



MEDIA RELEASE

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Partnership promotes paradise to passers-by

A very visual display of partnership working is helping the Whitsunday region get back on its feet.

Paradise Outdoor Advertising has given Tourism Whitsundays two free billboards on the Bruce Highway and one free billboard on Shute Harbour Road with the message 'We Are Open For Business'.

It is hoped that the billboards, which are 15kms south of Proserpine, 1km south of Bowen and 9kms west of Airlie Beach, at Mount Marlow, will encourage visitors to turn off the highway and check out everything the beautiful Whitsundays has to offer.

Tourism Whitsundays CEO Craig Turner said it was fantastic when local businesses such as Paradise Outdoor Advertising helped out other local businesses.

"We have all had a challenging time recently but it is in those times that we learn who the real heroes are and for Paradise Outdoor Advertising to just give us these billboards is a great act of generosity and support for the community.

"Tourism Whitsundays is all about partnership working – with our members, our stakeholders and government – and to be able to have such a great partnership with our suppliers as well is very satisfying."

The award-winning Paradise Outdoor Advertising worked with Tourism Whitsundays last year on the 'More to Explore' campaign, which saw a total of 20 billboards dotted along the Bruce Highway from Gladstone to Cairns depicting a range of different attractions and activities.

The campaign was targeted at the 'drive' market within 400km of the Whitsundays and aimed to make visitors think about new and exciting parts of the region they might not have discovered yet.

Paradise Outdoor Advertising CEO Mitch James said the business, which started out in the Whitsundays, was extremely passionate about the Bowen, Airlie Beach and Proserpine regions.

"We have the ability to utilise our product in the region, so we have sponsored and installed at no cost to the region, three billboards," he said.

“These will rotate around to alert tourists and visitors to the area to stop in and discover that the Whitsundays is well and truly open for business.”

For more information about holidaying in the Whitsundays please visit www.tourismwhitsundays.com.au

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