

For Immediate Release
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Wonders of The Whitsundays and Aviation Campaigns Deemed Outstanding Success with ROI of 11:1

On the back of another year of agile thinking and deliberate measures, Tourism Whitsundays launched two major campaigns to re-activate the recovery of The Whitsundays through the COVID-19 pandemic. Exceeding all expectations, the campaigns saw a total ROI of 11:1.

The Wonders of The Whitsundays \$1m campaign was delivered in partnership with thirteen local operators and Tourism and Events Queensland. And in conjunction, a \$600,000 Airline Campaign in partnership with Tourism Australia, Tourism and Events Queensland, Hamilton Island Airport and Whitsunday Coast Airport.

With an ever-changing domestic travel environment both campaigns required flexibility to accommodate border closures, a staged rollout of broad creative media including hyper-targeted TV advertising, digital displays, out of home activity, content partnerships and social activity was activated as well as utilising a 'SIRIous' trump card for the region.

Returned Whitsundays local, Karen Jacobsen, or as some may know her, the original Australian voice of SIRI, approached Tourism Whitsundays with the sole goal of assisting the region post COVID and to put her unique voice to great use! Through numerous radio and TV ads Karen was able to tap into consumers' need to get travelling again and assist in recalculating their travel plans direct to The Whitsundays.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said having Karen return to The Whitsundays and come on board to assist in the recovery has been an absolute coup for the region.

"SIRI is one of the most recognised and trusted sources for information and having her navigate radio listeners in a tongue in cheek way added a new element to two already thriving campaigns,"

"Keeping The Whitsundays at the front of every Australian's mind, even when they were unable to travel, was challenging but rewarding and the results speak for themselves. The Wonders of The Whitsundays and Airline Campaigns have generated more than \$17m in bookings for our operators across the region in a time where we have had to continually pivot and adapt to the changing environment."

Both campaigns were a crucial component to the recovery of the Whitsunday region with a focus on Whitsunday holiday inspiration, exceptional tactical offers and a "let's get bums on seats" approach with airline sale fares.

Arpad Romandy, General Manager of InterContinental Hayman Island Resort said The Whitsundays is one of the most beautiful places on the planet.

"There's something for everyone. Many operators across the region felt the full sting of Coronavirus and the heavy loss of our international market with border closures. Boosting domestic visitor numbers to the region was more important than ever and the Wonders of The Whitsundays campaign evoked a level of excitement for Australians to get out and explore their own backyard."

He continued, "The campaigns were a huge success not just for InterContinental Hayman Island Resort but for the whole Whitsunday Region. We look forward to continuing to work with Tourism Whitsundays on future marketing campaigns."

For current deals available in The Whitsundays visit www.tourismwhitsundays.com.au/deals

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THE HEART OF THE GREAT BARRIER REEF

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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