



MEDIA RELEASE

For immediate release

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Community encouraged to have their say on new Whitsundays brand

Tourism Whitsundays, in partnership with Whitsunday Regional Council, have launched the Brand Whitsundays Resident Survey today and are encouraging the community to have their say in helping create the new Whitsundays brand.

It marks the first time the council and Tourism Whitsundays have joined forces to recreate the Whitsundays brand since the local government amalgamation occurred several years ago.

Destination marketing consultancy firm Destination Think! have been appointed to spearhead the review, engagement and creative outcome of the new Brand Whitsundays to ensure Brand Whitsundays is a success.

As part of the collaborative branding process, Tourism Whitsundays and Whitsunday Regional Council are calling upon all Whitsundays' residents to take part in Brand Whitsundays by completing a quick survey.

The residents survey, which opens today and closes 5 October, is open to anyone living in the Whitsundays region, with the engagement helping to form the qualitative component of the branding process.

This will then be followed by industry engagement sessions whereby the branding proponents will meet with industry in each town in the Whitsundays to discuss the brand and dive deeper into the results of the resident survey.

Commenting on destination branding, Destination Think! Account Team Lead Andrea Moreton said it was much more than just a logo.

"A destination brand is much more than a logo and tagline that's used in advertising. A true destination brand is shaped by the stories visitors, residents, businesses and many more who are talking about a destination," she said.

"We strongly believe in the Place DNA™ process which is designed to get to the heart of a destination's unique identity. This process is highly collaborative in order to get deep local insights while bringing people along in the journey of defining the brand".

Mayor Andrew Willcox said the council is excited to work collaboratively with the

community and other key stakeholders during the six-month branding process.

“As Australia’s leading tourism destination, this new branding initiative is a fantastic way to unite the Whitsundays community by providing everyone with the opportunity to have their say on what makes our region so unique,” he said.

From islands to white silica sands and the Great Barrier Reef, the Whitsundays offers unforgettable experiences to travellers.

With its unspoilt natural beauty, Tourism Whitsundays Chief Executive Officer Natassia Wheeler said it was important to have a brand that not only captures, but also heightens the essence and heart of the Whitsundays.

“Not only is the Whitsundays the heart of the Great Barrier Reef, it is also a destination that is brimming with a number of iconic experiences made possible thanks to our passionate tourism operators and industry partners,” she said.

“The collaborative branding process is a fantastic opportunity to consolidate a wide range of feedback from a variety of stakeholders to ensure the experiences and character of the Whitsundays is effectively reflected in the new Whitsundays brand.”

To complete the residents survey by 5 October, [click here](#).

For more information on the industry engagement sessions, and to register your interest, please RSVP to reception@tourismwhitsundays.com.au by 16 October with which session you will be attending.

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