



MEDIA RELEASE

For immediate release

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AIRLIE BEACH FORESHORE FEISTA A HUGE SUCCESS

Segway rides, Tuk Tuk tours, live music, Indigenous Smoking Ceremony and dancing, Zumba classes and spectacular fireworks.... the official opening of the Airlie Beach Foreshore was a massive community party and Tourism Whitsundays joined the 2,000 strong crowd celebrating all the fun of the fiesta on Saturday.

The Airlie Beach Foreshore \$6.3 million redevelopment boasts a beach step stadium, a sound stage for events, a new tourist bus drop-off area, a refurbished amenities block, a massive 10.5m high new shaded playground, an improved market stall area with extra lighting, 57 new sealed carparks plus extensive new landscaping and seating.

Connectivity along the foreshore has been improved with a three-metre-wide pedestrian path along the beach, which will link the Airlie Beach Lagoon area along the foreshore to the Whitsunday Sailing Club. Families and visitors can walk, jog or ride along the Coral Sea all the way from Cannonvale Beach to Airlie Beach.

Tourism Whitsundays CEO Tash Wheeler thought the event had a great community focus.

“Congratulations to the Whitsunday Regional Council, the foreshore redevelopment looks incredible! The design & layout are very family and visitor friendly! This was evident by all the families at the opening Foreshore Fiesta enjoying the afternoon.”

“The community have been watching with interest the work being done behind the fences at the foreshore, the fiesta opening party was a great way to involve the community and get them all to the foreshore to enjoy all the work that has been done,” Tash added.

Mayor Andrew Willcox said the Foreshore Fiesta was an ideal opportunity to showcase the newly developed area to the Whitsunday community.

“The aim of the redevelopment was to create and activate the Airlie Beach foreshore as a community hub for families and tourists,” he said.

Tourism Whitsundays CEO Tash Wheeler believes the new look foreshore will be a hot-spot for tourists to the area.

“The new look foreshore will definitely be a favourite amongst our visiting guests, it’s got a vibrant feel to it – the Saturday community markets will definitely be a hit in their renovated home along the foreshore.”

The completion of the foreshore has marked the end of refurbishment for the Airlie Beach Esplanade which recently also saw the completion of the Airlie Beach Hotel's 'The Pub' refurbishment. The new-look of the Airlie Beach Esplanade has certainly created a new exciting buzz through town.

-ENDS-

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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FOR MEDIA ENQUIRIES, CONTACT:

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765736

Email: liza.muller@tourismwhitsundays.com.au

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