



MEDIA RELEASE

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2019 WHITSUNDAY TOURISM AWARDS – NOMINATIONS NOW OPEN!

The 2019 Whitsunday Tourism Awards nominations are now open with the date of the big day set for Saturday 26 October. This year, Tourism Whitsunday and Queensland Tourism Industry Council (QTIC) have collaborated in offering the Whitsundays Region access to the Awards Online Program in 2019. In what will be a Queensland Regional Tourism Office (RTO) industry first the Whitsunday tourism operators, accommodation providers and business owners will nominate and submit all through the Awards Online Portal which in previous years was only used for entrants to the state and national level Tourism Awards.

Tourism Whitsundays CEO Tash Wheeler said “We are very excited to be able to offer this to our Members and are grateful to QTIC for their efforts in making this possible. From this year, nominees will be able to enter once using this portal online for any categories that are open at Queensland level. We have already had fantastic feedback from industry who have long awaited this transition.”

Tash Wheeler adds “We also hope this encourages more of our industry to have a go at nominating and going through the awards process. It is a great process to go through to review your business and work towards stronger practice each year.”

QTIC’s awards team have been working with A Quantum Leap Beyond Spreadsheets over the last four years to introduce the Awards Online Program to state level awards entrants. With many businesses familiar with the process the transition should be seamless into the Regional Awards programs.

QTIC’s CEO Daniel Gschwind has said of the partnership “We are very excited to see the new partnership arrangement between Tourism Whitsundays and QTIC deliver benefits to members throughout the region. With the launch of this year’s Queensland Tourism Awards program, Whitsunday entrants will have streamlined access to the process. We look forward to many of the quality tourism operators from this iconic location being part of the awards program. It is an exciting opportunity to showcase business excellence in regional Queensland and draw attention to the professionalism of our industry – even in the most challenging circumstances.”

The Whitsunday Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers and to encourage excellence within the industry. The awards recognise growth in tourism products and services and are based on businesses having a solid business plan, businesses that continually innovate their products and who implement targeted marketing campaigns.

The prestige of being recognised by peers and as a Whitsunday Tourism Award winner is highly regarded and used extensively in the marketing of their products and services.

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