



MEDIA RELEASE

For immediate release

June 11, 2019

TOURISM WHITSUNDAYS LAUNCHES MAJOR SOCIAL MEDIA COMPETITION

Tourism Whitsundays is excited to today launch its major social media competition - the Whitsunday Coast competition. The competition will focus on everything you can do on the mainland or from the mainland and why places like Airlie Beach are such fantastic holiday destinations!

Earlier this year following the advocacy work of Tourism Whitsunday and the Whitsunday Regional Council, the Queensland Government announced a \$250,000 marketing fund for the Whitsundays as part of the greater \$1 million funding commitment to promote and support tourism businesses in North Queensland in response to the effects on tourism following the February monsoon. Tourism Whitsundays has put the \$250,000 into marketing the mainland.

CEO of Tourism Whitsundays Tash Wheeler believes using social media will allow this campaign to have an impressive reach.

“The power of social media has been proven time and time again over the past few years, we believe using this medium to push our message will have amazing results not just in driving awareness of our beautiful region, but also in converting that awareness to sales.”

Entering the competition is easy, Instagram users simply pick their favourite Whitsunday Coast image whether it be from their own collection of images or an image of the Whitsunday Coast they've found from the Visit Whitsundays Facebook Gallery <https://www.facebook.com/pg/WhitsundaysQLD/photos/?tab=album&album_id=10157265756815349> with photo credit. Participants share their post to Instagram and in 25 words or less explain why they would rather be on the Whitsunday Coast. To be eligible participants need to tag #lovewhitsundays #adventureairlie and #whitcoastgiveaway. The competition will be promoted through Facebook and Instagram targeted advertising

Marketing Manager of Tourism Whitsundays Donna van 't Hoff who is project managing this campaign has been thrilled with the support from operators offering prizes.

“We've received an overwhelming response from operators wanting to be involved in this campaign and generously offering their products as part of the jaw-dropping prize pool which we're sure will help us in achieving maximum participation.”

Renee Branton-Brown Regional Sales Manager of Cruise Whitsundays is excited to be involved with this campaign.

“Cruise Whitsundays jumped at the opportunity to be involved with this social media campaign, aside from the amazing prizes on offer we saw it as great way to promote experiences available from the mainland and drive visitation to the region.”

Prizes on offer through the Whitsunday Coast competition are:

PRIZE 1

STAY - 3 nights at Coral Sea Resort with daily breakfast, 3 nights at Mirage Whitsundays with daily breakfast AND 3 nights at Paradise Cove Resort

DO – Full day Great Barrier Reef Adventure with Cruise Whitsundays, Sunset and Boardwalk tour including dinner with Whitsunday Segway Tours AND a Fly and Cruise package with GSL Aviation

DEVOUR – A seafood indulgence for two from Fish D’vine

PRIZE 2

STAY – 3 nights at Peppers Airlie Beach with daily breakfast AND 3 nights at Freedom Shores

DO – Full day Thundercat tour with Red Cat Adventures, Airlie Adventure Jetski Tour with Whitsunday Jetski Tours AND a Reef & Whitehaven Discovery with Air Whitsunday Seaplanes

DEVOUR – A Taste of the Sea platter for two from FISHI

PRIZE 3

STAY – 3 nights at Discovery Parks Airlie Beach with daily breakfast pack AND 3 nights at Mantra Club Croc with daily breakfast

DO – Day tour with Ocean Rafting including tropical buffet lunch, All Things Beautiful guided tour with Absolute Airlie AND a day tour with Whitsunday Crocodile Safari

DEVOUR – Dinner at Sorrento Restaurant & Bar with a \$100 voucher

PRIZE 4

STAY – 3 nights at Pinnacles Resort AND 3 nights at BIG4 Adventure Whitsunday Resort

DO – Day sailing tour with Derwent Hunter AND a Sunset Cruise with Sundowner Cruises

DEVOUR - Dinner at Anchor Bar, Airlie Beach with a \$75 voucher

PRIZE 5

STAY – 3 nights at Toscana Village Resort with daily breakfast

DO – Sunset Sail with Providence V

DEVOUR – Dinner at KC’s Bar & Grill with a \$100 voucher

PRIZE 6

STAY – 3 nights at Whitsunday Terraces Resort

DO – Full day Great Barrier Reef tour with Explore Group

DEVOUR – Breakfast at Fat Frog Café with a \$100 voucher

PRIZE 7

STAY – 3 nights at Executive on Whisper Bay with Accom Whitsundays

DO – Day tour with Lady Enid Sailing

DEVOUR – Dinner at Mira Restaurant with a \$80 voucher

PRIZE 8

STAY – 3 nights at Whitsundays Rainforest Retreat with daily continental breakfast

PRIZE 9

STAY – 3 nights at BIG4 Whitsundays Tropical Eco Resort

PRIZE 10

STAY – 3 nights at Queens Beach Tourist Village

The Whitsunday Coast competition will run from 1:00pm on Tuesday 11 June 2019 and ends at 2:00pm on Friday 21 June 2019 and will include a giveaway of 10 prizes. For full terms and conditions visit <<https://whitsundaysqld.shortstack.com/7nFg6M>>.

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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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To access the Tourism Whitsundays Media Centre click [here](#)