MEDIA RELEASE
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Whitehaven recognised as world's second best beach

Whitehaven Beach is regularly recognised as being one of the top spots in Australia but now the iconic 7km stretch of silica sand has been named the second best beach in the world.

FlightNetwork, Canada's largest travel website, has created a list of The World's 50 Best Beaches© after consultation with more than 600 of the world's top travel professionals including journalists, editors, bloggers and agencies.

Whitehaven Beach, which scored 10/10 for sheer untouched beauty, remoteness and sand and water quality, was described as "heaven on earth" by judges:

"Whitehaven Beach will make you believe in love at first sight…. seeing all that untouched natural beauty will make you believe in a tropical utopia with glowing sands and crystalline beaches…this stretch of sand, backed by tree-covered mountains, is a heaven on earth which one must see to believe."

Sharron Livingston, from The Travel Magazine, said: "Whitehaven Beach has oh-so-white sands, deepest green rainforests, and crystalline waters. It's a wild island, part of the Great Barrier Reef, and is by far the most beautiful location to experience."

A spokesperson for FlightNetwork said The World's 50 Best Beaches© was the most definitive list of beaches ever assembled.

"It is a diverse collection of off-the-beaten-path slices of paradise from every hidden corner of our planet," she said.

"By asking the top travel professionals – the people who do this for a living - to gain insight from their opinions and expertise, FlightNetwork has created the most trustworthy and accurate list out there to inspire travellers and help them choose their upcoming [Northern Hemisphere] winter holiday destinations."

Tourism Whitsundays Sales & Marketing Manager Tash Wheeler thanked FlightNetwork for their hard work putting together the list of The World's 50 Best Beaches© and said it was always nice to have the Whitsundays' stunning natural assets recognised.

"Being recognised as the world's second best beach is a reminder of just how beautiful and special Whitehaven Beach is," she said.

"We are truly blessed in the Whitsundays with pristine islands and mainland, subtropical rainforest, crystal clear water and a warm, sunny climate. It's no wonder holidaymakers continue to visit in droves, with Whitehaven Beach one of their "must see" *attractions*."

The holder of the Best Beach title is Grace Bay, in the Turks and Caicos Islands. For the complete list of The World's 50 Best Beaches© visit www.flightnetwork.com/blog/worlds-50-best-beaches

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