

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
5 March 2021

Winner of Visitor Information Centre Passport Competition Announced

In August 2020, Tourism Whitsundays in partnership with Bowen Tourism and Business, and Mackay Tourism launched the Visitor Information Centre Passport, encouraging holidaymakers to visit the three accredited Information Centres across The Whitsundays and Mackay regions and go in the draw to win \$3,000 in holiday vouchers.

The passport, a small leaflet that provided visitors with information about the regions, saw travellers visit each of the accredited Information Centres in Sarina, Proserpine, and Bowen to collect stamps for a chance to go into the draw.

After 6 months of visitors eagerly collecting stamps, the Visitor Information Centre Passport competition has now concluded, and the lucky winner drawn. Congratulations to Neville and Margaret Hopf from Townsville.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes the collaboration boosted visitation and dispersal throughout the regions with each of the Visitor Centres seeing an influx of travellers stopping by to get their passports stamped.

“Our Visitor Information Centres are a wealth of local knowledge and these passports afforded guests to the region the opportunity to stop by, visit with the incredible teams and volunteers at these centres and from there explore more of what these incredible areas have on offer, all while participating in a great incentive.

“The Whitsundays and Mackay regions have some of the very best scenery on offer in Queensland; we are blessed with incredible natural beauty, memorable wildlife encounters, fun-filled adventures and pure relaxation whether you’re travelling through the beautiful hinterland or along the stunning coastline,” she said.

Tas Webber, Chief Executive Officer of Mackay Tourism, believes that collaboration between the two regions will only help showcase diverse products.

“This collaboration between Tourism Whitsundays, Mackay Tourism and Bowen Tourism and Business will help with the dispersal of holidaymakers across both our regions. This, in turn, will help us present our diverse regions for people to explore and give them the chance to visit our incredible visitor information centres. These passports offer not only the chance to win \$3000 in holiday vouchers but also the opportunity to explore our fantastic region.”

Margaret and Neville Hopf said today after the announcement, “We are so excited. Neville works on a cattle station out west so when he comes home, we take every opportunity we can to travel to The Whitsundays and Mackay regions.

“It was such a surprise to receive the call today advising we had won. We will now be able to enjoy all those parts of The Whitsundays and Mackay we haven’t yet had a chance to visit!”

The winner will now be able to redeem these holiday vouchers to book accommodation and tours for members of Tourism Whitsundays, Bowen Tourism and Business and Mackay Tourism with the teams on hand to help plan the winners perfect Whitsundays and Mackay holiday.

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Tourism
Whitsundays

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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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