



**MEDIA RELEASE**

***For immediate release***

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**The Whitsundays offers winter escapes packed with plenty of value**

Tourism Whitsundays today launched its 'Escape Winter in the Whitsundays' campaign, which comprises some of the most amazing Whitsunday holiday deals ever offered.

Visitors can save up to 50 per cent on tours and accommodation from now (29 June) until end of July, with tours to the iconic Whitehaven Beach and stunning Great Barrier Reef on offer, along with an array of accommodation packages across the Whitsundays, including Hamilton Island, Long Island and Camp Island (just off the coast of Bowen).

The campaign, which is supported by Tourism and Events Queensland, is aimed at providing visitors the opportunity to escape the cold and experience the wonders of the Whitsundays this winter.

With beautiful sunny skies, an average temperature of 23 degrees Celsius and some of the world's most amazing natural icons, the Whitsundays is the perfect place to holiday in the winter months, according to Tourism Whitsundays' General Manager, Tash Wheeler.

"These winter deals are sure to make a Whitsunday escape even more attractive to those feeling the cold this winter, and with savings of up to 50 per cent available to travellers, now is certainly the time to book your trip to the Whitsundays and experience some of its unique landmarks," Ms Wheeler said.

"You can sail the turquoise waters, explore the many colours and marine life as you snorkel or dive on the Great Barrier Reef, walk the long stretch of white silica sand of Whitehaven Beach and admire the swirling sand formation of Hill Inlet, fly over the famous Heart Reef, even spot a humpback whale – there are so many ways to experience the Whitsundays this winter."

Tourism Industry Development Minister Kate Jones said the campaign will showcase the beauty of the region and encourage visitors to 'Find your perfect next' holiday, adventure, event or whatever it is you're looking for.

"With an average winter temperature of 23 degrees Celsius it's a great time to escape to the Whitsundays for those suffering the winter chills," Ms Jones said.

"Following Cyclone Debbie, the Palaszczuk Government acted quickly and, in partnership with Tourism and Events Queensland, committed to helping the Whitsundays tourism industry recover.

"This campaign continues to support the local tourism industry's recovery after Cyclone Debbie, with a strong focus on driving bookings to the region.

"I encourage all Queenslanders and interstate travellers to make the most of the deals on offer and book their next holiday in one of the world's most sought-after tourism destinations." The 'Escape Winter in the Whitsundays' campaign features unprecedented deals for Cruise Whitsundays, Air Whitsunday Seaplanes, Whitsunday Escape, Hamilton Island Reef View Hotel, Coral Sea Resort, at Hotel Group, Ocean Dynamics, and many more, with some tourism operators also offering 'book now, enjoy later' packages.

Ms Wheeler said the campaign also included special deals for two new and exciting Whitsunday holiday experiences.

'Camp Island's 2.4-hectare resort-style property, which offers guests the opportunity to sample private beaches and 15 hectares of national park with diverse fauna and flora, can be booked for exclusive use at a heavily discounted rate," she said.

"Visitors can also secure a great deal for the secluded Long Island retreat, Elysian, which is set to open in December this year."

Whether it is an action-packed adventure or a relaxing hideaway, the Whitsundays has it all for your perfect winter escape.

To take advantage of these 'Escape Winter in the Whitsundays' deals or find out more about the various ways to explore the Whitsundays, visit [www.thewhitsundays.com.au](http://www.thewhitsundays.com.au).

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