



**MEDIA RELEASE**

*For immediate release*

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## Abell Point Marina, Whitsunday Regional Council and Tourism Whitsundays and key stakeholders bring to the region The Whitsundays Festival of Motoring

*Events in Queensland generated more than \$780M in economic benefit in 2018*

Queensland, AU, 5 November 2018: The key stakeholders of Abell Point Marina, Whitsunday Regional Council and Tourism Whitsundays have been aspiring to host this unique land-based event. The concept of The Whitsundays Festival of Motoring was born with a prime focus on the local community to relish and participate in this exciting event. The vision of the event is to have a positive transcendence of the promising rally championship from a State to a National level rally.

Next year the rally will commence at the heart of the Great Barrier Reef, along the Whitsundays coast, over a sprawling track and the circuit at Bowen will run through a stretch of 1 kms, covering some of the main street so that the community can enjoy and cheer from a range of spectator areas, including the foreshore and the Grandview Hotel. The course will be scenic with interesting turns and twists and multiple areas along the route to spectate. The excitement of the festival along with the diverse corals of the Great Barrier Reef and its beautiful islands is a perfect combination to attract everyone to the Whitsundays. There will be public places for kids and families to enjoy the competition accompanied by great entertainment, activities and food stalls. As per the reports, Bowen is staging up to welcome the rally amid a gala festive ambience.

“We are hopeful the event will also offer us a great opportunity to flaunt the natural wonders of our beautiful Whitsundays region on a national and gradually on an international stage. Events in Queensland generated more than \$780M in economic benefit to the economy last year. We see this as a great opportunity to showcase the stunning and diverse Whitsundays landscape to many visitors that may not have had the destination on the calendar prior to the Whitsundays Festival of Motoring.” said Tash Wheeler, Chief Executive Officer of Tourism Whitsundays.

The festival will be held in multiple locations over the weekend across the Whitsundays including Airlie Beach, Hydeaway Bay, Abell Point Marina, Bowen Town Centre and foreshore, Proserpine, Flagstaff Hill and Tonker Park. We welcome the community to unwind at the social headquarters of the festival, the Mantra Club Croc.

Note: The 3rd – 5th May is the “proposed” date for the Rally which will be confirmed later in the year.

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