



MEDIA RELEASE

For immediate release

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Are you an award-winning business?

Could your business be the Whitsundays' best tourist attraction, best new tourism business, or best accommodation?

Tourism Whitsundays is excited to announce that nominations for the 2017 Whitsunday Tourism Awards opened last Friday (April 21).

The Whitsunday Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers, and to encourage excellence within the industry.

Tourism Whitsundays CEO Craig Turner said the prestige of being recognised by peers as a Whitsunday Tourism Awards winner was highly regarded.

"The awards recognise growth in tourism products and services, and are based on businesses having a solid business plan, a focus on innovation and targeted marketing campaigns," he said.

"The Whitsunday Tourism Awards are aligned to the state and national judging criteria and the stringent judging process helps business owners review and evaluate their businesses and strive for best practice.

"While the reward and recognition of winning an award is important, it is more about the process of writing a business plan, setting goals and targets, innovating your business and then reviewing your success at the end of the year."

There are more than 30 different categories to enter, so there is something for everyone.

Nominations close on Monday, May 22, with the completed submissions due by Thursday, August 10. Entry is free for Tourism Whitsundays members.

The gala Black Tie event, when the winners are announced, will be held on Saturday, September 30, with champagne and canapes on arrival, a three-course meal with beverages, and live entertainment courtesy of The Potbelleez.

This year, the awards will be held on Hamilton Island, with ferry transfers provided by Cruise Whitsundays and bus transfers to the Port of Airlie provided by Whitsunday Transit.

Tickets are available for purchase individually or by booking a table of 10. Early bird tickets are available at a special price until July 30.

For those wishing to spend the night on Hamilton Island, accommodation is available but attendees are advised to book early to avoid disappointment.

For more information on the 2017 Whitsunday Tourism Awards please contact Melanie Atkins on 4948 5900 or email coordinator@tourismwhitsundays.com.au.

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FOR MEDIA ENQUIRIES, CONTACT:

Deborah Friend

PR & Communications Specialist

Tourism Whitsundays

Ph: (07) 4948 5917 or 0417 765 736

Email: pr@tourismwhitsundays.com.au