



## media release

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# Fraser Island is Australia's most affordable beach holiday destination

**FRASER ISLAND:** As the early strings of tinsel start appearing in shopping centres, and the final school term for the year kicks off, Aussies looking for a great beach holiday this summer need to look no further than Fraser Island.

According to research released by Roy Morgan, World Heritage-listed Fraser Island is the most affordable beach destination in Australia.

With more than 100 freshwater lakes, pristine sub-tropical rainforests, an historic shipwreck to explore, and a world-famous beach highway, Fraser Island has a well-earned reputation as a 'must-visit' destination with plenty of natural attractions to discover.

Kingfisher Bay Resort Group General Manager, David Hay, said Fraser Island was the ideal choice for a family holiday, with direct flights available from Sydney and Brisbane making it one of Queensland's most accessible island destinations.

"Fraser Island rivals the Great Barrier Reef and Uluru both in terms of natural beauty and visitor experiences, and is just a two-hour plane ride from Sydney," Mr Hay said.

"We've got whale watch experiences you won't find anywhere else in Australia, we've got an amazing Junior Eco Ranger program we run for kids, there's guided 4WD island tours and safaris and some of the best beaches in Queensland."

Travellers who have Fraser Island on their bucket list also have an array of accommodation options to suit all budgets with Eurong Beach Resort situated in the heart of Seventy Five Mile Beach providing the perfect base for 4WD adventures on the island's Eastern side, and the fully integrated Kingfisher Bay Resort nestled into the wilderness of the island on the Western side.

As the weather warms up, and summer holidays on the horizon, Mr Hay said it was the perfect time for families to start planning their Fraser Island adventure.

"It sounds cliché but Fraser Island really does have something for everyone from nature walks to adrenaline activities, beach driving to relaxing by a pool or swimming in crystal clear lakes- it's a real winner for families who want to escape the daily grind, relax and enjoy an Aussie beach holiday."

Ends.