



MEDIA RELEASE

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WHITSUNDAYS TOURISM EXCHANGE TO GROW TOURISM OPPORTUNITIES

Tourism Whitsundays will stage its annual Whitsundays Tourism Exchange next week, providing representatives from key Australian travel companies an opportunity to sample the various tourism products and experiences on offer in the Whitsundays.

The tourism trade event, to be held at Coral Sea Resort on 16 November, will see 23 major tourism wholesalers and online travel agents from across Australia involved in a series of presentations, provided by 36 Whitsunday tourism operators, one on one meetings with product managers, and a networking function.

According to Tourism Whitsundays Chief Executive Officer Craig Turner, the event has received an outstanding response from both the domestic tourism industry and local tourism operators and is expected to grow tourism opportunities for the region.

“We’re extremely proud to host this event as it provides an opportunity for Tourism Whitsundays and local tourism operators to meet directly with some of Australia’s most influential travel buyers and, ultimately, strengthen our position in the domestic and international markets,” Mr Turner said.

“Through this event we aim to enhance our travel industry affiliations with product managers and trade partners and further promote commercial partnership opportunities.”

The Exchange will be followed by a four-day familiarisation tour of the Whitsundays, which will showcase various products including Heart Hotel and Gallery Whitsundays, Lady Enid, Hamilton Island Resort, Daydream Island Resort and Spa, Ocean Rafting, Cruise Whitsundays’ Reefworld and vessels, Airlie Beach Helipad, Air Whitsunday Seaplanes, Mirage Whitsundays, and Fish D’Vine.

Participants in this year’s Whitsundays Tourism Exchange include Booking.com, Tourism Australia, GTA (inbound tour operator and wholesaler), Flight Centre, Helloworld, Expedia, Virgin Australia Holidays, and Aoliday.

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