitsundays, and this award is a consequence of that effort," said Steve.

Steve continued, "This award is particularly special as it is from guests giving first-hand feedback of the experience they have had with us. It is that combination of two main things, the unique product that we offer and the exceptional, personalised service that our team provide from start to finish which delivers that ultimate accolade."

Steve and Toni acknowledge that this achievement in being recognised as a truly exceptional business wouldn't be possible if it didn't start from the ground up.

"We have the amazing support of people who help us pull it all together to achieve this, from our guests, loyal agents, suppliers and our tourism industry partners, to the world class marina facility that we operate from. Most importantly, it is ultimately our passionate team who deliver amazing customer service over and above and an experience whereby guests leave like friends and feeling like they have had one of the best adventures of their holiday," said Steve.

With the tag line, "Your ride, your adventure", Toni believes that guests are searching for immersive unique experiences that offer healthy outdoor adventure activities and tours, with

that combination in mind. TripAdvisor's 2019 Experiences Trends Report correlates with that, showing that preferences for outdoor activities are increasing, with global bookings in the category jumping 56% this past year.

"People want more adventure and outdoor activities and, of course, with that adventure comes the natural beauty of the Whitsundays, so we've got a good combination," said Toni.

The Whitsundays is the only region in Australia featuring twice on the list, with Ocean Rafting also being awarded the number seven spot.

Tourism Whitsundays CEO Tash Wheeler thinks this is proof of the outstanding customer service on offer.

"TripAdvisor is such a reputable brand that travellers often rely on, having two Whitsundays operators topping the list is proof of the outstanding customer service on offer particularly through these business and through much of the Whitsundays operators. On behalf of Tourism Whitsundays a very big congratulations to Whitsunday Jetski Tours and Ocean Rafting."

So, what are the products behind this national accolade? Locally family owned and operated, Whitsunday Jetski Tours has also won a swag of Whitsunday and Queensland Tourism Awards since commencement. Offering exciting guided jetski tours from Airlie Beach into the beautiful world heritage Whitsunday Island Marine Park, four tours operate daily, including the Airlie Adventure, with sea turtles often encountered, the Two Island Safari, exploring the waterways of South Molle and Daydream Islands, the Jetski to Paradise, a jetski adventure visiting exclusive Paradise Cove Resort and the Ultimate Island Trek, an epic jetski journey to the island oasis of Palm Bay. All riding apparel is included and no licence or experience is necessary, offering an adventure for everyone!

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**About Tourism Whitsundays:** *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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