



MEDIA RELEASE

For immediate release

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Introducing our publicity all-rounder: Lauren Barrett

Tourism Whitsundays is pleased to announce the appointment of Lauren Barrett in the capacity of Publicity and Content Manager.

Joining the organisation on 23 August, Ms Barrett has already hit the ground running in her role.

She comes to the organisation with a strong news background, having previously worked as a business journalist. Her experience also includes representing medium-sized corporates in the publicity and media space.

Having also worked as an editor in Southeast Asia, Lauren brings to the table strong leadership qualities and a unique understanding of the rapidly evolving media and communications landscape.

Following a thorough selection process, Tourism Whitsundays General Manager Natassia Wheeler said she was thrilled to have Ms Barrett join the team in the newly created Publicity and Content role.

“This is a pivotal position in the organisation whereby she will be responsible for leading the promotion of the destination through digital marketing, key messaging and media engagement,” she said.

“We have an incredibly dedicated and creative team here and Lauren joins us at a particularly exciting stage, with the organisation embarking on the implementation of new strategies to further bolster the Whitsundays’ reputation as a highly desirable travel destination in a global marketplace.

“As the region’s peak industry body, the digital and publicity activation of our campaigns will be critical to enduring success, and I have full confidence in Lauren and the team’s abilities.”

In addition to implementing the PR and digital strategy, Ms Barrett will develop the Whitsundays messaging through the destination accounts, maximise publicity wins, coordinate and oversee media familiarisations, develop engaging editorial and video copy and build strong relationships with internal and external stakeholders to help drive the overall success of the organisation.

Ms Barrett said she was excited to join Tourism Whitsundays and is looking forward to bringing some fresh ideas to the organisation in the publicity and content space.

“I have a huge passion for travel and I’m very excited to be joining such a supportive and innovative team as we work to deliver for our loyal members and continue to put the Whitsundays on the global map to drive increased visitation to the region,” she 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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