



MEDIA RELEASE

For immediate release

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MAJOR WHITSUNDAY MARKETING CAMPAIGN KICKS OFF TODAY

This week marks the kick off of the major joint \$1 million marketing campaign announced late last year by Tourism Industry Development Minister Kate Jones.

The joint \$1 million marketing fund is an cooperative partnership led by Tourism Whitsundays and includes Tourism and Events Queensland, Cruise Whitsundays, Daydream Island Resort, Hamilton Island and InterContinental Hayman Island Resort to help promote the rediscovery of the Whitsunday Islands and is being targeted at key domestic markets such as Melbourne, Sydney and throughout Queensland.

Tourism Whitsundays CEO Tash Wheeler is excited to see this campaign promote the whole region.

“Whilst the key creative for the marketing campaign will be the rediscovery of the Whitsunday Islands, we really see this as a positive way to uplift the whole region through the extensive marketing and PR activity planned as part of this fund.”

The joint marketing fund will cover a comprehensive creative media buy campaign and PR strategy which will include office towers in Sydney and Melbourne, street furniture and social and digital activity across Melbourne, Sydney and throughout Queensland.

With 2019 locally marked as the Whitsundays ‘come back’ year this joint funding has come at the most opportune time, it’s an excellent opportunity to leverage the media interest in the reopening of Daydream Island Resort and InterContinental Hayman Island Resort following their extensive redevelopments.

Jayson Heron Director of Sales and Marketing for Daydream Island is pleased to see the coming together of major Whitsundays businesses.

“It’s very encouraging to see for the first time the likes of Cruise Whitsundays, Daydream Island Resort, Hamilton Island and InterContinental Hayman Island Resort, Tourism and Events Queensland and Tourism Whitsundays coming together as a collective to help drive domestic visitation to this very important tourism destination.”

For more information visit - <http://thewhitsundays.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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