

For immediate release
29 March 2021

New marketing campaign to attract visitors to The Whitsundays this winter

Tourism Whitsundays together with Starts at 60 are excited to announce a new campaign which showcases the Whitsunday Region.

Starts at 60 is Australia and New Zealand's largest and most engaged media brand for over-60s, with the platform reaching more than one in two digital-users.

The campaign will feature incredible offers from operators right across the region, including Bowen, Collinsville and Airlie Beach. The campaign provides a great opportunity to build awareness and aspirational desire of the mainland offerings as well as the idyllic islands.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said partnering with Starts at 60 is a great way to tap into this valuable market.

"Starts at 60 have such an engaged and loyal audience. This partnership provides an unmissable opportunity to talk directly to this audience and educate them on all the experiences we have in The Whitsundays. From Bowen, with its palm-fringed beaches and beautiful bays, right through to Collinsville the Heart of the Whitsundays Outback, both amazing destinations and increasingly popular with the over 60's. Not to mention the tropical resort town of Airlie Beach and our 74 Island Wonders."

The Starts at 60 campaign will feature 10 Whitsundays operators offering deals right across the region exclusively for the Starts at 60 community. The campaign will run for six weeks and include sponsored articles and EDM's to the Starts at 60 audience.

BIG4 Adventure Whitsunday Resort's Marketing Manager Tanya Cran said BIG4 Adventure Whitsunday Resort is thrilled to be involved in this targeted approach.

"It's great to be involved in a campaign that really hones in on this specific market. During the COVID pandemic, the grey nomad and over 60's market has been crucial in keeping us and our fellow Whitsundays operators afloat, and this campaign is a fantastic way to thank these valued travellers."

Operators featured include:

- BIG4 Adventure Whitsunday Resort
- Coral Sea Marina Resort
- Cruise Whitsundays
- Discovery Parks - Airlie Beach
- Explore Whitsundays
- Lady Enid Sailing
- Magnums Accommodation Airlie Beach
- Mirage Whitsundays
- NRMA Bowen Beachfront Holiday Park
- Opal Ridge Motel
- Sundowner Cruises

MEDIA RELEASE



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To view all the offers, please visit tourismwhitsundays.com.au/startsat60.

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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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