



MEDIA RELEASE

For immediate release

December 11, 2018

2018 WHITSUNDAYS TOURISM EXCHANGE A HUGE TRIUMPH

Tourism Whitsundays was thrilled to again host the successful Whitsundays Tourism Exchange for its fifth year.

Whitsundays Tourism Exchange (WTE) is an opportunity for Product Managers from 24 of the top trade partners such as Expedia Group, Flight Centre Travel Group and Helloworld Travel LTD representing wholesalers, inbound tour operators and online travel agents to descend on Airlie Beach giving local tour operators and accommodation houses the chance to provide product updates and build important relationships via several events set up through Tourism Whitsundays over the week

Tourism Whitsundays CEO Tash Wheeler said of the successful event “Every year the feedback from the WTE gets better and better, each year it exceeds our expectations. It’s great to see that our local tour operators and accommodation houses recognize the WTE as a key event every year”.

Several big names were in attendance this year such as Australia One, Tourism Australia, Helloworld Travel Ltd, Flight Centre Travel Group, Expedia Group, Tourism and Events Queensland, Daydream Island, Hayman Island, Hamilton Island and Journey Beyond (Cruise Whitsundays).

This year’s WTE was kicked off at Boathouse FishBar with a delicious welcome dinner and the initial opportunity for networking. The main WTE workshop was conducted at Peppers Airlie Beach followed by another vital networking opportunity at Mira Ambrosia Restaurant, Mirage Whitsundays.

Richard McKisack Daydream Island’s Business Development Manager – Leisure said “I would like to say that my first WTE was a huge success. It brought Australia’s key sellers of Whitsundays into the region to experience the products first hand. With our opening in April 2019, it was crucial for our partners to experience, see & feel the region and so they can pass on to their clients”.

Tom Gallagher Flight Centre Travel Group Product Managers agrees “The WTE was extremely beneficial to my role as Product Manager at Flight Centre Travel Group. I was able to meet face-to-face with numerous sellers, providing opportunities to establish new relationships, discuss new products, as well as improve existing business arrangements. The efficiency offered by meeting with so many people in the one place was fantastic, and I look forward to attending WTE again next year”.

The success of this event would not be possible each year without the help and generosity of our major sponsors. Thank you to Boathouse FishBar, Daydream Island Resort, Mirage Whitsundays, Peppers Airlie Beach, Tourism Australia and Whitsunday Coast Airport.

To access event photos click here.

https://www.dropbox.com/sh/a11ciplecrsc888/AAAjzG3soN8_x8la9zQw8lmoa?dl=0

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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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