



**MEDIA RELEASE**

***For immediate release***

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## Introducing our new Publicity and Content Manager: Liza Muller

Tourism Whitsundays is delighted to announce the appointment of Liza Muller to the role of Publicity and Content Manager.

Being a fifth generation Whitsundays girl, Liza recently relocated back to the Whitsundays proving that there really is no place like home. After sharpening her publicity and marketing skills in the Australian music industry for the past 15 years, Liza has hung up her backstage pass for the beautiful Whitsunday tropics.

“Whilst living away I was always so proud to tell people I was a Whitsundays’ girl, I feel so lucky to call this place home. I’m looking forward to promoting the glorious Whitsundays every day and working with such a dynamic energetic team” she said.

Liza comes to the organisation with a strong publicity, advertising & marketing background. In her previous role as Senior Publicist & Artist Relations Manager for Mushroom Group in Melbourne she was responsible for the strategy, implementation and roll out of many numerous high-profile campaigns.

Headed up by CEO Natassia Wheeler, Tourism Whitsundays is the official Regional Tourism Organisation for the Whitsundays region. It is a not-for-profit, membership based, destination marketing organisation structured to promote the region as a premier leisure and business events destination through global and domestic trade, media and travel industry channels. Tourism Whitsundays mission is to continue to grow and increase visitor arrivals, expenditure and length of stay for the Whitsundays, to add value to our members through promotion and destination awareness.

The role of Publicity and Content Manager was created to develop and implement public relations strategy through Australian and international media and to deliver marketing content initiatives, across multiple platforms and formats to drive visitation, dispersal, expenditure and length of stay across the Whitsundays Region

Tourism Whitsundays CEO Natassia Wheeler said she was excited to have Liza join the team as Publicity and Content Manager.

“This is an integral position within Tourism Whitsundays whereby Liza will be responsible for leading the promotion of the destination through domestic and international media through the use of key messaging and media engagement to support our healthy tourism industry.” Ms Muller said she was thrilled to join the Tourism Whitsundays team and is looking forward to delivering across a range of publicity and content driven campaigns.

“I have a such huge passion for this area and know how vital tourism is to every industry in our region. I’m very excited to be joining such a supportive and innovative team as we work together to deliver for our loyal members and continue to put the Whitsundays on the global map” Liza said.

**About Tourism Whitsundays:** *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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