



MEDIA RELEASE

For immediate release

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Donna van 't Hoff finalist in Travel Weekly's Women in Travel Awards

Tourism Whitsundays is thrilled to announce their Marketing Manager Donna van 't Hoff has been nominated as a finalist in Travel Weekly's annual Women in Travel Awards.

The Women in Travel Awards by Travel Weekly recognise women who have achieved astronomic success in their professional arenas and celebrate their invaluable contribution through leadership, innovation and courage to the travel industry. The awards are held at a gala event in Sydney at Doltone House, Hyde Park on the 20th June.

Donna van 't Hoff has been nominated for the award of Tourism Board, and is up against some stiff competition from VisitBritain, Tourism Authority of Thailand as well as Abu Dhabi's Department of Culture and Tourism.

CEO of Tourism Whitsundays Tash Wheeler thinks this is a deserving nomination for Donna.

"Donna is such a valuable part of the Tourism Whitsundays team, her dedication to marketing the Whitsundays on a global scale is unparalleled. We think it's fantastic that Donna is a finalist and wish her all the very best for the awards."

Donna has called the Whitsundays home since 2012. Her love of the ocean, sun and laid-back outdoor lifestyle made the Whitsundays the obvious choice for her small family. Starting her Whitsundays career at Hamilton Island as the Regional Sales and Marketing Manager, Donna was able to develop a great understanding of the Whitsundays operators and experiences. Donna has been a crucial part of the Tourism Whitsundays team for almost three years.

Tourism Whitsundays Marketing Manager Donna van 't Hoff was excited and surprised by her finalist position.

"It's really exciting to be a finalist for the Tourism Board Award, especially given the calibre of nominations Travel Weekly received this year. It's an honour to be included and recognised on such a prestigious list."

Donna's tireless hard work has seen her at the helm of two huge campaigns already this year, the Mainland Monsoon Flooding Campaign and the \$1million Island Recovery Campaign. As well as these campaigns Donna was instrumental in the success of this year's Whitsundays East Coast Roadshow and the Whitsundays representation at Australian Tourism Exchange.

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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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