



MEDIA RELEASE

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Whitsundays on Show on Australia's East Coast

The quality and diversity of Whitsunday holiday experiences is about to be showcased to key Australian markets in time for the winter holiday season.

The annual Whitsundays East Coast Roadshow will take place from May 15 to 17 in Brisbane, Sydney and Melbourne, with 20 Whitsunday tourism operators' products on show.

In each city, the operators – who are representing the islands, Airlie Beach and Bowen - will have the opportunity to provide product updates and information to groups of key travel agents over three days. Training the retail agents and wholesalers annually ensures the product and Whitsundays are top-of-mind in the bookings process.

Tourism Whitsundays General Manager Tash Wheeler said retailers and wholesalers provided customers with an accessible place – either online or as a shopfront – to book or enquire about travel products, effectively selling the product to the consumer on behalf of the operator.

“Wholesalers and retailers are businesses that will sell products through established retail distribution channels – both shopfront and online – on the operator’s behalf,” she said.

“Understanding the various ways your product can be sold to potential customers – both in Australia and overseas – is vital to ensuring the sustained viability of your business. While a significant proportion of customers will find you by themselves, either online or through your marketing channels, it’s important to understand how the different distribution channels are likely to impact on your product and also your costs.

“The Whitsundays East Coast Roadshow provides operators with the opportunity to train the travel agents in person on their experience. It is great timing for the southern cities as they head towards a chilly winter and the Whitsundays remains beautiful and warm, enticing visitors to our region.”

In addition to training retail and wholesale travel agents, the Whitsundays East Coast Roadshow will see Tourism Whitsundays, in partnership with Daydream Island, host a Product Managers lunch in Brisbane, a Business Events lunch in Sydney, and a Media lunch in Melbourne.

Daydream Island Resort and Spa’s Director of Sales and Marketing Jayson Heron said the Tourism Whitsundays East Coast Roadshow was an incredibly popular event spanning the three capital cities of the East Coast states.

“It is wonderful for the region to unite and present as a destination, helping drive business to the Whitsundays,” Mr Heron said.

“Daydream is incredibly excited to present our refurbished product to travel agents, product managers, the media and PCOs. It really is a whole new Daydream and we want them to be aware of all the changes. The Island is also due to open towards the end of the year, so we want to start creating excitement about our opening and of course to drive some business.”

Ends

Tourism operators attending the 2018 Whitsundays East Coast Roadshow:-

Coral Sea Resort
Cruise Whitsundays
Daydream Island Resort
Hamilton Island
Whitsundays Sailing Adventures
Airlie Beach Hotel
BIG4 Adventure Whitsunday Resort
Bowen Tourism and Business
Explore Whitsundays

Hayman Island
Heart Hotel and Gallery Whitsundays
Lady Enid Sailing and Sundowner Cruises
Mirage Whitsundays
Ocean Dynamics
Ocean Rafting
Palm Bay Resort

Red Cat Adventures
Tourism Whitsundays
Whitsunday Transit
Whitsundays 2 Everywhere

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