

CRUISE WHITSUNDAYS FIRST BIRTHDAY

Cruise Whitsundays celebrated its first year of operations last Thursday with a Birthday bash held at the Whitsunday Yacht Club, Airlie Beach.

Festivities signified one year since the company's inaugural 'Great Barrier Reef Adventures' day cruise to Knuckle Reef Lagoon. The additions of the 'Camira Sailing Adventure', a high speed catamaran running day trips to Whitehaven Beach, as well as daily cruises to South Molle and Daydream Islands over the past year have seen the company grow to 57 full time employees.

Attended by over 200 travel industry and local community guests, the turnout highlighted Cruise Whitsundays' status as a major operator in the Whitsunday and Queensland tourism industry.



Co-owner and director Chris Jacobs said it had been an interesting past year - tough in some respects and highly satisfying in others. "We have been really delighted with the reception from the local community and industry who have responded well to the quality of the experience we are providing and are supporting us with more and more bookings" he said. "We held the birthday party for them to say thank you for that support."

"We are very proud of the efforts and enthusiasm put in by our staff and management over the last twelve months. It was our intent to set new standards in the industry with the products and level of service we offered and all the feedback we have received says we have certainly achieved that," he said.

Mr Jacobs said Cruise Whitsundays is actively committed to increasing international arrivals by promoting the Whitsundays as an Australian preferred destination, in addition to growing the existing domestic market.

Cruise Whitsundays is the latest venture by Marine Tourism Holdings (MTH), the parent company of successful businesses 'South Sea Cruises' in Fiji and until recently - 'Fullers Bay of Island's in New Zealand. MTH has also established a highly successful youth brand 'Awesome Adventures' with a wide variety of operations in Australia, New Zealand and Fiji.



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