



MEDIA RELEASE

For immediate release

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Visitors to explore a little further and discover something new this holiday period

A handy new guide to the Whitsundays' restaurants, shops and tours has just been launched by Tourism Whitsundays to encourage visitors to sample what's on offer around the region.

The 'Dine, Shop, Enjoy' booklet is a slim, glossy brochure, which can be tucked inside a pocket or a handbag and showcases the region's lively dining scene, eclectic shops and wide range of tours.

It is also chock-full of excellent offers, giving customers a little extra something to entice them to visit the variety of spots across the region featuring everywhere from Airlie Beach to Bowen, Collinsville and Proserpine, along with Cape Gloucester.

It is hoped the booklet, which will be distributed in hotels, resorts and shopping centres, will encourage visitors to take advantage of the Whitsundays thriving retail scene.

Tourism Whitsundays Sales & Marketing Manager Tash Wheeler said the booklet – a first for the organisation – had been launched just in time for the busy summer holiday period.

"The Whitsundays is well known for its wide range of tours and trips but it has also developed a very exciting dining and shopping offering in recent years and we were very keen to showcase this on behalf of our members across the wider Whitsunday region," she said.

"We are thrilled with the number of operators who have come on board with some really excellent offers, which will really encourage visitors to sample the region's restaurants and indulge in some retail therapy.

"There are also some great offers on cruises and tours, so it makes sense for hotels to use this as a value-add for their customers who are serious about getting out and exploring, whether that's playing, shopping or dining out.

"It will also be a very handy little booklet to have in your pocket during the Whitsundays Clipper Race Carnival, which is happening right across the region from January 13 to 29, 2018."

The offers are by way of a tear-out voucher that the customer takes to the participating outlets, who are spread right across the region including Airlie Beach, Proserpine, Bowen and Collinsville.

Heath Bentley, owner of Walter's Lounge, said it was great to see a booklet that helps drive visitors to try something new and experience more of the great food and wine scene that is on offer in the Whitsundays.

"The region has grown with the food and wine offering, so the more opportunities to showcase what we have, the better!" he said.

Jonathan Freeman, Chairman of Bowen Tourism and Business, said it was great to see Tourism Whitsundays producing a piece of collateral really promoting the diverse region from Airlie Beach out to Bowen and Collinsville.

"This booklet will, in the first instance, educate people on how much there is on offer in this great region, then get people to explore a little further," he said.

"Grab your copy now so you don't miss out over the busy holiday period!" Ms Wheeler added.

Hotels and resorts who would like more copies for their guests can call Tourism Whitsundays on 07 4948 5900 or email reception@tourismwhitsundays.com.au

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