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Tourism Whitsundays

Queensland 74 Island Wonders



MEDIA RELEASE - March 17, 2017

East Coast Roadshow the Best Ever!

The Whitsundays will be 'front and centre' in the eastern capitals during April as part of the biggest trade roadshow ever undertaken by Tourism Whitsundays and industry.

The annual Whitsundays East Coast Roadshow is a chance for the region's tourism operators to put their products in front of retail travel agents in Brisbane, Sydney and Melbourne over a three-day period.

This year, a record 21 tourism operators are attending the event, which is organised by Tourism Whitsundays and is due to take place from April 19 to 21.

The roadshow targets retail travel agents, who will be trained on Whitsundays product and educated about the region generally.

Agents are also in the running for some fabulous prizes including flights, accommodation and tours, donated by Tourism Whitsundays and Whitsunday operators.

Tourism Whitsundays CEO Craig Turner said the southern capitals "won't know what's hit them" with the amount of Whitsunday operators attending the roadshow.

"We are seeing the best numbers to date for the roadshow, with double what we have ever had before in terms of the amount of operators attending," Mr Turner said.

"This is an endorsement not only of the strength of our tourism industry but also of the collaborative approach that Tourism Whitsundays and operators have in promoting the best destination in the world.

"We are really looking forward to heading to the capital cities with the operators and showing travel agents how much the region has to offer holidaymakers.

"With the new, additional Tigerair and Jetstar flights starting on March 23, it has never been easier or more affordable to visit the Whitsundays."

The Whitsundays East Coast Roadshow follows a fantastic year for the Whitsundays, which saw domestic visitors to the region increase by an impressive 25.5 per cent in the year ending September 30, 2016.

For more information and images please contact Deborah Friend at pr@tourismwhitsundays.com.au

A raft of media resources, including all recent media releases, is available at www.tourismwhitsundays.com.au/resources/media

WHAT'S HAPPENING IN THE WHITSUNDAYS RIGHT NOW



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