



MEDIA RELEASE

*For immediate release
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Whitehaven Beach once again voted best in Australia!

Whitehaven Beach in the Whitsundays has once again been voted the best beach in Australia by discerning travellers.

TripAdvisor has analysed millions of reviews to release its best beaches in Australia list for its 2017 Travellers' Choice Awards.

This is the fourth year running that Whitehaven Beach – 7kms of pure white 98% silica sand located on Whitsunday Island – has topped the list. Award-winning beaches were determined based on the quantity and quality of traveller reviews and ratings for beaches on TripAdvisor, gathered over a 12-month period.

Queensland is home to some of the most beautiful stretches of coastline in the world with many Queensland beaches dominating the Top 10 list.

Tourism Whitsundays CEO Craig Turner said this made the win even more special.

"We know Queensland has stunning beaches so Whitehaven Beach being voted no 1 out of all of them really does say it all," Mr Turner said.

"I think Whitehaven Beach stands out because it is completely natural – just sand, sea and sunshine. As one TripAdvisor reviewer put it - "Best beach, purest white sand, and bluest water I have ever seen".

"Everyone who goes there is blown away by its pristine beauty and, not surprisingly, it is one of the most photographed beaches in the world."

Tourism and Events Queensland's chief executive Leanne Coddington said it was fantastic to see Queensland's diverse coastal destinations strongly represented amongst TripAdvisor's Top 10 Travellers' Choice Awards for Beaches.

"Queensland's reefs, islands and beaches are signature experiences and a drawcard for millions of visitors each year," she said.

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