



'Queenslander!' Icon Recruited as Fraser Island Ambassador

Fraser Island's tourism relaunch set for kick-off

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Gameday is approaching as Fraser Island's premiere tourism operators prepare to re-open, with the announcement of a new ambassador, Queensland rugby league legend, Billy Moore.

Famous for his resounding 'QUEENSLANDER' battle-cry, the sporting icon is encouraging fellow travellers to tap into the Queensland spirit, and explore what's on offer in their backyard.

"It's time for Queenslanders to help Queenslanders, by supporting our local tourism industry and holidaying here this year. We're so lucky to have access to Fraser Island, so close to home," said Billy Moore.

"I'm honoured to represent an iconic Queensland destination that personifies the best of our great state!"

The ambassadorship commences with the June 19th reopening of Fraser Island's two key accommodation properties. Both Kingfisher Bay Resort and Eurong Beach Resort will welcome guests back for recreational stays, island tours and ranger-guided activities, just in time for the school holidays.

Regarded as one of Queensland's most desirable and accessible bucket list destinations, Fraser Island is perfect for travellers seeking an immersive, back-to-nature getaway, following the state's lengthy period of isolation.

While famous for being the world's largest sand island, Fraser Island is only a three-and-a-half-hour drive from Brisbane, and is easily accessible from the Sunshine Coast, Bundaberg and surrounding Wide Bay regions.

"Fraser Island has so much to offer; its natural beauty and diverse landscapes ensure there's something for everyone, and our passionate team cannot wait to showcase our island paradise to guests once more", commented Group General Manager, David Hay.

A social media campaign featuring Billy Moore has launched to rally Queenslanders to support their state of origin, travel locally and experience the best of Fraser Island. [Watch the video here.](#)

Kingfisher Bay Resort's reopening is also timely, as Fraser Island approaches its highly anticipated whale season, with Hervey Bay having been crowned the world's first Whale Heritage site in October last year.

For interviews or press enquiries with Billy Moore, as well as high resolution images of Fraser Island, please contact:

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For Fraser Island facts and imagery, continue over page.





FRASER ISLAND

- The world's largest sand island is located within 250 kms of Brisbane, no flights needed.
- UNESCO World Heritage-listed since 1992
- The island comprises over 100 freshwater lakes, 123 kilometres of pristine coastline, and one of just two places in the world where rainforests grow from the sand.
- Southeast Queensland is a key guest demographic/drive-market destination.
- Home to remarkable wildlife, including Australia's most pure strain of dingo, with over 384 recorded species of coastal and migratory birds

KINGFISHER BAY RESORT/EURONG BEACH RESORT

- Both Fraser Island resort properties are re-opening on June 19th for overnight stays, connecting travellers to unique, nature-based experiences.
- Re-opening special offering 25% OFF all hotel rooms, using the code 'QUEENSLANDER'
- Kingfisher Bay Resort offers a variety of eco accommodation, including hotel rooms, villas and executive houses.
- The Kingfisher Bay Resort Group, comprising both resort properties, Fraser Explorer Tours and Fraser Island Ferries is the largest tourism operator in the Fraser Coast Region, and one of the leading multi-faceted destination experiences in Queensland.

BILLY MOORE

- Queensland rugby league legend, famous for his iconic 'Queenslander!' call, to motivate his fellow Maroons players.
- Has played representative football for both Queensland and Australia.
- First selected for Queensland's State of Origin side in 1992, the same year that Kingfisher Bay Resort first opened.





Two Queensland icons: Billy Moore explores the natural beauty of Fraser Island's bucket list swimming spot, Lake McKenzie. One of 40 freshwater, perched dune lakes on the world's largest sand island.



Kingfisher Bay Resort will re-open its doors for overnight stays, ranger-guided activities and island tours from June 19th.



Located along 75 Mile Beach, **Eurong Beach Resort** is accessible by 4WD only, and will also re-open its doors from June 19th.



Billy Moore: Rugby league legend is encouraging 'QUEENSLANDERS' to support their state of origin, and to holiday here this year.

