



## media release

FOR IMMEDIATE RELEASE:

### ***Kingfisher Bay Resort takes the Fraser Coast crown, claiming Three Top Tourism Industry Accolades***

FRASER ISLAND: The Kingfisher Bay Resort Group have proved they're the best in the business, taking home the distinguished title of 'Best Fraser Coast Business' in addition to the 'Marketing', and 'Resort and Deluxe Accommodation' categories, at the 2018 Business and Tourism Awards on Friday night.

The prestigious awards were presented before a host of industry representatives from the Fraser Coast region, at a gala presentation dinner, at Hervey Bay's Beach House Hotel.

The string of accolades comes off the back of the highly successful, and internationally publicised royal visit to Fraser Island, by the Duke and Duchess of Sussex.

As the only Queensland stop on the official tour of Australia, the royal's visit garnered global attention, firmly planting Kingfisher Bay Resort, and Fraser Island on the international map.

Kingfisher Bay Resort Group's General Manager David Hay said that hosting the royals was the result of several months of work by the team. From partnering closely with the State Government to coordinate the visit, to welcoming a 170-strong media contingent, which in turn achieved an unprecedented level of coverage for the company.

"I think what we were able to do and the feedback that we got from not only Harry but the media – we had the Today show here – the kind of exposure that we managed to get, we think it was worth about \$10 million."

Mr Hay highlighted that a key focus for the coming year was to leverage the media interest in the visit to Fraser Island by Prince Harry and Meghan Markle, by continuing to grow awareness of the destination and drive demand.

The exposure rounds-out a mammoth year of marketing for Kingfisher Bay Resort, which saw strategic initiatives lifting revenues, an increased engagement across social media, and producing an increase in higher yielding bookings online and from free, independent travellers despite tougher market conditions.

Kingfisher Bay Resort's Sales and Marketing Director Kerry Brough said "The strategy has been to leverage user-generated content, capture real-time content, using sophisticated scheduling tools, studying best practice and a highly successful influencer program."

This resort-wide growth and progression will only increase, with the announcement of a \$1.8 million refurbishment – the first of a series of investments from the SeaLink Travel Group, who purchased the Fraser Island business earlier this year.

"It's really exciting the plans that we have for our business and the plans that they have for tourism in Australia in general," Mr Hay said, when accepting the President's Award.

"We're very fortunate in this region to have such a big organisation which is very progressive -they're spending money, and we're doing lots of exciting things over the next 12 months, with new stories to tell our guests."



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In recognition of Kingfisher Bay Resort Group's success, David Hay commented on the company's continued contribution to the Fraser Coast, and support of the region.

"It's a beautiful place, we live here and we love it – let's go forward and make the best of the fantastic opportunities that we have."

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

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