



MEDIA RELEASE

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New roles, same direction at Tourism Whitsundays

The region's peak visitor attraction agency has undergone changes at the top but the same member-focused service and strategic direction will continue.

The Tourism Whitsundays board this week announced that CEO Craig Turner would move into an Executive Director role and that Tash Wheeler will become General Manager.

TW Chairman Al Grundy said the organisation would continue to operate as before and the strategic direction would not change.

"The board understands that Craig has been given an amazing opportunity within the local community," he said.

"But as far as Tourism Whitsundays membership goes, we don't believe there will be any changes because Craig will still be with us as Executive Director and his stewardship and governance will still be available to us on a daily basis.

"We are excited that Tash Wheeler is taking the General Manager's role within the organisation and she will be working closely with Craig."

Ms Wheeler said that Mr Turner accepting a directorship role with Tourism Whitsundays would ensure continuity with the organisation's business.

"From a membership perspective, we should see no changes, the strategic plan will continue," she said.

"Craig will be across strategy and government relations while I will take on the role of running the Regional Tourism Organisation, with no real change to operations for our members and stakeholders."

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