



MEDIA RELEASE

*For immediate release
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There's More to Explore in the Whitsundays!

The Whitsundays might be only two hours' drive south of Townsville but how well do you really know this wonderful region?

We all know it's home to world famous Whitehaven Beach and the 74 island wonders but did you also know you can snorkel off any number of beautiful beaches in Bowen, catch a barramundi at Lake Proserpine, walk the Whitsunday Great Walk in Airlie Beach, or explore the rugged outback around Collinsville?

The 'More to Explore' marketing campaign was launched today (January 30) and hopes to encourage residents living within a 400km radius to visit the Whitsundays and explore its hidden secrets.

The \$30,000 campaign aims 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 discovered.

This is backed up by a raft of special offers from accommodation houses, tours and activities, 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, print and radio, as well as some 'cheeky' ambush marketing in key markets - would drive bookings to participating operators and bring incremental visitors to the Whitsundays.

"There has never been a better time to visit the Whitsundays for our Queensland neighbours," he 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 - and marketing activity will run from January 30 to March 3.

For more information about the Whitsundays' 'More to Explore' campaign visit www.moretoexplore.com.au or call Donna Van't Hoff on 07 4948 5914.

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