

*For immediate release
27 April 2022*

Wonders of The Whitsundays Delivers Success

The Wonders of The Whitsundays campaign has delivered over \$4.8 million in sales, a return on investment of 6:1. On the back of another challenging year, the Wonders of The Whitsundays major campaign ran to help drive visitation and encourage dispersal through the low season and need period for industry.

The Wonders of The Whitsundays \$1 million campaign was delivered in partnership with 13 local operators and targeted key audiences across New South Wales, Victoria and Queensland. The campaign was delivered through both tactical and inspirational content, keeping The Whitsundays front of mind to holidaymakers.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said the Wonders of The Whitsundays results were a huge boost to The Whitsundays tourism industry. With a variety of tours, experiences and accommodation specials included in the campaign it was great to see visitors exploring our diverse region.

“As outbound international travel continues to accelerate, we will focus heavily on the Queensland, New South Wales and Victoria markets to support the record number of flights into the Whitsunday Coast Airport. Internationally, Tourism Whitsundays will drive activity in our biggest markets of UK, Europe and the US,” Mr Hamilton said.

The campaign once again welcomed the original Australian voice of SIRI, Karen Jacobsen, one of the most recognised and trusted sources for information. The campaign included a new cinema activation with SIRI escaping from the small screen to the large. The cinema spot reminded cinema-goers to put their phone on airplane mode, while inviting them to put themselves on airplane mode as well – by taking a holiday to The Whitsundays. Having SIRI navigate radio listeners and now cinema-goers through the campaign allowed The Whitsundays to capture audiences previously untapped and showcase the region in a new and immersive way.

Cruise Whitsundays’ General Manager, Lee Newton said the Wonders of The Whitsundays campaign has once again produced amazing results for Cruise Whitsundays and many local operators.

“The campaign enabled us to showcase our unique and breathtaking experiences to a multitude of Australians. Over 1,500 guests took advantage of our offers enjoying Reefsleeper, Australia’s most unique glamping accommodation on the Great Barrier Reef, Camira Sailing Adventure and our Great Barrier Reef Adventure.

“We look forward to continuing our involvement in the next campaign,” Mr Newton said.

To view the latest Whitsundays deals and packages, [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 Whitsundays destination 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*

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

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](#)