



MEDIA RELEASE

For immediate release

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Social Media Influencers showcase the Whitsundays to the world

Stunning images of the Whitsundays will be beamed to the world after social media influencers visited the region as they 'Drive the Great Barrier Reef'.

The 'Ultimate Guide to Driving the Great Barrier Reef' project is a collaboration between Tourism Whitsundays and four other Regional Tourism Organisations, as well as Tourism and Events Queensland and Apollo Motorhomes.

The social media influencers are travelling in style in Apollo camper vans along the length of the Great Barrier Reef, taking in Cairns, Townsville, the Whitsundays, Mackay and Bundaberg.

The aim is to promote the driving routes, itineraries, tourism products and unique experiences along the reef and the Queensland coastline to the influencers' significant social media followings, inspiring their audiences to follow in their footsteps.

While in the Whitsundays, the influencers visited Bowen – including Flagstaff Hill, Birds Fish Bar, Rose Bay and Horseshoe Bay – Collinsville and, lastly, Airlie Beach, where they stayed at Seabreeze Tourist Park and dined at Northerlies Beach Bar & Grill.

They enjoyed a full-day Great Barrier Reef snorkelling adventure with Explore Dive and Snorkel, and spent a day sailing on the famous America's Cup racing yacht Southern Cross, with Explore Whitsundays.

A trip to the Whitsundays would not be complete without a scenic flight (courtesy of Air Whitsundays) over all of the Whitsundays natural icons, including the Great Barrier Reef, Heart Reef, Whitehaven Beach and Hill Inlet. They even managed to squeeze in a stop at the picturesque Cedar Creek Falls before they left.

Tourism Whitsundays General Manager Tash Wheeler said it was fantastic to see all the Regional Tourism Organisations working together to shine a light on the Great Barrier Reef.

"It makes so much sense to all work together to promote this major tourism asset," she said.

"A collaborative approach was the only way to ensure the success of this project and shows just what can be achieved for our industry when we pool our knowledge and resources.

“Social media forms a major part of our marketing activities, and by showcasing our destinations to audiences all over the world through the eyes of these influencers, it provides an authentic representation of the regions to potential visitors”.

The activity is off the back of the release of ‘The Ultimate Guide to Driving the Great Barrier Reef’ brochure for road travellers - a state-wide project led by Townsville Enterprise.

Around 1.3 million people tour Queensland by road each year and ‘The Ultimate Guide to Driving the Great Barrier Reef’ provides new ways for travellers to experience the popular driving route.

The aim of the partnership is to extend visitor dispersal along the Great Barrier Reef, increase length of stay and visitor expenditure, and further leverage campaign activity being undertaken by Tourism Australia and Tourism and Events Queensland.

It was a busy week all round as TW also hosted digital influencers Mark Fitz, Jules Ingall and the Sailing Yogi (Ashleigh Clarke), who went out sailing with Queensland Yacht Charters, stayed in Accom Whitsundays properties and also visited Bowen.

The new photographic content collected will be used for future marketing campaigns by Tourism Whitsundays.

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FOR MEDIA ENQUIRIES, CONTACT:

Deborah Friend

PR & Communications Specialist

Tourism Whitsundays

Ph: (07) 4948 5917 or 0417 765 736

Email: pr@tourismwhitsundays.com.au

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