



MEDIA RELEASE

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Nominations now open for Whitsunday Tourism Awards

The wheels are in motion for the region's premier tourism event, with the announcement today that nominations are now open for the 2018 Whitsunday Tourism Awards.

The awards are a long-established part of the tourism industry and pay tribute to the enormous contribution made by the region's tourism operators and service providers, as well as encouraging excellence within the industry.

The prestige of being recognised by peers as a Whitsunday Tourism Award winner is highly regarded and is something that is used extensively by winners in their marketing.

Tourism Whitsundays CEO Craig Turner said entering the Whitsunday Tourism Awards was a great way of keeping the business on track.

"Once again, we are opening up the Whitsunday Tourism Awards and I would encourage as many operators as possible to enter the awards, as the process of writing your submission is a great tool to evaluate where you are placed in your business," Mr Turner said.

"Given the region's success at the Queensland Tourism Awards, in November last year, and again at the Australian Tourism Awards, in February, we would love to see a great number of our local operators take their Whitsunday Tourism Award submission and submit it to the Queensland Awards, as it's the same submission."

Sharon McNally, General Manager of Cumberland Charter Yachts, who won Silver at this year's Australian Tourism Awards, said the awards process had been a fantastic journey.

"It has made us stop and reflect on our past, consider the present goals and shape the future of Cumberland Charter Yachts," she said.

"I use the awards as a business barometer to measure our successes, innovations, sustainability and environmental impacts, and of course our failures too. I was overjoyed and extremely proud we won Silver at national level. My team work so hard to deliver exceptional quality and service, they really deserved it."

Julie Telford, co-owner of Red Cat Adventures, said the awards had been immensely rewarding for the business.

“The awards have been of significant benefit to Red Cat Adventures, as our staff have been engaged in improving the business, and then shared the honour of the awards we’ve received,” Mrs Telford said.

“Last year, to win double Gold at the Whitsunday Tourism Awards was definitely one of the highlights of our business careers so far, and to be honoured with Silver and Highly Commended at a State level is humbling and something we take great pride in.”

This year, the awards ceremony – considered to be the industry’s “Night of Nights” - is due to take place on Saturday, October 20 (venue to be advised) and will be a night to celebrate individual achievements and also acknowledge those that have helped grow the Whitsunday region.

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