



MEDIA RELEASE

For immediate release

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Introducing our new Information Services Coordinator: Tracey Tyler

Tourism Whitsundays is delighted to announce the appointment of Tracey Tyler to the role of Information Services Coordinator.

The Information Services Coordinator's key responsibility is the coordination of the Volunteer Cruise Ship Ambassador Program. A program which since its inception has been run through the tireless work of a loyal group of volunteers.

The Volunteer Cruise Ship Ambassadors Program was established in 2004 as an initiative of the Airlie Beach Chamber of Commerce. Judi and Keith Dunn established and managed the program for the first 10 years. Five years ago, Brian Richardson took the reins.

Tourism Whitsundays CEO Tash Wheeler believes the Volunteer Cruise Ship Ambassadors are essential to the region's growth in this sector.

"I would like to take this opportunity to give a heart-felt thank you to Brian Richardson, Judi and Keith Dunn and the team of dedicated cruise ship volunteers, they are on the forefront of welcoming thousands of guests to our region, they are always a friendly face and a wealth of local knowledge. Having a strong Volunteer Cruise Ship Ambassadors Program is essential to the success of gaining more cruise ships to the area.

"A very special thank you to Brian for his determination and untiring commitment over the past five years."

18 months ago, the region saw a rapid increase in cruise ship numbers going from around 40 per year in 2016-2017 to upwards of 66 cruise ships which will see in excess of 90,000-day visitors to the region in 2019-2020. Due to this huge increase it became evident that the volunteer coordinator role would need to move to a paid position. With new cruise ships set to come online over the next few years records indicate visitation growth in this sector is only set to continue.

Tourism Whitsundays CEO Tash Wheeler notes the Volunteer Cruise Ship Ambassador Program is thanks to the strong partnership between Tourism Whitsundays and Whitsunday Regional Council.

"The Volunteer Cruise Ship Ambassador Program is co-funded by Tourism Whitsundays and Whitsunday Regional Council. At Tourism Whitsundays we are grateful to be working with a council that supports tourism in our region and recognises it as a strong economic pillar

within the community. This program will ensure the longevity of returning cruise ships to our region.”

Mayor Andrew Willcox said the Cruise Ship Ambassadors are local treasures who enhance the reputation of our region and Council was proud to support their program.

“These volunteers are amazing and the feedback from the 60,000 plus cruise ship passengers which visit annually is always positive and glowing.

“The lasting impression they leave on visitors from Australia and abroad is priceless promotion for our region,” he said.

Tracey’s affinity with the Whitsunday region started from an early age, with most of her school holidays spent in the Whitsunday region. Then after leaving high school and gaining a Diploma in Tourism & Tour Guiding, Tracey moved to Airlie Beach around twenty years ago. Tracey is a familiar face in the Whitsunday tourism industry having worked in many places locally over the years, focusing mostly in holiday parks and resort management.

Tracey is thrilled to now be part of the Tourism Whitsundays team in this newly created role of Information Services Coordinator.

“I am ecstatic to be part of the Tourism Whitsunday team as it is a dream job for me. The team have been extremely supportive in welcoming me.

“Coordinating such a well-established volunteer program such as The Volunteer Cruise Ship Ambassadors Program is an exciting new role to take on. I am very grateful for the opportunity and for the ambassadors having me on board. I am very fortunate in having such a great mentor as Brian Richardson who is teaching me the ropes before he hands over the reins.”

Brian Richardson is thankful to the dedicated team and believes they will show Tracey the same support.”

“Firstly, I’d like to welcome Tracey to the team. I’d also like to take this chance to thank all the volunteers for their unwavering support over the past five years. I feel sure they will give Tracey the same support and I’m confident we will continue to see this program prosper.”

For more information about the Volunteer Cruise Ship Ambassadors Program or how to be involved please check the Tourism Whitsundays website.

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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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