



## **MEDIA RELEASE**

*For immediate release*

**June 26, 2018**

### **Tourism Whitsundays launches aggressive winter campaign**

Tourism Whitsundays today launched a \$400,000 'Escape Winter in the Whitsundays' marketing campaign to generate greater visitation and expenditure throughout the Whitsundays region over the coming months.

The campaign, which is backed by Tourism and Events Queensland (TEQ), comprises some of the most amazing Whitsunday holiday deals ever offered, with visitors able to save up to 50 per cent on tours and accommodation from now (29 June) until end of July.

The campaign will be promoted across several marketing platforms, including social media, radio and digital, and is targeted at the domestic tourism market – particularly consumers living in colder areas, such as Sydney, Melbourne and Brisbane.

The winter campaign will entice visitors to escape the cold and experience the wonders of the Whitsundays, with the key messages pushing the region's beautiful sunny skies, turquoise waters, mild winter temperatures and amazing natural icons.

Tourism Whitsundays' General Manager, Tash Wheeler, said the campaign was the most aggressive marketing campaign ever undertaken in the Whitsundays.

"This campaign is all about providing a much-needed boost to our local tourism industry – the lifeblood of our region," she said.

"We're acutely aware of the challenges many of our local operators have experienced since Cyclone Debbie impacted our region last year and, with further support of TEQ, via the Tourism Recovery Fund, we're able to execute this extensive marketing campaign to drive tourism growth across the Whitsundays throughout the coming months.

"Tourism Whitsundays has worked closely with TEQ and its members to produce this campaign that offers unprecedented discounts across various accommodation and tour products."

Tourism Industry Development Minister Kate Jones said the campaign showed the resilience of the Whitsundays tourism industry.

"The campaign will showcase the beauty of the region and encourages visitors to 'Find your perfect next' holiday, adventure, event or whatever it is you're looking for," Ms Jones said.

"Following the devastation of Cyclone Debbie, the Palaszczuk Government acted quickly and, in partnership with Tourism and Events Queensland, committed to helping the Whitsundays tourism industry recover.

"This campaign continues to support the local tourism industry's recovery after Cyclone Debbie, with a strong focus on driving bookings to the region

"I encourage Whitsunday locals to get behind the campaign and invite their friends and family to make the most of the deals on offer and book their next holiday in one of the world's most sought-after tourism destinations." The campaign features deals for Cruise Whitsundays, Air Whitsunday Seaplanes, Whitsunday Escape, Hamilton Island Reef View Hotel, Coral Sea Resort, at Hotel Group, Ocean Dynamics, and many more, with some tourism operators also offering 'book now, enjoy later' packages.

Ms Wheeler said the campaign also included special deals for two new and exciting Whitsunday holiday experiences, on Camp Island (just off the Bowen coast) and Long Island.

'Camp Island's 2.4-hectare resort-style property, which offers guests the opportunity to sample private beaches and 15 hectares of national park with diverse fauna and flora, can be booked for exclusive use at a heavily discounted rate," she said.

“Visitors can also secure a great deal for the secluded Long Island retreat, Elysian, which is set to open in December this year.”

A dedicated ‘Escape Winter in the Whitsundays’ campaign landing page has been added to the Tourism Whitsundays consumer-facing website ([www.thewhitsundays.com.au](http://www.thewhitsundays.com.au)) to effectively manage all campaign enquiries and bookings.

For more information on the campaign, visit [www.thewhitsundays.com.au](http://www.thewhitsundays.com.au), or contact Tourism Whitsundays on 07 4948 5900.

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