



MEDIA RELEASE

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BIG REPRESENTATION OF WHITSUNDAYS OPERATORS IN TOURISM AND EVENTS QUEENSLAND'S BEST OF QUEENSLAND EXPERIENCES PROGRAM

The results of Tourism and Events Queensland (TEQ) Best of Queensland Experiences Program are in. Following the TEQ interim results period the Whitsundays have proven why we're industry leaders with our operator results up a whopping 41% of identified Best of Queensland Experiences compared to this time last year when the initiative was started. The final results also show a significant increase across all criteria from our operators and show an above state average across the selection criteria.

The Best of Queensland Experiences Program run through TEQ is an innovative program that guides the Queensland tourism industry to deliver outstanding customer experiences, create positive word of mouth, help attract more visitors to their respective areas, grow expenditure and increase market share. The selection criteria to be identified as a Best of Queensland Experience is based on a points system which covers overall customers reviews, online booking systems, social media presence, Regional Tourism Organisation membership and relevant accreditations.

The program has been developed in partnership with the state's Regional Tourism Organisations, the Queensland Tourism Industry Council and the Department of Innovation, Tourism Industry Development and the Commonwealth Games. It identifies and recognises experiences that best bring the Queensland story to life and consistently deliver a high-quality visitor experience.

Tourism Whitsundays CEO Tash Wheeler has been thrilled with the local Whitsundays results "It's fantastic to see the Whitsundays has 90 operators identified by TEQ as being part of the Best of Queensland Experience and we've also been extremely pleased to see that 89% our assessed operators are Tourism Whitsundays members"

A large percentage of the selection criteria for the Best of Queensland Experiences Program is weighted on reviews left by customers across multiple review platforms such as TripAdvisor. Most of our Whitsundays operators scored very highly across this criterion, Just Tukn' Around was the highest with a perfect customer review score of 100.

Tania Lewis from Just Tuk'n around said "Our team are all really excited to see we had a perfect score from our customer reviews, it's a great testament to the work that the team do and the unique service we provide to our customers"

Tourism and Events Queensland CEO Leanne Coddington said the Best of Queensland Experiences Program was designed to benefit the entire Queensland industry.

“The Best of Queensland Experiences Program aims to support industry in delivering exceptional customer experiences across the state - leading to positive word of mouth and an increase in overnight visitor expenditure and market share,” she said.

“We’re excited to deliver the first results as part of this innovative new program and are delighted with the positive outcome for tourism operators across Queensland, including in the Whitsundays where visitors can immerse themselves in so many wonderful Queensland experiences.”

To be involved in next years Best of Queensland Experiences Program please go to the TEQ website for more information: <https://teq.queensland.com/experiences/best-of-queensland-experiences>

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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