

For Immediate Release
22 November 2021

Adventures Like These – Youth and Adventure Marketing Campaign

Tourism Whitsundays in collaboration with Tourism Tropical North Queensland and Tourism and Events Queensland have joined forces to generate a new marketing campaign for youth and adventure experiences. The activity will shine the spotlight on overnight sailing experiences in The Whitsundays and adrenalin pumping experiences in Tropical North Queensland.

The youth and adventure sector has been and continues to be heavily impacted by COVID-19 restrictions with over 90% of their customers international. The Australian Adventure Market pre COVID was worth \$22B in 2019 and is a key consumer segment for both The Whitsundays and Tropical North Queensland tourism operators.

The Whitsundays campaign has kicked off with a dedicated activation through trade partner, Flight Centre. Specifically created overnight sailing experiences have been launched, designed to capture the domestic youth and adventure sector, encouraging them to explore the magic of The Whitsundays onboard a liveaboard vessel, sailing around 74 Whitsunday Islands.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said the new overnight sailing itineraries will inspire youth and adventure travellers to explore The Whitsundays, the Heart of the Great Barrier Reef, like never before.

“The Whitsundays is the most tourism reliant region in Queensland with 1 in 3 jobs directly related to tourism. This highlights the importance of investing in a targeted campaign that drives awareness and tactical activity that will provide a much-needed boost for this sector.

“The Adventures Like These campaign will evoke adventure travellers from far and wide to explore our backyard and enjoy opportunities to snorkel and dive the Great Barrier Reef, visit Whitehaven Beach and soak up the Queensland sunshine,” Mr Hamilton said.

The campaign is designed to promote the diversity of nature-based adventure experiences through youth and adventure content partnerships, with creative assets developed for digital billboards, as well as social media and search to showcase the experiences that each region has to offer.

Tourism Tropical North Queensland (TTNQ) Chief Executive Officer, Mark Olsen said the collaborative approach taken for the new Adventures Like These marketing campaign will generate great awareness for both regions and will significantly benefit operators.

“Tropical North Queensland and The Whitsundays are both located at different points along the Great Barrier Reef and offer a complementary set of adventure activities such as sailing, diving, hiking, self-drive and adrenalin activities,” Mr Olsen said.

Tourism Minister Stirling Hinchliffe said the collaborative campaign was an innovative way of reminding young thrill seekers of the fun to be had in North Queensland.

“This terrific initiative is part of the Palaszczuk Government’s \$15 million election commitment to supporting Regional Tourism Organisations to promote their destinations’ best visitor experiences for Queensland’s COVID-19 Economic Recovery Plan,” Mr Hinchliffe said.

“We’re delivering more than \$1 billion direct to Queensland tourism operators to help them through the pandemic and rebuild better for the future.

“The Whitsundays and the Tropical North have always been Queensland’s place to be for adventure.

“And ‘Adventures Like These’ come with plenty of inspiration to fill the bucket lists of young Australians this summer.”

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

The brand-new overnight sailing itineraries offer all-inclusive packages with daily meals, snorkelling equipment, a professional skipper and crew and other bonus activities from daily yoga and meditation to diving or free diving, hiking and so much more to encourage the youth and adventure sector to explore The Whitsundays. Some of the packages also include accommodation in Airlie Beach with dinners, pool parties and the opportunity to enjoy the lively nightlife.

Whitsunday Charter Boat Industry Association (WCBIA) Executive Secretary, Adrian Bram said the new youth and adventure marketing campaign will entice domestic travellers and create awareness of the amazing overnight sailing experiences that we have right here in The Whitsundays, the Heart of Sailing.

“We want young Aussies to know that Adventures Like These can be enjoyed in their very own backyard, with 74 island wonders there’s no shortage of unique and memorable experiences to be had.

“With interstate borders opening in December there has never been a better time for adventure seekers to book their Whitsundays holiday escape and create lifelong friendships and memories in the Heart of the Great Barrier Reef,” Mr Bram said.

The range of deals and bucket list activities start from \$495AUD per person and are available to book now, for travel through to the end of 2022.

To be inspired and start planning the ultimate Whitsundays overnight sailing experience, please [click here](#).

This project received grant funding from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund, as well as funding from the Queensland Government through Tourism and Events Queensland.

- ENDS -

To view a Word Document of this release and supporting images, [click here](#).

To view the overnight sailing adventures in The Whitsundays video, [click here](#).

About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

FOR MEDIA ENQUIRIES, CONTACT:

Jade Edney
Marketing & Communications Coordinator
Tourism Whitsundays
Ph: +61 417 765 736
Email: pr@tourismwhitsundays.com.au

To access the Tourism Whitsundays Media Centre click [here](#)