



MEDIA RELEASE

For immediate release

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MARKETING INITIATIVE TO DRIVE VISITORS FURTHER THROUGH THE WHITSUNDAY REGION

Tourism Whitsundays has reimagined its Dine. Shop. Enjoy initiative, 2019 brings the initiative back bigger and better with a new name 'Exclusive Visitor Card'. The Exclusive Visitor Card is aimed at visitors in region, giving them fantastic exclusive offers from around our glorious region. The driving force of these cards is to encourage visitors to explore more of the Whitsundays while they're here, our mainland offerings are vast and diverse.

Tourism Whitsundays CEO Tash Wheeler said "the Exclusive Visitor Card initiative is more important than ever with our growing visitor numbers. We have such a range of restaurants, accommodation, retail and experiences throughout our destination, we want to encourage our visitors to explore all of what the Whitsunday Region has to offer. We took on feedback from industry from last year and have simplified our approach, we have moved the offers to an online marketplace which can be accessed through the Tourism Whitsundays website, this also gives us the ability to update the offers more frequently".

The Exclusive Visitor Card will be distributed to visitors via accommodation houses, airport and ferry transfer providers, tour operators, and the Volunteer Cruise Ship Ambassadors. Visitors will be directed to the Tourism Whitsundays digital marketplace, www.tourismwhitsundays.com.au/visitorcard where they will find an excellent array of exclusive offers from our members throughout the region, helping to drive a more assorted exploration of our Whitsundays.

The sixth of February will see a huge number of cruise ship passengers descend upon the region as we will be welcoming two cruise ships, Explorer of the Seas and Pacific Aria into our ports. Between these two ships there is the potential to see in excess of 3,500 passengers, all with the opportunity to take up one of the exclusive member offers through the Exclusive Visitor Card.

Tourism Whitsundays Membership Officer Haylee Eaves said "We believe this is a great opportunity for members to offer exclusive offers to help entice visitors to explore the wide variety of options we have in our region from Airlie Beach to Bowen, Collinsville and Proserpine. We still have opportunities for members wanting to be involved, please contact the Tourism Whitsundays team on reception@tourismwhitsundays.com.au should you want to be involved through providing an offer or being a distribution partner".

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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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