



MEDIA RELEASE

For immediate release

June 26, 2017

Partners ensure an unmissable Tourism Awards event

Thanks to a raft of supporters coming on board, this year's Whitsunday Tourism Awards gala event promises to be an unmissable night!

Long recognised as the tourism industry's "night of nights", this year's event – on Saturday September 30, on Hamilton Island – will be even more exciting thanks to the support of local businesses and an airline partner.

Headline sponsor this year is the Reef Gateway Hotel, in Cannonvale, a business known for its community involvement and contributions. Tigerair Australia has also come on board as the official airline sponsor, as well as Whitsunday Transit and Cruise Whitsundays, who are providing bus and ferry transfers on the night.

Entertainment at the gala event will be provided by the Potbelleez, the popular three-piece Irish-Australian electro-house and dance music group, whose hits have included Don't Hold Back and Are You With Me?

Tourism Whitsundays CEO Craig Turner said it was very rewarding to see partners such as the Reef Gateway Hotel and Tiger Australia come on board and support the awards, which were so important to the tourism industry.

"This year, more than ever, I think it is really important that we recognise the outstanding efforts of our tourism operators," he said.

"We are a resilient lot and have met the challenges presented to us this year head on. It will be nice to put all that behind us, even for a short while, and celebrate our successes."

Mr Turner said the awards were a great opportunity for businesses to review the past year, assess their successes and challenges and create a plan for the coming 12 months.

"Many businesses that enter the annual tourism awards use it as an opportunity to review their whole business, including marketing, innovation, staff retention and training, processes and policies and customer service."

The Reef Gateway Hotel's marketing manager Mark Wilkins said the hotel liked to put back into the local community.

"Partnering with Tourism Whitsundays on the annual awards is one way we can help the local tourism industry," he said.

To align with the Queensland Tourism Awards, Tourism Whitsundays has this year finalised the capability to enable submissions to be completed online on the tourismwhitsundays.com.au website, which is more cost-effective for entrants. Submissions are due on August 10.

Tickets to the Gala Event on September 30 are available at <http://www.tourismwhitsundays.com.au/whitsunday-tourism-awards-tickets> and include return bus and ferry transfers with Whitsunday Transit and Cruise Whitsundays.

ends

MEDIA ENQUIRIES, CONTACT:

Deborah Friend

PR & Communications Specialist

Tourism Whitsundays

Ph: (07) 4948 5917 or 0417 765 736

Email: pr@tourismwhitsundays.com.au