

MEDIA RELEASE

FOR IMMEDIATE RELEASE

The Whitsundays Named Best Adventure Destination at the 2024 Adventure Tourism Awards

The Whitsundays has been named the Best Adventure Destination in Australia and New Zealand at the 2024 Adventure Tourism Awards, held in Brisbane on Thursday, 7 November. This prestigious award highlights the region's growing reputation as a premier hub for adventure tourism, offering a range of experiences set in one of the world's most beautiful natural environments.

Visitors to The Whitsundays can head out to the Great Barrier Reef to swim, dive or snorkel. They can sail past or skydive over the region's 74 islands, enjoy thrilling boat rides, jet-skis or overnight boat adventures, and explore the stunning national parks by electric bike or on foot. For those seeking a more laid-back experience, vibrant Airlie Beach offers live music, lively markets, and a relaxed atmosphere. Whether visitors crave an adrenaline rush or a peaceful escape, The Whitsundays has an adventure to suit every type of traveller.

Tim Booth, CEO of Tourism Whitsundays is delighted The Whitsundays has been named the Best Adventure Destination at this year's Adventure Tourism Awards.

"This award is a reflection of the incredible natural beauty and diverse outdoor experiences our region has to offer. Adventure in the Whitsundays means something different for everyone—whether it's exploring the Great Barrier Reef, hiking through lush rainforests, or simply relaxing by a pristine beach.

"It's also a testament to the dedication and innovation of our local tourism operators, who go above and beyond to create unforgettable experiences for visitors. The support of Whitsunday Regional Council, Whitsunday Coast Airport, our tourism operators, and the wider community has been instrumental in helping us achieve this recognition. Their collective efforts have played a key role in positioning The Whitsundays as a world-class destination, making this award possible."

Whitsunday Regional Council Mayor Ry Collins said the award was a great testament to our region's unmatched natural beauty, vibrant tourism industry, and the exceptional experiences we offer to adventurers from around the world.

"It is great recognition for our Whitsundays and acknowledges the hard work and dedication of our local businesses, tour operators, and community members who consistently strive to deliver world-class adventure activities," he said.

"From sailing and snorkelling in the Heart of the Great Barrier Reef to hiking and skydiving, the Whitsundays continues to set the standard for adventure tourism.

"Congratulations to everyone involved in making the Whitsundays a top-tier destination. Let's continue to showcase the Whitsundays as the adventure hub it truly is!"

The Adventure Tourism Awards celebrate excellence in the adventure tourism sector. The event, which also hosted the Youth Tourism Conference, brought together industry leaders and innovators to reflect on the sector's achievements and set the course for a bright future.

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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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