

*For Immediate Release*  
4 May 2021

## The Whitsundays Holiday Dollars Opens Today!

Queenslanders in The Whitsundays will have access to \$200 travel vouchers to explore the region's tourism experiences from today.

The Whitsundays Holiday Dollars campaign officially kicks off today, with vouchers available to access at participating hotels, The Whitsundays Visitor Information Centre, The Bowen Visitor Information Centre (located at The Big Mango) and at [The Whitsundays Holiday Dollars web page](#).

Tourism Minister Stirling Hinchliffe said it was a spectacular season to explore the Whitsundays.

"Holidaymakers have already made a wonderful choice by being in The Whitsundays throughout May and June – now their holiday can step up another notch with a 50 per cent discount on tourism experiences, so they can get out on the water, above the water, under the water or out and about on The Whitsunday Coast," Mr Hinchliffe said.

"The Queensland Government has worked closely with Tourism Whitsundays to launch this campaign which we hope will see strong returns into the region's visitor economy."

The Whitsundays is world-renowned for award-winning beaches, spectacular coral reefs and tourism experiences like overnight crewed sailing, a sector that has struggled without international visitation, their main clientele.

The Whitsundays Holiday Dollars campaign aims to encourage those already in the region or with plans to visit to explore more of the diverse range of tourism experiences on offer, such as Great Barrier Reef tours, overnight crewed sailing experiences, trips to Whitehaven Beach, scenic flights, wildlife experiences and more.

Ocean Rafting Principal, Jan Claxton said The Whitsundays Holiday Dollars are welcomed by tourism operators who are facing the quietest few months of the year ahead.

"It is a great opportunity for our locals to enjoy their own backyard with The Whitsundays Holiday Dollars and a big thank you to the Queensland Government and Tourism and Events Queensland for supporting us with this timely initiative," Ms Claxton said.

"It will help fill the trough in bookings between the school holiday periods, our biggest challenge in 2021 and will allow tours and activities to survive until we have international travellers again," she said.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said The Whitsundays Holiday Dollars program is an exciting time for the region.

"We have designed this campaign to support the segments of our industry that need it most -our tours and experiences. We want to see Queenslanders make the most of their backyard and this incredible opportunity to explore," she said.

"Interest since the announcement two weeks ago has been phenomenal. The website has received over 14,000 visitors in unique hits and our team are standing by, ready to begin issuing vouchers," she said.

"We have had an overwhelming response from our operators, with over 30 businesses registering to participate in the scheme. From snorkelling in the Great Barrier Reef to enjoying time on Whitehaven Beach, to exploring the Conway National Park by Segway, croc spotting or fishing, there really is an experience for everyone." Ms Wheeler said.

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

With the Whitsundays Holiday Dollars, holidaymakers and locals are encouraged to get out and explore their backyard as they never have before, with a diverse range of activities and experiences to accommodate every kind of traveller.

Whitsunday Charter Boat Industry Association President Tony Brown said this scheme is a fantastic initiative and the operators of The Whitsundays are very excited to show everyone the jewel of the Great Barrier Reef.

“This year has been tougher even than last year, so the timing could not be better. I would like to thank all those involved in making ‘holiday dollars’ happen,” he said.

The Whitsundays Holiday Dollars vouchers will be valid for up to \$200.00 (inc. GST) each, to a total of \$1.2 million, accessible to Queensland residents over 18 years of age to enjoy tourism experiences in The Whitsundays, the Heart of the Great Barrier Reef. The campaign will run from 4 May to 30 June, 2021. The vouchers can be used to claim 50 per cent off any eligible tourism experience booked, up to a maximum of \$200.00 (inc. GST).

Tourism Whitsundays, together with the Queensland Government is excited to launch this major tourism campaign designed to encourage Queenslanders to explore the best of The Whitsundays!

To view images with Whitsundays Tour Operators in support of The Whitsundays Holiday Dollars, [click here](#).

## How it works:

- If you are in The Whitsundays from 4 May to 30 June, you can go to a participating hotel or The Whitsundays Visitor Information Centre and The Bowen Visitor Information Centre (located at The Big Mango) or visit [whitsundaysholidaydollars.com.au](http://whitsundaysholidaydollars.com.au) and claim a voucher.
- The unique voucher code will be activated once a booking is made with it – so it will be first in, best dressed to activate codes and use the vouchers.
- It will allow voucher holders to book any eligible tourism experience and they will get 50 per cent off the cost, up to \$200 (inc. GST).
- Vouchers will expire on 30 June or once the quota is reached, whichever comes first.

For more information, please [click here](#).

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**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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