



media release

FOR IMMEDIATE RELEASE

Thursday November 8th, 2017

Fraser Explorer Tours receives Hall of Fame industry award

Fraser Explorer Tours were inducted into the Fraser Coast Business and Tourism Awards Hall of Fame on Friday night, during a gala presentation at the Beach Hotel, in Hervey Bay.

The coveted industry award was presented in front of 330 guests and representatives from the Fraser Coast Tourism region.

The Hervey Bay-based touring company received the highly regarded honour, after winning the 'Land-based Touring' category for the last three consecutive years.

Fraser Explorer Tours general manager Colin Anderson said their guests received a unique experience of the island through the interpretive commentary provided by experienced tour guides.

"Our guides not only manage the tides and sand driving conditions but provide insights and share their knowledge of the island's ecological, cultural and environmental history," he said.

Mr Anderson said the company actively encouraged visitors to explore the island and the region.

"We continually look for improvement within the business by looking at market demands and changes in trends, taking feedback from our booking agents and guests, monitoring social media sites and regular team training," he said.

"We also monitor trends on Trip Advisor to forecast changes and adapt swiftly to maximise the guests' experiences."

As the touring arm of Kingfisher Bay Resort Group, and the island's longest-running tour company, Fraser Explorer Tours are looking forward to another strong summer season to showcase all that Fraser Island has to offer.

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