

# MEDIA RELEASE

For Immediate Release  
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## Cruise Whitsundays Featured in Zac Efron's Emmy Winning Series Down to Earth

Journey Beyond's Cruise Whitsundays is excited to announce their participation in the newly released season of Down to Earth with Zac Efron available now on Netflix. This incredible showcase comes hot on the heels of Cruise Whitsundays double Gold win at the recent Whitsundays Tourism Awards.

In its second season, Down to Earth with Zac Efron: Down Under follows Zac Efron, and wellness expert Darin Olien as they travel Australia and learn about sustainable living practices.

Unsurprisingly Cruise Whitsundays' Reefworld can be found in the Great Barrier Reef episode of Down to Earth with Zac Efron: Down Under, the episode focuses on the environmental factors facing coral reefs within the Great Barrier Reef and the restoration techniques being used to try and restore and sustain this natural wonder.

Cruise Whitsundays Sales and Marketing Manager, Renee Branton-Brown believes the Great Barrier Reef episode gives the perfect balance of reporting tough environmental facts, while also providing great insight as to what is being done to mitigate those challenges and gives hope for future generations.

"Cruise Whitsundays is incredibly proud to be involved with this production. This episode highlights how lucky we are to live and work on the Great Barrier Reef, and why it's so important we do what we can to protect it.

"Cruise Whitsundays takes its role as reef custodians very seriously; it was great to have our incredible product and extremely knowledgeable team featured on a series like this.

"Zac, who has been diving globally for over 15 years, was in awe of our beautiful patch at Hardy Reef, listening to the genuine excitement and enthusiasm he and Darin had after their dive was inspiring.

Reefworld really is on a roll at the moment, firstly we celebrated the Whitsundays Tourism Award wins a couple of weeks ago, and now Reefworld is being showcased on a hit global series with a bona fide Hollywood star" Ms Branton-Brown said.

Award-winning Reefworld is Cruise Whitsundays permanently moored pontoon found 39 nautical miles from the coast of Airlie Beach at Hardy Reef on the outer Great Barrier Reef. Reefworld offers exceptional experiences through the Great Barrier Reef Adventure for day guests and Reefsuites and Reefsleep for overnight guests. Reefworld recently received glory taking Gold for Major Tour Attraction and Gold for Unique Accommodation at the Whitsundays Tourism Awards.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton thinks this is a fantastic coupe for the region at such an important time for international markets.

"What an incredible opportunity for Cruise Whitsundays to be featured on a global platform like this. Now more than ever it's crucial for The Whitsundays to be front of mind for international holiday makers.

"Over the last year, The Whitsundays has been enjoying the success of solid domestic visitation, as we move towards 2023, we are hoping to see a strong return in international visitors. Being featured on shows like this certainly helps to build awareness for The Whitsundays." Mr Hamilton said.

And if these accolades are not enough to convince travellers to book in their experience at Reefworld in the Whitsundays, take it from Zac Efron “I will relive this moment in my head forever and ever. It’s truly one of the coolest experiences of my life.”

“I’ve never seen coral that alive and thriving and so many different colours.”

This release is in partnership with Cruise Whitsundays

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

To view The Whitsundays destination video, [click here](#).

About Cruise Whitsundays: Award-winning Cruise Whitsundays is the largest tour and transport provider in The Whitsundays. Offering experiences to the Great Barrier Reef and Reefworld, Whitehaven Beach, and surrounding islands as well as being home to Reefsuites and Reefsleep *Australia’s most unique* accommodation on the Great Barrier Reef.

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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