



## **MEDIA RELEASE**

*For immediate release*

**13 June 2018**

### **TOURISM WHITSUNDAYS RECEIVES RECORD FUNDING FROM WHITSUNDAY REGIONAL COUNCIL**

Tourism in the Whitsunday Region has received a further boost with Whitsunday Regional Council boosting their investment in the peak tourism body to \$600,000.

Council handed down their 2018/19 budget on Monday and has increased their funding by \$150,000 to support the regional tourism organisation's marketing activities over the next financial year.

Tourism Whitsundays General Manager, Tash Wheeler, said the commitment from the Whitsunday Regional Council would help deliver increased marketing initiatives across the whole region.

"The increased funding will allow greater opportunity for marketing initiatives to continue to grow in key international source markets," she said.

"We will now be able to collaborate with other Great Barrier Reef regions on domestic campaigns and also, for the first time in several years, activate regional marketing campaigns pushing visitors further throughout the region."

Mayor Andrew Willcox said Council were passionate supporters of TW and fully recognised that tourism and the region's economy were closely aligned.

"During my term as Mayor we have nearly doubled the annual funding which shows that our councillors recognise the important role that tourism plays within the region.

"Within Council's Economic Development Strategy there are a number of tourism focused initiatives that will complement the work of Tourism Whitsundays.

"In the coming year the council and TW will partner on redeveloping the Destination Tourism Plan along with the development of a new destination brand," Mayor Willcox said.

Ms Wheeler said TW are passionate about growing tourism across the entire diverse Whitsunday region.

"Over the coming months we will deliver a new brand which will be accompanied by messaging for each of the townships that make up the Whitsunday region.

“This will underpin our marketing activity over the next 12 months as our focus will be on messaging and achieving return on investment through visitation and elevating the Whitsundays message around the world.

“The story will be an exciting one with both Hayman Island and Daydream Island Resort reopening as well as the new resort, Elysian on the South End of Long Island. Aviation is an important part of the picture and we will continue to work closely with the Whitsunday Coast Airport with an aim to deliver a better result than what we had before the decrease in access,” she said.

Tourism Whitsundays (TW) is the peak tourism agency for the Whitsundays region and works closely with major funding partners Whitsunday Regional Council and Tourism and Events Queensland to promote the destination globally and convert aspiration into conversation.

Tourism Whitsundays vision is to showcase the Whitsundays as the globally recognised Great Barrier Reef destination while promoting the destination to all globally in an effort to increase visitation, dispersal, expenditure and length of stay; driving the economic benefit and sustainability of the tourism industry through marketing and industry development.

To find out more about Tourism Whitsundays and the Whitsundays region, visit our website at [www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)

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