



**MEDIA RELEASE**

*For immediate release*

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## Tourism Whitsundays & Grant Broadcasters Partnership to Provide Members with Greater Benefit

Tourism Whitsundays is proud to announce a continued partnership for 2018/19 with major radio player Grant Broadcasters, cementing the strong working relationship. The partnership with key regional radio stations 4MK and Star FM provides some key direct benefits not only to destination marketing but to members of Tourism Whitsundays.

Grant Broadcasters General Manager Chris Bonanno said it is always a pleasure working with the united professional team at Tourism Whitsunday.

“Our job is always easier when the products we are promoting are of such a high standard and I congratulate all the Tourism Whitsundays members for lifting the tourism bar for our magnificent region,” he said.

“Star101.9, 4MK, Kix Country, the Grant Broadcasters Radio and digital national networks are excited to be again committed to Tourism Whitsundays’ future successes for another year.”

Under the contract and partnership, valued at approximately \$55,000, Tourism Whitsundays’ members will receive a 50 per cent discount for live onsite broadcasts each year, a \$500 voucher towards radio advertising for new members that join Tourism Whitsundays, along with the chance to win a \$1,000 radio advertising voucher at the monthly networking nights.

Tourism Whitsundays Chief Executive Officer Natassia Wheeler said it was fantastic to be continuing the strong partnership with Grant Broadcasters and to provide the destination with greater regional marketing exposure.

“The team values the partnership we have with Grant Broadcasters as one of our major media partners. Each year Grant Broadcasters has demonstrated their commitment to the Whitsundays region by supporting industry and events in marketing efforts wherever possible.” she said.

“The cross promotional activity contained in this partnership is extremely valuable for both Tourism Whitsundays and Grant Broadcasters and we look forward to generating great opportunities for our members via this partnership.”

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