



**MEDIA RELEASE**

*For immediate release*

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## **Tourism Whitsundays realigns marketing strategy with new Marketing Manager**

A well-known face of the Whitsundays, marketing super-star, Donna van't Hoff has now moved into the official position of Tourism Whitsunday's Marketing Manager overseeing International and Domestic markets.

Following the departure of Emma Whitney as International Marketing Manager, the organisation took time to look at the domestic and international market and how resources could be streamlined to give a bigger bang in 2019.

Tourism Whitsundays CEO Tash Wheeler said, "Donna has been with the organisation for over two years and in that time has cemented her position by providing strong marketing guidance and support to members, growing key trade relationships and executing marketing campaigns nationally. The realignment of domestic and international makes sense for a small organisation such as Tourism Whitsundays and with the world smaller than ever, gives greater opportunity to maximise key relationships globally."

Donna has called the Whitsundays home since 2012. Her love of the ocean, sun and laid-back outdoor lifestyle made the Whitsundays the obvious choice. Starting her Whitsunday career at Hamilton Island as the Regional Sales and Marketing Manager, through this Donna developed a great understanding of the Whitsundays operators and products. Prior to her time on Hamilton Island Donna worked for a variety of companies in sales roles including Double Tree by Hilton in Zazibar and Covermore Travel Insurance.

The success of the Whitsunday Tourism Exchange, which saw the Whitsundays welcome Product Managers from 24 of the top trade partners such as Expedia Group, Flight Centre Travel Group and Helloworld Travel LTD would not have been achieved without Donna's dedication and determination.

Tourism Whitsunday's Marketing Manager Donna van't Hoff said "I have learnt so much over my past couple years at Tourism Whitsunday, we've had a trying time in the Whitsundays over the past 18 months, I know 2019 is going to be a huge year for us. I look forward to being on the front line of marketing this incredible destination. We have some great ideas that we are working towards for international and domestic for the new year as well as redefining the organisations marketing strategy into the new financial year."

Congratulations Donna.

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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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