



MEDIA RELEASE

For immediate release

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Whitsundays set to be front and centre on the marketing stage

The Whitsundays will be on everyone's minds through a package of marketing initiatives to promote the region.

The marketing activity follows the funding announcement made by State Tourism Minister Kate Jones and Federal Tourism Minister Steve Ciobo when they were in the Whitsundays on April 11 following Tropical Cyclone Debbie.

The money is to ensure the region is promoted strongly as a quality holiday destination, minimising cancellations and instilling a sense of confidence in a Whitsundays holiday.

Tourism Whitsundays CEO Craig Turner said that following consultation with Tourism and Events Queensland, TW was now in a position to announce more detail about the marketing activity for the Whitsundays and what this will look like for the region.

"TEQ and TW have developed a comprehensive media schedule and marketing activity that will put the Whitsundays front of mind for consumers," Mr Turner said.

"While activity over the next three months is very important, we need to ensure that the activity continues on after that with initiatives from Tourism Whitsundays in market – the need is going to be there going forward.

"Starting with the 'Welcome Back' PR activation on Whitehaven Beach last Wednesday and continuing into this Friday with Channel Seven's Sunrise breakfast program being broadcast from Airlie Beach, Bowen and Hamilton Island, and into a raft of marketing campaigns, the activity is around making people realise the Whitsundays is still a genuine holiday destination."

The region is set to also appear on Channel Seven's 'Queensland Weekender' program and TW is in discussions with other TV programs about featuring the Whitsundays.

There will be print advertising in Brisbane, Sydney, Melbourne and regional Queensland, as well as paid TV coverage including advertising, content and live broadcasts, all backed up with social media engagement across both TW's and TEQ's digital assets.

Marketing campaigns are also planned in conjunction with industry partners including Tigerair, which commenced in April and will run to the end of May, and Jetstar, which is

going to market in June, as well as Flight Centre, Infinity, Escape Travel, Qantas Holidays and Virgin Australia. TW also has a marketing campaigns currently running in Germany and the UK.

Tourism and Events Queensland CEO Leanne Coddington said the partnership activity between TEQ and Tourism Whitsundays would ensure strong representation in key domestic markets and New Zealand.

“We know that the Whitsundays continues to offer some of the best tourism experiences in the world,” Ms Coddington said.

“Our objective is to get the message out that the Whitsundays is ready to welcome visitors and provide unforgettable holiday memories.”

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