



MEDIA RELEASE

For Immediate Release

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The race is on - keep voting for the wonderful Whitsundays!

The Whitsundays is in the running to win a major accolade – but we need your help!

The Whitsundays is currently top in the annual Experience Oz 'Australia's Top 10 Destinations to Experience' poll, which asks international travellers and domestic visitors to vote for their favourite spot in Australia.

But the line-up is tight, with the Whitsundays just 6.2 per cent ahead of its close neighbour Mackay, just south of the Whitsundays.

Regional Tourism Organisation Tourism Whitsundays is urging everyone to jump online and vote to ensure the Whitsundays maintains its crown. Last year, the Whitsundays romped home with voters naming it the number one spot in Australia to experience.

So far this year, the Whitsundays have 22.5 per cent of the vote and Mackay has 16.3 per cent. Also ranking in the top 5 currently are The Kimberley, Ballarat and Newcastle.

Tourism Whitsundays CEO Craig Turner said the race was on for the top spot and it was important for people to have their say if they hadn't already voted.

"We can't let Mackay beat us – much as we love our neighbours down the road," he said laughingly.

"The Whitsundays took out top spot last year and it would be great to win it again this year. We know the Whitsundays is the best destination in Australia - it doesn't surprise us that a lot of other destinations are competing with us – but we are a destination that has something for everyone.

"The Whitsundays appeals to independent travellers, families, couples and honeymooners, and offers access to the 74 Whitsunday Islands, Whitehaven Beach and the Great Barrier Reef, including Heart Reef, which can only be seen in the Whitsundays.

"We also have more than 600,000 bed-nights on the ocean every year, magnificent barramundi fishing in Lake Proserpine and a reef you can walk to from Bowen."

Voting closes at 11.59pm on Monday October 23. Visit <https://www.experienceoz.com.au/en/whitsunday-top-destinations#voteno> to cast your vote. Voters also have the chance to win an epic trip to one of Australia's top destinations.

The Whitsundays has ranked in the top three spots in every 'Australia's Top 10 Destinations to Experience' poll since its inception.

Last year, Whitsunday Island was also voted the number one island to experience in the poll, which is run by Experience Oz, the premier website for travel experiences in Australia.

To find out more about the Whitsundays and to book your next tropical escape, visit Tourism Whitsundays website www.tourismwhitsundays.com.au

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