

MEDIA RELEASE

For immediate release

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WHITSUNDAYS RANKED 2ND MOST INSTAGRAMMABLE DESTINATION IN THE WORLD

The Whitsundays is the second most instagrammable holiday destination in the world, according to the UK's edition of renowned fashion magazine, Cosmopolitan.

The magazine showcased the Whitsundays in an online article (posted on 3 August) that listed 18 of the most instagrammable destinations in the world, with Greece's Mykonos at the top of the list.

The article features an instagram image of Whitsunday Island's Hill Inlet and Whitehaven Beach – the Whitsundays' iconic landmark that boasts beautiful clear aqua waters and long stretches of brilliant white sand.

Tourism Whitsundays CEO, Craig Turner, said the article was a simple example of the growing international interest in the Whitsundays and the international marketing campaigns we (Tourism Whitsundays), together with our industry partners, have implemented over recent months.

"With so many unique holiday experiences on offer, across the mainland and our 74 islands, it's not surprising that the Whitsundays is considered to be one of the top holiday destinations in the world.

"Each year, the Whitsundays hosts more than 220,000 international visitors (2016 International Visitor Survey, Tourism Research Australia), and digital marketing is just one of the mediums we use, so we're thrilled to see the Whitsundays recognised as the second most instagrammable destination in the world," Mr Turner said.

"I'd encourage all of our Whitsunday partners to employ digital marketing in their campaigns to further promote the Whitsundays as a holiday destination to potential visitors."

To find out more about the Whitsundays and to book your instagrammable escape, visit www.tourismwhitsundays.com.au

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