



**MEDIA RELEASE**

***For immediate release***

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## **HORSESHOE BAY IN THE RUNNING FOR BEST REGIONAL BEACH**

The Whitsundays worst kept secret is out with thanks to The Guardian 'Australia's Best Beaches' online poll nominations for Bowen's Horseshoe Bay. [Click here](#) to cast your vote. Voting closes midnight tonight.

Tourism Whitsundays CEO Tash Wheeler agrees "Bowen is the local's pick, with incredible beaches and some of the most picturesque scenery the region has to offer. We're thrilled to see Horseshoe Bay getting the recognition it deserves".

Horseshoe Bay is one of the very few points on the mainland where you can enjoy snorkeling the fringing reef straight off the beach. The beach is framed by two enormous granite outcrops which provide a haven for a wonderful range of fish and coral just a short swim from the beach.

Whitsunday Regional Council Division 6 Councillor Mike Brunner said "The natural beauty of Horseshoe Bay is a huge drawcard for the fly/drive tourism market in our region. It's no wonder it has been nominated as Australia's best regional beach".

Bowen is the northern jewel of the Whitsundays crown with award winning, palm fringed beaches and beautiful bays all just minutes' drive from the town center. Along with the rest of the Whitsunday region Bowen is ready to welcome a big 2019, with the inclusion of some new exciting events and the return of local favourites.

May will see the inaugural Whitsundays Festival of Motoring a three-day power packed festival showcasing the natural wonders of the region. The Whitsundays Festival of Motoring aims to highlight the scenic beauty of Bowen and the Whitsundays.

July brings the Bowen Offshore Superboats Festival back, now in its sixth year the hugely successful festival will set up home at Edgecumbe Bay, the Bowen Marina and Foreshore area. Upwards of 15 boats compete and reach thrilling speeds in excess of 200 kilometres per hour. The teams bring with them a cast of hundreds - from pit crews to family, friends and loyal supporters- all with a need for speed and all keen to soak up the best the region has to offer.

August is community favourite; Bowen's annual Walk to the Lighthouse. Very few times during the winter months, Bowen's daytime tides are low enough for visitors to walk to North Head Island and Queensland's third oldest lighthouse. This unique experience takes walkers on a beautiful journey that not only celebrates the history of Bowen, but also the wonderful array of sea life that inhabits the shores of the bay. This is a walk that is enjoyed by all ages.

Bowen's Tourism Board Chair Jenn Honnery says "2019 is shaping up to be an exciting year for events in Bowen, offering visitors and locals a packed calendar of both traditional and unique events. The inaugural Whitsundays Festival of Motoring in May will bring competitors and spectators for a fun filled day in Bowen, showcasing our fantastic location at the top of the Whitsundays. Bowen's unique Walk to the Lighthouse will highlight our amazing sea life, coastline and rich history, while the 2019 Bowen Offshore Superboats will once again thrill the crowds. Events such as these promise to attract visitors, increase nights spent in region and contribute to our local economy".

Whitsunday Regional Council Division 6 Councillor Mike Brunker said "2019 is going to be a huge year for tourism in the Whitsunday Region, especially Bowen, with the \$5 million State Government funded Beautiful Bowen project in full swing".

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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.*

**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](mailto:liza.muller@tourismwhitsundays.com.au)

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