



Fraser Island Named the Tourism Favourite

Top award winners at Kingfisher Bay Resort

FOR IMMEDIATE RELEASE

FRASER ISLAND: Kingfisher Bay Resort have claimed three prestigious accolades at this year's Fraser Coast Business and Tourism Awards, including 'Best Resort and Deluxe Accommodation', 'Best Marketing' and 'Best Fraser Coast Business'.

It was a back-to-back win for Fraser Island's premiere eco accommodation, having also won the esteemed "Best Business" award in 2018.

Commenting on the significance of their industry honours, Group General Manager David Hay said "It's wonderful to be recognised not just by our guests, but within our local industry as well. We're fortunate to be based in such a remarkable region".

Kingfisher Bay Resort is one of the largest businesses on the Fraser Coast, welcoming over 167,000 guests per year and injecting over \$20 million annually into the local economy. Recent activations and initiatives such as the Fraser Island Long Lunch have also seen a significant contribution to local charities, raising in excess of \$20,000 with their twice-annual event.

The leading Fraser Island operators also took out the title of 'Best Marketing' for the third year in-a-row, guaranteeing a prestigious place in the Hall of Fame.

The award was off-the-back of one of Kingfisher Bay Resort's most high-profile years yet, having welcomed the Duke and Sussex as part of their Royal Visit to Australia at the end of 2018. The visit alone garnered more than \$10M worth of estimated advertising value, with international media coverage and notable media collaborations, including the TODAY Show and The Telegraph UK.

Director of Marketing and Communications Monique Parker attributes the team's agile PR approach to their continued success, hosting top tier media and driving direct online business, with Fraser Island establishing an ever-increasing presence throughout domestic and international markets.

Now a part of the SeaLink Travel Group, success is only on the rise for the Fraser Island team.

SeaLink Fraser Island was also a finalist in the 'Retailing' category, coming a close second, however receiving the title for 'Most Recommended'.

The awards were presented in front of over 250 industry guests and leaders at a gala function held at Maryborough's Carrier Arms Hotel on Friday night. Kingfisher Bay Resort proved a leader in their field, amongst a record 107 entrants across 24 categories.

Under their new ownership, considerable capital investments have been made at Kingfisher Bay Resort, with the expansion of King resort rooms, a fully renovated bar & restaurant set to be finalised in the coming weeks, along with brand new product launches just in time for summer, setting the pace for a strong 2020 ahead.

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For media enquiries or to arrange a familiarisation on Fraser Island, contact:

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2019 FRASER COAST BUSINESS AND TOURISM AWARDS:



The Fraser Island Marketing Team accept their award for the third year in-a-row:
 Lisa Walker, Monique Parker and Lauren Fenn-Walton.



Best Resort and Deluxe accommodation: Members of the leadership team and representatives from all resort departments.



Best Fraser Coast Business:
 Director of Marketing and Communications Monique Parker and Rooms Division Manager Nitin Menon.