

MEDIA RELEASE



CRUISE WHITSUNDAYS
GREAT BARRIER
REEF FESTIVAL
WHITSUNDAYS • QUEENSLAND • AUG 3 - 6 2023

THE HEART
The Whitsundays
OF EVENTS

For immediate release
7 August 2023

The Cruise Whitsundays Great Barrier Reef Festival Wraps Up After Another Successful Year!

The Cruise Whitsundays Great Barrier Reef Festival wrapped up on Sunday afternoon after a successful four days of events that celebrated the natural beauty of The Whitsundays and the importance of reef education and conservation.

The festival attracted thousands of visitors from all over Australia and the world, who enjoyed a variety of free and ticketed events, including:

- The Coral Sea Marina Immersive Reef Stories evening, which transported visitors to the depths of the Great Barrier Reef.
- Coral Sea Marina's enchanting lantern parade snaking around the ocean edge into Fairy Tree Park to meet with the Immerse art installation.
- The Immerse art installation, which was created from recycled material and was on display in Fair Tree Park along with a life size humpback whale and calf.
- Whale and reef themed art was on show all weekend at the Airlie Creatives Art Exhibition.
- The Twilight & Firework Cruise on Camira, which offered stunning views of Airlie Beach and the festival fireworks.
- The Reef Experience with Master Reef Guides, which took visitors on a once-in-a-lifetime tour of the Great Barrier Reef.
- The Bait to Plate lunch at Fish D'vine, which featured a delicious menu of seafood from the Whitsundays.
- The Medibank Magic Mile gave runners, young and old a chance to sprint for the finish line.
- The Rotary and Ray White Street Parade, which saw 25 floats dazzle the main street with their whale themed creations.
- Fraser Ford Revvin the Reef Car Show, brought together classics, high-performance and modern cars for a street full of torque.
- Team Kerr Family Fun Day on Sunday attracted kids and the young at heart for treasure hunts, three-legged races and circus tricks.
- The Whitsunday Escape Recyclable Regatta attracted entrants and their homemade recyclable rafts to paddling madly for the finish line.
- The Entertainment was stand-out with Reece Mastin and Salt and Steel dominating the stage on Friday night and local legends Sun Salute, Flying Double Front Kick, The Wild Sky and Mish N Possible on Saturday night.

Cruise Whitsundays Great Barrier Reef Festival Chair, Margie Murphy said this year's festival was incredibly successful.

"We are so thankful to all our sponsors, our incredible volunteers and to all the people who came to enjoy the Festival this year; we couldn't do it without you! We're looking forward to the 2024 Cruise Whitsundays Great Barrier Reef Festival," Ms Murphy said.

Tourism Whitsundays CEO, Rick Hamilton congratulated the Cruise Whitsundays Great Barrier Reef Festival committee on another successful festival.

Tourism Whitsundays

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Tourism
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“This weekend was months in the making, and the outcome was the fantastic festival we all got to enjoy. Well done to the committee and volunteers who brought the reef to life for locals and visitors to enjoy,” Mr Hamilton said.

The organisers of the Great Barrier Reef Festival thank all the Festival sponsors and volunteers who brought this year’s Festival to life.

If you are interested in volunteering for the Great Barrier Reef Festival committee, please email info@greatbarrierreeffestival.com.au.

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

To view The Whitsundays Heart of Events video, [click here](#).

About the Great Barrier Reef Festival: Proudly brought to you by Cruise Whitsundays, the Great Barrier Reef Festival takes pride in inclusively connecting the reef to the shore and celebrates the coastal region of the Whitsundays at the heart of the Great Barrier Reef. There truly is something for everyone from our Friday Night Fireworks with Foreshore Cocktail Party and Live Music to the Saturday Street Party including the Revvin the Reef Car Show, free Family Fun Day, Great Barrier Reef Experiences and much more!

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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