

# MEDIA RELEASE

FOR IMMEDIATE RELEASE  
28 February 2024

## The Whitsundays Pulse with Excitement 2024 Events Calendar Unveiled!

Craving adventure, relaxation, or a bit of both? Look no further than the 2023 Whitsundays Events Calendar! This diverse calendar offers unique experiences from May 5th to November 24th, spread across stunning islands and mainland locations.

### Island Paradise Events:

Hamilton Island Endurance Series: Push your limits across various dates and events.  
White on Whitehaven Long Lunch: Savour champagne and oysters on the sands of Whitehaven Beach.  
Hamilton Island and Airlie Beach Race Weeks: Witness a dazzling display of colourful sails in August.

### Mainland Marvels:

Airlie Beach Marathon Festival: Conquer scenic landscapes on the certified marathon course.  
Great Barrier Reef Festival: Dive into an immersive celebration of the reef's wonders.  
Don River Dash: Feel the adrenaline rush of this dry riverbed race.  
Airlie Beach Festival of Music: Enjoy live acts on the edge of the coral sea.

Tourism Whitsundays CEO, Rick Hamilton, emphasises the events' power to captivate visitors: "From action-packed races to family-friendly celebrations, our events offer unforgettable experiences. Tourism sustains 1 in 3 jobs in The Whitsundays and these events bring thousands of visitors and economic benefits to the region."

Explore the Heart of Events Calendar [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 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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