



MEDIA RELEASE

For immediate release

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TOURISM WHITSUNDAYS LAUNCHES TODAY AS THE REGION'S PEAK TOURISM AGENCY

The newly restructured regional tourism organisation, Tourism Whitsundays, launches today with a mission to continue promoting the Whitsundays globally as a must-see destination.

Tourism Whitsundays Ltd (TW) is the peak tourism agency for the region, which includes Airlie Beach, the Whitsunday Islands, Bowen, Proserpine and Collinsville.

Last month, Whitsundays Marketing and Development Limited (WMDL) members formally voted to split into two separate tourism and economic organisations.

The split was announced on 14 March, and the restructure includes a new Board structure which will give tourism members a stronger voice and increased stability.

The changes will give the organisation a clearer focus and has the potential to drive change and growth in the local tourism industry.

TW's dedicated marketing team will continue working closely with tourism members and Tourism and Events Queensland to effectively promote the region and undertake campaign activity in key domestic and international markets.

Outgoing WMDL Chairman, Trevor Rees, is excited about the change and believes the new structure will deliver great results for the region, with the continued support of members.

"Tourism Whitsundays has the opportunity to work more effectively with members on marketing activities and destination promotion," he said.

"We have a lot of collective knowledge and experience within the industry, and we are looking forward to working collaboratively with our members to achieve great things."

"And with the latest statistics showing a steady increase in visitor numbers to the Whitsundays every year, I believe we have a bright future ahead."

The interim Board will elect the new office bearers for the Tourism Whitsundays Board at the next meeting on 4 April.

TW will continue working closely with the new Whitsunday Economic Development organisation, as tourism is a key industry which injects millions into the local economy every year.

TW staff will continue working at the current office location, 1/5 Carlo Drive in Cannonvale, and all phone contact details will remain the same.

To learn more about the Whitsundays region, visit the Tourism Whitsundays website at www.tourismwhitsundays.com.au

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