

For Immediate Release
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Tourism Whitsundays launches virtual reality tour of The Whitsundays to attract business events

Tourism Whitsundays is excited to launch the new business events virtual reality site inspection and destination marketing videos that will be an imperative tool for distribution across the website and social media platforms for The Whitsundays, the Heart of the Great Barrier Reef.

Thanks to funding received from Business Events Australia, Tourism Whitsundays partnered with tourism operators to develop the virtual reality tour. The headsets will allow users to immerse themselves into The Whitsundays and experience all that our diverse region has on offer while 'Siri' guides users through the journey.

Following a national tender, Riptide Creative were appointed to complete the project and worked with operators to create professional and inspiring content to capture all The Whitsundays has to offer potential business events.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler said the business events virtual reality headsets are a great way to showcase the Heart of the Great Barrier in a new interactive and fun way.

"The business events headsets have been created to highlight the diversity across The Whitsundays region and generate leads for business events in the domestic market.

"The virtual reality headsets are a transportation device to the stunning Whitsundays region, and with Karen Jacobsen, our Destination Ambassador and Australia's original voice of Siri guiding you through Airlie Beach, Daydream Island Resort, Reefsuites experience with Cruise Whitsundays, and many more destinations The Whitsundays really does have a venue for your next business event," Ms Wheeler said.

The virtual reality headsets include a six-minute site inspection which will be a beneficial tool to promote the region to the domestic market and encourage businesses to keep The Whitsundays front of mind when planning their next business event.

"During what continues to be a challenging time for the business events industry, we're pleased to be able to support Tourism Whitsundays' efforts to encourage a restart to face to face business events through these innovative assets developed through our Business Events Boost Program," said Robin Mack, Executive General Manager Commercial & Business Events Australia, Tourism Australia.

In addition to the current six-minute regional overview, key operators, Hamilton Island, InterContinental Hayman Island Resort, Daydream Island Resort and Cruise Whitsundays will have dedicated chapters with more details made available over time. These extra chapters will provide potential clients with the opportunity to further immerse themselves into the venues before taking the next step to book their business events in The Whitsundays.

Requests for virtual reality headsets will be sent to over 10,000 strong business events and business databases. If you would like a virtual reality headset, please [register here](#) and do so quickly, as limited headsets are available.

To view the virtual tour, go to www.whitsundaysbusinessevents.com.au.

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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*

MEDIA RELEASE

The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

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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