



## MEDIA RELEASE

*For immediate release  
February 6, 2017*

### There's More to Explore in the Whitsundays!

The Whitsundays might be home to some of the most iconic destinations in Queensland but a new marketing campaign is hoping to encourage travellers to visit some of the region's 'hidden secrets'.

The 'More to Explore' campaign is being rolled out this week and targets the 'drive' market within a 400km radius of the Whitsundays.

The aims of the campaign are to increase awareness within the region that the Whitsundays is "in everyone's backyard" and remind visitors about the wide variety of activities on offer and introduce them to new attractions they might not have considered.

This is backed up by a raft of special offers from accommodation houses, tours and trips, aimed at increasing visitation to the region in the traditionally quieter period of March through June.

Tourism Whitsundays CEO Craig Turner said the campaign – which is across digital platforms as well as some 'cheeky' ambush marketing in key markets - would drive bookings to participating operators and bring incremental visitors to the Whitsundays.

"Whether it's snorkelling off the beach in Bowen, wining and dining in Airlie Beach, catching a barramundi in Proserpine, discovering the hinterland around Collinsville, or cruising the islands, the Whitsundays has it all," Mr Turner said.

"We are very well known for our iconic attractions such as Whitehaven Beach and our easy access to the Great Barrier Reef but we also have waterfalls and walking trails, outback cattle stations and inland dams for fishing, waterskiing and picnics, and we have one of the longest stretches of subtropical rainforest in Australia.

"This campaign is about encouraging visitors to 'lift the lid' a little and if they think they have seen it all in the Whitsundays, think again!"

A dedicated landing page has been created to house the special offers – [www.moretoexplore.com.au](http://www.moretoexplore.com.au) - and marketing activity will run throughout February to March 3.

For more information about the Whitsundays' 'More to Explore' campaign visit [www.moretoexplore.com.au](http://www.moretoexplore.com.au) or call Donna Van't Hoff on 07 4948 5914.

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