



MEDIA RELEASE

For Immediate Release

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Whitsundays Celebrates Multiple Wins

The Whitsundays is celebrating after being named Australia's top destination in an Australia-wide poll.

The Whitsundays again topped the voting in Experience Oz's Australia's Top 10 Destinations to Experience 2017 poll, squeezing out close neighbour Mackay for the top spot.

It is the fourth year running the Whitsundays has been voted number 1 in the poll, which received more than 7,000 unique votes.

As well, Whitsunday Island, home to world famous Whitehaven Beach, came fourth in the Island Destination category, and Hamilton Island came fifth in the same category.

As if this wasn't enough, it was also announced last week that Whitehaven Beach had taken out the 'top beach' spot in the annual Australian Traveller People's Choice Awards.

Hamilton Island, in the Whitsundays, also took out three awards including best island, best luxury hotel (qualia) and sexiest pool (qualia).

The Australian Traveller People's Choice Awards are voted for by more than 5,900 Australian travellers and recognise the best travel experiences and destinations for 2017.

Also in October, the Whitsunday Islands were named Favourite Domestic Destination in the inaugural Cheapflights Tourism Awards, right up there with the Great Barrier Reef and Sydney Opera House, which took out winner and runner-up respectively in the Favourite Australian Experience or Attraction category in the awards, voted for by more than 14,000 people.

Tourism Whitsundays CEO Craig Turner said awards such as these were validation of all the hard work put in by the region's tourism operators, as well as the region's natural beauty.

"We have won the Experience Oz 'Australia's Top 10 Destinations to Experience' poll four years' running now and the importance of consumer driven polls is that they are actually voted on by those that visit our region," Mr Turner said.

"So essentially, it's a health check for our industry by people who spent money coming here, instead of us saying "we're doing a great job". It's a benchmark for our industry and it's

great to see people voting based on real experiences that they have had in the Whitsundays.”

Cruise Whitsundays’ PR & Media Executive Alyce Carter said it was “fantastic news” for the Whitsundays region and its tourism operators.

“It highlights our commitment to providing outstanding customer experiences in the beautiful Whitsundays and we should all be very proud,” she said.

“The fact that the Whitsundays wins these kinds of awards year after year demonstrates that this commitment does not waiver.”

To book your next holiday in Australia’s top destination, visit www.tourismwhitsundays.com.au

More information about the awards can be found at:

www.experienceoz.com.au

www.australiantraveller.com

www.cheapflights.com.au

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