

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
2 September 2021

Whitsundays Holiday Dollars delivers \$1.6 million in bookings

In May, the Queensland Government partnered with Tourism Whitsundays in a move to significantly boost the region's tourism industry by encouraging Queensland residents and locals to explore their backyard with the Whitsundays Holiday Dollars initiative. The campaign ran from 4 May – 30 June 2021 and delivered a value of \$1.6 million in bookings, assisting our tourism operators and job opportunities across the region.

With an ever-changing domestic travel environment, the Whitsundays Holiday Dollars campaign assisted over 40 operators in The Whitsundays and received an overall operator satisfaction of 96%.

Guests visiting The Whitsundays were greeted at key entry points throughout the region and were encouraged to make use of the Whitsundays Holiday Dollars to enjoy experiences such as snorkelling the Great Barrier Reef, enjoying time on Whitehaven Beach, exploring the Conway National Park by Segway, croc spotting, fishing and so much more.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler said the Whitsundays Holiday Dollars campaign was a huge boost to The Whitsundays tourism industry and with an abundance of experiences on offer it was great to see visitors exploring our diverse region.

"For operators across the region the Whitsundays Holiday Dollars campaign was welcomed with open arms, the campaign played a significant role assisting our tourism operators by ensuring that locals and visitors were booking tours and experiences in The Whitsundays. For every \$1 of campaign investment, \$2.24 went to operators.

"The Whitsundays is the most tourism reliant region in Queensland with 1 in 3 jobs directly related to tourism, when our tourism industry thrives so does the whole community. The Whitsundays Holiday Dollars was an exciting campaign that brought the community together and showcased The Whitsundays as the Heart of the Great Barrier Reef," Ms Wheeler said.

The Whitsundays Holiday Dollars saw locals exploring their backyards and soaking up The Whitsundays sunshine, as well as enjoying new tours and experiences they hadn't done before, enticing many locals to tick off some bucket list items. The overall consumer satisfaction for the Whitsundays Holiday Dollars was 94%.

Lee Newton, Cruise Whitsundays' Acting General Manager believes the Whitsundays Holiday Dollars delivered exceptional results during a crucial period for the local tourism industry.

"During the period of the Whitsundays Holiday Dollars, Cruise Whitsundays reported a 30% increase over the monthly revenue forecast. Traditionally May and June in the lead-up to school holidays are a low season for The Whitsundays, however, thanks to the Whitsundays Holiday Dollars these months have performed strongly and provided critical stimulus for the business.

"The Whitsundays tourism industry is doing it tough right now, it is hard to imagine how local tourism businesses would be operating currently had it not been for the positive impact of the Whitsundays Holiday Dollars initiative.

"I would like to extend our gratitude to the Queensland Government and Tourism and Events Queensland for their foresight in implementing such an important initiative which was expertly executed through Tash and the team at Tourism Whitsundays," Mr Newton said.

Tourism Whitsundays looks forward to working with the Queensland Government and Tourism and Events Queensland again in the future to further assist The Whitsundays tourism industry and community.

- ENDS -

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

www.tourismwhitsundays.com.au

**Tourism
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

To view a Word Document of this release and supporting images, [click here](#).

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.*

FOR MEDIA ENQUIRIES, CONTACT:

Jade Edney
Marketing & Communications Coordinator
Tourism Whitsundays
Ph: +61 417 765 736
Email: pr@tourismwhitsundays.com.au

To access the Tourism Whitsundays Media Centre [click here](#).