

# MEDIA RELEASE

FOR IMMEDIATE RELEASE  
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## The Heart of Events Beats Strong The Whitsundays 2023 Events Calendar is Released

The Whitsundays Events Calendar for 2023 has been launched, and the Heart of Events has a strong pulse this year. From 30 April to 26 November, various events will take centre stage in locations across The Whitsundays.

Featured on sensational island locations are the Hamilton Island Endurance Series – held over multiple dates, White on Whitehaven Long Lunch by Fish D’vine – the event for those who prefer to sip champagne and eat oysters, and the world-renowned Hamilton Island and Airlie Beach Race Weeks – held in August, the waters are filled with colourful sails for two weeks.

Not to miss out on the glory, mainland locations will host a variety of events including the Airlie Beach Marathon Festival – featuring one of the most scenic certified marathons, Great Barrier Reef Festival – for a fully immersive celebration of the reef and all its inhabitants, Don River Dash – for an adrenalin spiking race through the dry Don River bed, and the music festival with the best views, Airlie Beach Festival of Music.

Tourism Whitsundays CEO, Rick Hamilton believes the events held in The Whitsundays are a significant drawcard to the region.

“Events can be the first impression some visitors have of The Whitsundays whether it’s through one of the many sporting events ranging in age from kids to adults or an event with fun for all the family such as the Great Barrier Reef Festival; The Whitsundays has something for everyone in events and holidays.

“In a region that relies on tourism for 1 in 3 jobs, it’s beneficial to the region to have these events drawing in thousands of visitors each year,” said Mr Hamilton.

Whitsunday Regional Council Mayor Julie Hall said it was exciting that The Whitsundays was now being recognised nationally as the Heart of Events.

“The national and international exposure for our region from hallmark events like the White on Whitehaven Long Lunch, Don River Dash and Airlie Beach Festival of Music has lifted the profile of The Whitsundays as a must visit tourist destination.

“The wide variety of events across the year complement the incredible natural beauty, tropical islands and Great Barrier Reef experiences that the amazing Whitsundays offers.”

The Heart of Events Event Calendar is available to [view here](#).

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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 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



THE HEART OF THE GREAT BARRIER REEF

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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