



MEDIA RELEASE

For immediate release

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Whitsundays to feature in marketing campaign with Expedia and Wotif

The Whitsundays will feature in a massive online marketing campaign as part of an ongoing partnership with Expedia and Wotif.

The region's marketing and visitor attraction agency, Tourism Whitsundays, is partnering with Expedia Media Solutions on a 12-month campaign occurring across Wotif.com and Expedia.com.au to drive awareness and sales to the Whitsundays.

The Expedia group will promote the Whitsundays through a branded landing page on its website, as well as social media, blogs, e-newsletters and display adverts.

Tourism Whitsundays will do the same and Whitsunday tourism operators are being encouraged to provide attractive deals and offers as part of the campaign.

Tourism Whitsundays' sales and marketing manager Tash Wheeler said the organisation was excited to be launching an ongoing 12-month campaign in partnership with Expedia Media Solutions to keep the Whitsundays top-of-mind for consumers.

"This campaign will provide the Whitsundays with one 'hero' campaign for the entire financial year, aimed at increasing visitation to, and spend in, the region," she said.

"It will give the Whitsunday tourism industry the opportunity to increase demand and therefore revenue, and it will keep the Whitsundays competitive against other holiday destinations.

"It is also aimed at converting holidaymakers from thinking about a holiday in the Whitsundays to actually booking one."

Expedia Media Solutions' Director Gianluca Armando said, "beautiful imagery can capture the attention of potential travellers, and help them picture themselves immersed in the destination, and ultimately inspire them to book a trip. We are showcasing all that the Whitsundays has to offer, with the goal of driving interest and creating a larger demand for the destination."

The first wave of activity, which is aimed at raising awareness, kicked off in June Australia-wide, with the sale period set to run in September and again in January 2018.

For more information about the campaign contact Donna van't Hoff on domestic@tourismwhitsundays.com.au or call 07 4948 5900.

Ends

FOR MEDIA ENQUIRIES, CONTACT:

Deborah Friend

PR & Communications Specialist

Tourism Whitsundays

Ph: (07) 4948 5917 or 0417 765 736

Email: pr@tourismwhitsundays.com.au