



**MEDIA RELEASE**

*For immediate release*

**December 19, 2018**

## **TOURISM MARKETING BOOST FOR WHITSUNDAYS**

Tourism Industry Development Minister Kate Jones today announced a new \$1 million campaign to lure more Sydney and Melbourne residents to the beautiful Whitsundays.

Ms Jones said Tourism and Events Queensland and Tourism Whitsundays would deliver the campaign.

“The Whitsundays is a jewel in our tourism crown and now is the ideal time to promote the region as the perfect next Queensland holiday destination to travellers across Australia,” she said.

“Hayman Island and Daydream Island are finalising their renovations after Cyclone Debbie and are due to come back online in the new year, while Hamilton Island continues to offer travellers one of the most iconic Queensland holidays imaginable.

“From Whitehaven Beach to the underwater beauty of the Great Barrier Reef, the Whitsundays is renowned for its natural beauty.

“This new marketing campaign will help promote the Whitsundays to key tourism markets in Sydney, Melbourne and across Queensland with the aim of driving visitation to the region throughout 2019.”

Ms Jones said the campaign was funded in partnership between Whitsunday tourism operators, Tourism Whitsundays and Tourism and Events Queensland.

“This partnership will allow us to extend the campaign and make a positive impact for the region,” she said.

Tourism Whitsundays CEO Tash Wheeler said the industry was excited about the campaign.

“Next year is going to be a huge year for the Whitsundays with so many of our iconic experiences reopening as well as brand new experiences right across the region,” she said.

“We are thrilled to have developed a partnership with industry and Tourism and Events Queensland to drive awareness and visitation to the Whitsunday region.”

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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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