



MEDIA RELEASE

For immediate release

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It's official – families love the reef and the Whitsundays!

If you are still wondering where to go for your family holiday this summer, a trip to the Great Barrier Reef is sure to be a crowd pleaser, based on the results of a major travel awards program.

Snorkelling and diving on the Great Barrier Reef has been voted the Best Family Adventure Activity in the 2017 Best of Family Travel Awards.

The awards, now in their seventh year, are voted for by 'Out & About with Kids' readers, with more than 40,000 votes cast this year across 20 categories.

The Whitsundays was a finalist in the Best Regional Holiday Destination category and BIG4 Adventure Whitsunday Resort was named the winner of the Best Holiday Park in Australia category.

Tourism Whitsundays Sales & Marketing Manager Tash Wheeler said with award-winning family resorts and a premium Great Barrier Reef experience, the Whitsundays was the place to be this summer!

"The Whitsundays offers, quite simply, the best Great Barrier Reef experience there is," she said.

"We are located right in the heart of the Great Barrier Reef, including having access to Heart Reef, visible only in the Whitsundays. With our many and varied tour options to the reef, there is a trip to suit all families and all budgets. But be quick, as accommodation is booking up fast for the summer school holidays!

"We also have the Whitsundays Clipper Race Carnival, from January 13 to 29, 2018, to welcome the Clipper Round the World Yacht Race fleet to the Whitsundays.

"There is still accommodation available but it is going fast for the two-week long carnival, which includes a raft of events right across the region, from the White on Whitehaven Long Lunch, on Whitehaven Beach, and the Progressive Cruise Lunch, up the Whitsundays coast, to family-friendly events like the free Clipper Welcome Party and the Rodeo by the Reef, in Bowen."

Elisa Elwin, owner and publisher of Out & About With Kids, said the team was thrilled to announce the winners and finalists of the seventh annual Best of Family Travel Awards.

“Our readers have spoken in their thousands, letting us know their preference in family holiday destinations and experiences here in Australia and overseas,” she said.

“It is well-deserved recognition to those tourism operators who go above and beyond to ensure family holidays are a pure pleasure.”

The full list of winners and finalists was announced on the TravMedia portal on Monday, December 18, 2017, and can be found at www.outandaboutwithkids.com.au

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