

For Immediate Release
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The Whitsundays Mini Guides & Maps: Designed to take you to new places

Tourism Whitsundays in partnership with the Whitsunday Regional Council and Proserpine Chamber of Commerce are excited to launch The Whitsundays mini guides and tourist maps that showcase Airlie Beach, Bowen, Collinsville and Proserpine. The mini guides will be a useful tool to highlight the diversity across The Whitsundays Region and encourage dispersal of visitors.

The individual guides are the first of their kind for the region and will assist visitors and locals when exploring the Whitsunday Coast & Hinterland. Each guide has been tailor-made to shine a light on the key attractions that can be found within the region, from free bush walks to secret snorkelling spots and many other local hidden gems. The mini guides are the perfect addition to help holidaymakers explore The Whitsundays.

Mayor Andrew Willcox said the guides and maps were a fantastic initiative which would promote visitation to local tourist attractions.

“Generating economic activity for our tourism and business stakeholders is key to a bright future for our region,” he said.

“Anything we can do to attract more visitors and also extend the number of nights they spend in region is a win for our economy.

“More bums in beds and more people visiting attractions means more jobs for locals,” Mayor Willcox said.

The Collinsville guide and tourist map was made possible thanks to support from the Whitsunday Regional Council and showcases the Heart of the Whitsundays Outback. Travel through orchards and farmland to cattle grazing country, just far enough away from the tourist hubs to be a country retreat, this close-knit small town makes up for its size with its huge country welcome!

Tourism Whitsundays Chief Executive Officer, Tash Wheeler said the launch of the mini guides is very exciting for The Whitsundays Region.

“The individual mini guides have been created with local knowledge and highlight the key attractions and best kept secrets in The Whitsundays along with the inclusion of maps. They are the first of their kind for the region and will encourage visitors and locals to explore their backyard.

“Whether it’s secluded beaches, historical charm, a laid-back holiday or a trip to visit the Heart of the Outback, The Whitsundays is the perfect destination with so much to offer throughout the entire region. Tick off the list and visit them all,” Ms Wheeler said.

Together the mini guides and tourist maps capture the diversity of the region. From the traditional country town hospitality, incredible outback experiences to the palm-fringed beaches of Bowen, all complemented by the tropical resort town of Airlie Beach, the wonders of the Great Barrier Reef and Whitsunday Islands. The Whitsundays has something to offer everyone.

President of the Proserpine Chamber of Commerce, Greg Yuskan said the Proserpine mini guide and tourist map is a welcomed addition to the region and highlights visitors and locals’ favorite spots in Proserpine.

“The Proserpine mini guide and tourist map was created in partnership with Tourism Whitsundays and showcases the charming town, which offers traditional country hospitality with modern facilities, as well as the main street’s well preserved ‘art deco’ shop architecture,” Mr Yuskan said.

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THE HEART OF THE GREAT BARRIER REEF

The Whitsundays mini guides and tourist maps can be found at the Bowen Visitor Information Centre, Collinsville Visitor Information Centre and The Whitsundays Visitor Information Centre in Proserpine.

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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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