



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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WHITSUNDAYS ON SHOW TO THE WORLD

The Whitsundays will be showcased to the country's top product managers next week and from there, to the world!

Tourism Whitsundays will stage its annual Whitsundays Tourism Exchange next week, providing representatives from key Australian travel companies an opportunity to sample the region's tourism products and experiences.

Around 36 Whitsunday tourism operators will present the best possible picture of the region to more than 20 Australian product managers from major tourism wholesalers, inbound tour operators and online travel agents, who then share this knowledge with their overseas networks.

There will also be a sunset cruise on board Sundowner Cruises the night before and an evening networking function following the event, which is due to take place at the Palm House, on Wednesday, November 22.

Some product managers are also taking the opportunity to spend a few days in the Whitsundays and really soak up everything the region offers, including world famous Whitehaven Beach and the Great Barrier Reef.

Tourism Whitsundays CEO Craig Turner said the event, now in its fourth year, was a key tool used by Tourism Whitsundays to get the message out to the tourism industry that the Whitsundays offers a premium holiday experience.

"The annual Whitsundays Tourism Exchange provides an opportunity for Tourism Whitsundays and local tourism operators to meet directly with some of Australia's most influential travel buyers, which strengthens our position in the domestic and international markets," Mr Turner said.

"Through this event we enhance our travel industry affiliations with product managers and trade partners, who can then communicate the Whitsundays message to their customers.

"I would like to congratulate our Domestic Marketing Specialist Donna van't Hoff for organising another great event that really benefits the region."

Ms van't Hoff said it was exciting to be able to get so many "big name" product managers to the Whitsundays to showcase the region.

"The potential global reach that these product managers have is huge, and we are very excited to have the opportunity to host them in region and show them what a special place the Whitsundays is," she said.

The Whitsundays Tourism Exchange will be followed by a two-day familiarisation tour of the Whitsundays, which will showcase various products including Palm Bay Resort, Mirage Whitsundays and Cruise Whitsundays; while at the Exchange, the delegates are staying at Coral Sea Resort, BIG4 Adventure Whitsunday Resort, Mantra Club Croc, Mantra Boathouse Apartments and Toscana Village Resort.

Participants in this year's Whitsundays Tourism Exchange include Booking.com, Tourism Australia, GTA (inbound tour operator and wholesaler), Flight Centre, Helloworld, Expedia and Aoliday.

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