



MEDIA RELEASE

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TOURISM WHITSUNDAYS RECEIVES MORE FUNDING FROM COUNCIL FOR DESTINATION MARKETING

Whitsunday Regional Council has committed \$450,000 in funding to Tourism Whitsundays, supporting the regional tourism organisation's marketing activities over the next financial year.

Tourism Whitsundays (TW) is the peak tourism agency for the Whitsundays region and works closely with major funding partner Whitsunday Regional Council to promote the region as a 'must-see' destination.

TW is also supported by Tourism and Events Queensland as a major funding partner, and the two tourism agencies work closely together on marketing campaigns and media strategy promoting the Whitsundays as a world-class destination.

TW's funding from council has increased by \$100,000 for the 2016/17 financial year, demonstrating the support of the new council to developing future growth in the region.

Tourism Whitsundays CEO, Craig Turner, said TW is looking forward to working collaboratively with council to build visitation and grow length of stay in the Whitsundays, for the benefit of all key stakeholders.

"Since becoming a stand-alone tourism body in April this year our networking functions have increased to over 100 members at our most recent events, which proves we are heading in the right direction," he said.

"Council has acknowledged the vital role of the tourism industry to our region by not only increasing their funding support, but also allocating a quarantined pool of funding available for joint project investment with a strong focus on stimulating the towns of Proserpine, Collinsville and Bowen."

Mr Turner said TW were passionate about growing tourism across the entire diverse Whitsunday region.

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.

"We have a lot of collective knowledge and experience within the industry, and by working collaboratively with our members we can expect to achieve great things," Mr Turner said.

“And with the latest statistics showing a steady increase in both international and national visitor numbers to the Whitsundays every year, the region has a bright future ahead.”

TW’s funding from Tourism and Events Queensland for the next financial year will be announced shortly.

To find out more about Tourism Whitsundays and the Whitsundays region, visit our brand new website at www.tourismwhitsundays.com.au

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