



Media Release

Tourism Whitsundays

November 28, 2016

For Immediate Release

The Wonders of the Whitsundays to be Shared Around the World

The wonders of the Whitsundays will be shared around the world with the appointment of a new PR and Communications Specialist at Tourism Whitsundays (TW).

The region's lead tourism promotion agency has appointed local resident Deborah Friend to take charge of PR and get the message out there that the Whitsundays is *the* place to come for a holiday or corporate event.

Deborah has lived and worked in the Whitsundays for more than 15 years and has run her own successful communications consultancy for the past eight years following a career in corporate communications including advertising, marketing, PR and journalism.

She is looking forward to bringing all that experience to bear in her new role as TW's PR and Communications Specialist, promoting the region to the drive, domestic and overseas markets.

TW CEO Craig Turner said the role was a very important one for the tourism organisation as historically it provided great Return on Investment (ROI) for the region, in terms of the media coverage secured.

"We have an awful lot to shout about in the Whitsundays, as those of us who live here know, but it's about getting the right messages out to the right media at the right time.

"Deborah has the experience, skills and knowledge to do a great job and she also has a genuine passion and love for the area. She already knows many of the TW members and is looking forward to working with the region's tourism operators in the communications space.

"The team at TW is very excited to have Deborah on board and we look forward to really getting the Whitsundays message out there regionally, nationally and globally, in as many ways as possible."

Deborah Friend can be reached on 0417 765 736 or email pr@tourismwhitsundays.com.au .

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For more information and images please contact Deborah Friend on 0417 765 736 or email pr@tourismwhitsundays.com.au .

