



MEDIA RELEASE

For immediate release

May 13, 2019

WHITSUNDAYS ON SHOW ON THE EAST COAST

The diversity and high quality of Whitsundays experiences is about to be showcased to key domestic markets in time for the winter holiday season.

The hugely successful annual Whitsundays East Coast Roadshow will take place from the 14th – 16th of May starting off in Brisbane, then travelling to Sydney and Melbourne, with 21 Whitsunday tourism operators' putting products on show.

In each key market, the operators – who are representing the islands, Airlie Beach and Bowen - will have the vital opportunity to provide product updates and information to groups of top tier travel agents over three days. Having the chance to update retail agents and wholesalers annually ensures their products and the Whitsundays are top-of-mind.

Tourism Whitsundays CEO Tash Wheeler said retailers and wholesalers provided customers with an accessible place – either online or as a shopfront – to book or enquire about travel products, effectively selling the product to the consumer on behalf of the operator.

“Understanding the various ways your products can be sold to potential customers – both in Australia and overseas – is vital to ensuring the sustained viability of your business. While a significant proportion of customers will find you by themselves, either online or through your marketing channels, it’s important to understand how the different distribution channels are likely to impact on your products and your costs.”

“The Whitsundays East Coast Roadshow provides operators with the opportunity to train the travel agents in person on their experience. It is great timing for the southern cities as they head towards a chilly winter and the Whitsundays remains beautiful and warm, enticing visitors to our region.”

In addition to training retail and wholesale travel agents, the Whitsundays East Coast Roadshow will see Tourism Whitsundays, in partnership with Daydream Island Resort and InterContinental Hayman Island Resort host a Product Managers lunch in Brisbane and a China trade focused lunch in Sydney.

Ocean Rafting owner operator Jan Claxton said Whitsundays East Coast Roadshow was a popular event spanning the three capital cities of the East Coast states.

“It is great opportunity for the region to unite and present as a destination, helping drive business to the Whitsundays,” Mrs Claxton said.

“Ocean Rafting is thrilled to be part of the Whitsundays East Coast Roadshow each year, it’s an invaluable chance for our business to update top tier trade on our exciting new product updates and keep Ocean Rafting and the Whitsundays in the forefront of trade partners minds”.

Whitsundays operators involved in the 2019 Whitsundays East Coast Roadshow:

BIG4 Adventure Whitsunday Resort
Bowen Tourism & Business
Coral Sea Resort
Cruise Whitsundays - Journey Beyond
Daydream Island Resort
Discovery Parks Airlie Beach
Explore Whitsundays
Hamilton Island
InterContinental Hayman Island Resort
Mantra Group
Mirage Whitsundays
Ocean Rafting
Palm Bay Resort
Prosail Whitsundays
Red Cat Adventures
True Blue Sailing
Whitsunday Apartments Hamilton Island
Whitsunday Coast Airport
Whitsunday Transit
Whitsundays 2 Everywhere
Whitsundays Sailing Adventures

Each year the Whitsundays East Coast Roadshow continues to grow and include more exciting products and operators this in turn helps our Whitsundays voice in important trade sector become louder. The success of this event each year would not be possible each year without the support and involvement of our Whitsundays operators.

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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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