



MEDIA RELEASE

For immediate release

November 29, 2018

Whitsunday region to host annual Whitsundays Tourism Exchange in December

Following the previous successful four years, the annual Whitsundays Tourism Exchange (WTE) is back!

As part of the WTE the Whitsundays will welcome Product Managers from 24 of the top trade partners representing wholesalers, inbound tour operators and online travel agents. They will descend on Airlie Beach on December 4 for the annual Whitsundays Tourism Exchange, now its fifth year.

Several big names have confirmed their attendance this year such as Australia One, Tourism Australia, Helloworld Travel Ltd, Flight Centre Travel Group, Expedia Group and Tourism and Events Queensland.

The Whitsundays Tourism Exchange is a great opportunity for local tour operators and accommodation houses that wouldn't normally get the chance to provide new exciting product updates as well as maintain important relationships via several different events set up over the week. The WTE will kick off with a welcome dinner at Boathouse FishBar, sponsored by Boathouse FishBar and Daydream Island Resort.

The main workshop will be held at Peppers Airlie Beach followed by a networking event at Mira Ambrosia Restaurant, Mirage Whitsundays on December 5 which has been sponsored by Tourism Australia, Mirage Whitsundays and Whitsunday Coast Airport.

At the conclusion of the event Product Managers who attend the exchange will also have the opportunity to partake in a three-day famil which will highlight our beautiful Whitsundays and all that we have to offer.

Tourism Whitsundays CEO Natassia Wheeler said she was excited to welcome these important trade partners back to the region.

"It's important for our local operators to have a chance to show trade partners the experiences they are offering consumers, as well as build and maintain relationships with these companies and keep them updated with their newest products. It is also very important to continue to provide the latest product updates and news for the region direct to these key trade partners who will in turn deliver this direct to the retail travel agent network" she said.

The event was initially established to ensure all Whitsundays operators have the opportunity to engage in face to face meetings at least once a year with key travel trade and build or update contacts.

Laureth Rumble, Owner of new Elysian Retreat on Long Island says “We are really excited to attend our first Whitsundays Tourism Exchange and showcase our exciting new product to the trade network. It’s so important to have this face to face opportunity to building strong relations with the travel trade.”

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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FOR MEDIA ENQUIRIES, CONTACT:

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765736

Email: liza.muller@tourismwhitsundays.com.au

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