



**MEDIA RELEASE**

***For immediate release***

**November 2, 2018**

## Brand Consultation sessions help determine Whitsunday DNA

The industry engagement sessions for the Whitsundays rebranding process have wrapped up and have proved highly successful.

Earlier this month, Tourism Whitsundays joined with Whitsunday Regional Council to launch the Brand Whitsundays resident survey which kicked off the first component of the rebranding process.

This was then followed by intensive industry engagement sessions whereby branding proponents, Destination Think!, met with industry in each Whitsunday town to discuss the brand and dive deeper into what makes up the DNA of the region.

More than 200 people from across the Whitsundays community attended the industry engagement sessions in Airlie Beach, Bowen, Proserpine, Hamilton Island and Collinsville, expressing their ideas and providing feedback on what they believe makes the Whitsundays unique.

The highly collaborative branding process which is being spearheaded by destination marketing consultancy firm Destination Think!, the facilitative workshops helped to form the qualitative component of the branding process.

The branding process marks the first time that brand Whitsundays has been redeveloped since the local government amalgamation 10 years ago.

Destination Think! Account Team Lead Andrea Moreton said the industry engagement sessions were extremely successful.

“We had a great turn around to all workshops with really meaningful conversations and discussions,” she said.

“We will continue, via Tourism Whitsundays and the Whitsundays Regional Council, to keep everyone involved and informed in the process.”

Tourism Whitsundays Chief Executive Officer Natassia Wheeler said while the Whitsundays is recognised as a key marine and coastal playground with its iconic experiences such as Whitehaven Beach, it was extremely valuable to gather a diversity of opinion on the region.

“This component of the brand is a great way to gather deep insights from the passionate people living in the Whitsundays about why the region is so special,” she said.

“This direct input and feedback will prove extremely valuable into shaping the new Whitsundays brand which will help define the strategic direction of the region for the next few years.”

Mayor Andrew Willcox said that the Whitsunday Region is fortunate to be able to embark on a rebranding journey that will help define the true essence of what this region has to offer.

“Our communities, businesses and industries all form the living heart of our region and they’ve been instrumental in helping our region evolve over the last ten years.

“There’s no one better positioned to have meaningful input into why our region is unique and how we can help shape the future of the Whitsundays.”

The six-month branding process will now move to the next stage, which includes the analysis of the survey, perceptions of the Whitsundays, workshops and desktop research.

- ENDS -

FOR MEDIA ENQUIRIES, CONTACT:

Natassia Wheeler

Chief Executive Officer

Tourism Whitsundays

Ph: +61 7 4948 5904 or +61 434 278 088

Email: [natassia.wheeler@tourismwhitsundays.com.au](mailto:natassia.wheeler@tourismwhitsundays.com.au)

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