



MEDIA RELEASE

For immediate release

July 27, 2017

Whitsundays Information Centre to close

Following a strategic review, the board of Tourism Whitsundays has decided to close the Whitsunday Region Information Centre (WRIC), in Proserpine.

The centre has, for a number of years, recorded substantial losses, due to it being poorly located with very difficult access to both north and south, making entry challenging.

The WRIC only had 2,591 people physically walk in the door over the past 12 months.

Tourism Whitsundays is not in a position to subsidise heavy losses relative to the physical visitation at the centre.

The WRIC generated gross bookings of more than \$475,000 last year with the majority of those coming through the website, emails and phone enquiries.

Tourism Whitsundays will continue to offer a booking service and this will be located at their head office, in Carlo Drive, Cannonvale.

Tourism Whitsundays acknowledges the value of an accredited information centre and is hopeful that it will be able to find a suitable location, with better access, going forward.

Ends

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