

MEDIA RELEASE

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The Whitsundays Takes Centre Stage with Impressive Awards Trifecta

The Whitsundays shone brightly at the 2024 Qantas Australian Tourism Awards last Friday night, securing an impressive trifecta of awards highlighting the region's tourism excellence.

Among the night's standout achievements, BIG4 Adventure Whitsunday Resort was inducted into the prestigious Hall of Fame after securing gold for three consecutive years in the Caravan and Holiday Parks category, cementing its status as an industry leader.

The Whitsundays celebrated further success with two additional operators achieving national recognition:

- **GOLD:** BIG4 Adventure Whitsunday Resort – Caravan & Holiday Parks (Hall of Fame inductee)
- **SILVER:** Pinnacles, Airlie Beach – Self-Contained Accommodation
- **BRONZE:** Ocean Rafting – Major Tour & Transport Operators

The illustrious awards ceremony at the Adelaide Convention Centre in South Australia celebrated four decades of tourism excellence while showcasing the industry's finest.

Tim Booth, CEO of Tourism Whitsundays says it was an incredible night for The Whitsundays:

"Winning Gold, Silver, and Bronze across different categories shows just how amazing our tourism offerings are. I couldn't be prouder of our operators and seeing BIG4 Adventure Whitsunday Resort winning gold was definitely a highlight."

"These awards aren't just trophies on a shelf, they represent the heart and soul that our tourism businesses pour into creating unforgettable memories for visitors. It's this dedication that keeps people coming back to The Whitsundays time and again."

Whitsunday Regional Council Mayor Ry Collins congratulated BIG4 Adventure Whitsunday Resort, Pinnacles, and Ocean Rafting for doing the region proud.

"Tourism is the beating heart of The Whitsundays economy, and these national awards highlight the strength and resilience of our industry."

"Being recognised on such a prestigious platform showcases the outstanding work being done by our local businesses and sends a clear message – The Whitsundays is not just a beautiful place to visit, it's a leader in Australian tourism."

This remarkable achievement across all three medal tiers reinforces The Whitsundays status as a premier tourism destination and highlights the exceptional experiences awaiting visitors to this stunning part of Queensland.

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For a full list of winners, [click here](#).

To view a Word Document of this release and supporting images, [click here](#).

About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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