

## **MEDIA RELEASE**

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### **TOURISM WHITSUNDAYS APPOINTS GERMAN REPRESENTATION COMPANY GLOBAL SPOT**

Tourism Whitsundays recently appointed international representation company, Global Spot, to represent the Whitsundays across Germany in a bid to enhance German visitor numbers to the Whitsundays region.

Specifically, Global Spot will provide trade liaison with tourism wholesale operators, product development, the expansion of brochure exposure, training of retail travel agents and reservation staff, and Queensland-synergy support via promotion and campaign concepts.

Tourism Whitsundays Chief Executive Officer Craig Turner said Global Spot's appointment will ensure the Whitsundays brand is promoted adequately across the German market.

"With Global Spot based in Munich, it will enable Tourism Whitsundays to adopt a more on-the-ground approach to its marketing throughout Europe.

"We selected Global Spot because of their proven level of success in increasing the profile of destinations and tour operators," Mr Turner said.

"Our goal is to increase leisure visitor expenditure (visitation, conversion and length of stay) from Germany to the Whitsundays, and we're confident that, through our partnership with Global Spot, we can realise this objective."

In the year ending June 2016, the Whitsundays had seen an increase of visitation from both Germany (15.7%) and the United Kingdom (2%), with a total of 34,000 Germans and 50,000 Brits visiting the region.

Mr Turner said he looked forward to working with Global Spot and Whitsunday Tourism operators in realising a further increase in German visitor numbers to the Whitsundays in the coming years.

"Our partnership with Global Spot represents an exciting new period of growth for Tourism Whitsundays and its members."

**ENDS**

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