



MEDIA RELEASE

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TOURISM WHITSUNDAYS APPOINTS NEW CEO TODAY TO LEAD REGIONAL TOURISM

Tourism Whitsundays has appointed a new CEO, Mr Craig Turner, to lead the newly relaunched Regional Tourism Organisation.

Mr Turner is a well-known local businessman with extensive experience working in marketing roles for local tourism companies, such as Fantasea, where he held the position of Director of Sales and Marketing for many years.

More recently, Mr Turner has operated his own businesses as the owner of several franchises and shop precincts in Bowen and Proserpine.

As of 1 April this year, Tourism Whitsundays relaunched as a solely tourism focussed organisation, and the appointment of a new CEO will reinforce the strong strategic direction of the new Board.

With a clear vision for the future of Tourism Whitsundays, and a passion for the local industry, Mr Turner will hit the ground running over the next week.

“I’m thrilled to have been given the opportunity to lead an organisation I am genuinely passionate about, and to be taking up the position during this exciting time,” he said.

“Tourism Whitsundays has the potential to be the benchmark for all other Regional Tourism Organisation’s in Queensland.”

“We are an incredible destination with amazing products, and can offer something special to every type of visitor.”

To learn more about the Whitsundays region and plan your next holiday, visit the website at www.tourismwhitsundays.com.au

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