



MEDIA RELEASE

For immediate release

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MEMBERSHIP THROUGH TOURISM WHITSUNDAYS IS A SOLID INVESTMENT IN THE GROWTH OF THE WHITSUNDAYS TOURISM INDUSTRY

The tourism industry in the Whitsundays is one of the three economic pillars in the region and accounts for one in three jobs throughout the region, it's the lifeblood of many businesses both directly and indirectly. It's imperative to remember the importance of tourism and how equally important it is to support and invest in the global marketing and promotion of this destination through the work of Tourism Whitsundays.

CEO of Tourism Whitsundays Tash Wheeler echoes these sentiments, "It has been a tough few years for our beautiful Whitsundays industry through a string of unfortunate events outside of anyone's control, now more than ever our tourism industry needs to rally together, we need to invest in the continued growth of our region using the resources available to Tourism Whitsundays to promote our stunning destination to a global audience. There are so many exciting re-openings and new products happening for the Whitsundays – this is set to be a big year for us, we need to make the most of that opportunity through continued membership support."

Tourism Whitsundays (TW) core business is the global destination marketing and visitor attraction of the Whitsundays region, its key goal is to attract as many domestic and international visitors to this beautiful slice of paradise. This year alone Tourism Whitsundays has proudly generated over \$23m in leisure publicity value for the Whitsundays. TW in partnership with Whitsunday Coast Airport has invested in one of the regions emerging markets, China, through being part of the \$25m connecting with Asia 3-year consortia partnership with Tourism Australia, Tourism and Events Queensland, Brisbane Airport Corporation, Brisbane Marketing and Gold Coast Tourism. TW has advocated and received an additional \$1.2m in marketing funds to directly promote the Whitsunday coast mainland as well as the rediscovery of the Whitsunday Islands resorts and they've been working closely with Queensland Tourism Industry Council through the \$85k Industry Development Program which sees a series of insightful business workshops held in the region.

Tourism Whitsundays is a non-for-profit membership-based organisation, it is responsible for the global destination marketing and visitor attraction of the Whitsunday region, and 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 believes in marketing all aspects of the region including Airlie Beach, Bowen, Collinsville, the Great Barrier Reef, Proserpine and the Whitsunday Islands, through the exceptional choices available to visitors such as our accommodation, boating and sailing, fishing, touring,

recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events

Whitsunday Regional Council are significant funding partners of Tourism Whitsundays, through the leadership of Mayor Willcox and his fellow councillors it is evident the priority the Whitsunday Regional Council places on tourism in the Whitsundays having allocated more funding to Tourism Whitsundays in this current financial year than ever before.

Whitsunday Regional Council Mayor Andrew Willcox said it was exciting times ahead for the tourism industry in the Whitsunday Region.

“In the next few months the \$40m runway and terminal upgrade to Whitsunday Coast Airport, the \$6.3m Airlie Beach Foreshore Revitalisation and the \$5m Beautiful Bowen project will all be completed providing an improved visitor experience,” he said.

“My Council is excited to partner with Tourism Whitsundays as our peak tourism body to chart strong future growth for, not only industry stakeholders, but the whole region.”

“As Mayor, I sit on the Tourism Whitsundays board with a hands-on role in developing strategic plans that will set the future vision for tourism in the Whitsundays.”

“It is important that stakeholders become members of Tourism Whitsundays to ensure they are fully engaged on the journey.”

This year Tourism Whitsundays has added the ‘Youth Cluster Group’ to their charter, which is a new dedicated marketing segment for TW and one that they have committed to championing in the upcoming year, in addition to adding this key market into the charter Tourism Whitsundays will continue to offer members exclusive deals and will also introduce automatic membership renewals for 2020/2021 for members that opt in.

For more information on membership with Tourism Whitsundays please look over our prospectus <<https://www.tourismwhitsundays.com.au/tourism-whitsundays-membership-for-2019-20>> or email the membership team <membership@tourismwhitsundays.com.au>

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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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