

MEDIA RELEASE



For Immediate Release
2 September 2021

Skytrans taking you to the Heart of the Great Barrier Reef

Tourism Whitsundays, in partnership with Whitsunday Coast Airport and Tourism and Events Queensland (TEQ), have launched a new Skytrans campaign to target new routes from Cairns and Rockhampton into Whitsunday Coast Airport, which are set to take off on Monday 13 September. This marketing campaign has been developed to entice new consumers in Cairns and Rockhampton to make The Whitsundays their next holiday destination.

The Skytrans campaign will drive visitation and bookings to the region, connecting Queenslanders like never before. A variety of different creative assets for the campaign have been developed across radio, digital and static billboards, as well as social media and search to showcase The Whitsundays.

Whitsunday Regional Council Mayor Andrew Willcox said the new Skytrans campaign is set to take The Whitsundays to new heights and welcome more visitors to our slice of paradise.

"The team at Whitsunday Coast Airport have been working hard to build an intrastate flight network that will drive new routes and markets into the region.

"By making connectivity to The Whitsundays, the Heart of the Great Barrier Reef, even easier we are building added resilience for our tourism stakeholders.

"With restrictions across Queensland easing it's great to see Council, Tourism Whitsundays and Whitsunday Coast Airport collaborating with support from TEQ to roll out this very exciting campaign to get bums on seats and more visitors into the Whitsunday region," Mayor Willcox said.

The new flights with Queensland owned airline Skytrans will operate Monday to Friday and deliver 33,280 seats annually. As the region continues to recover from restrictions across the county, Whitsunday Coast Airport continues to be one of the fastest growing regional airports in Australia.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler said the Skytrans campaign will motivate Queenslanders to explore The Whitsundays like never before with the additional routes enabling more of our regional mates quick and easy access to the incredible wonders on offer in our backyard.

"Together, Tourism Whitsundays and Whitsunday Coast Airport continue to advocate for the region and with the new Skytrans flights, and support from TEQ for this campaign, it's exciting to see that our marketing efforts are cutting through domestically.

"Congratulations once again to the team at Whitsunday Coast Airport for securing the new routes which will benefit operators across the region. We can't wait to welcome visitors from Cairns and Rockhampton to the Heart of the Great Barrier Reef, very soon," Ms Wheeler said.

Skytrans Chief Executive Officer, Alan Milne said the Queensland owned company was proud to be expanding its services.

"We're a Queensland owned company and it's fantastic that we are flying to even more destinations across our great State.

"The big winners will be locals who live in Cairns, the Whitsunday region and Rockhampton because they will have additional choice and we are committed to delivering the best service possible for these local communities.

"There's no doubt that international and domestic tourism has taken a battering because of the pandemic but we believe these routes will be very popular and continue to grow when borders reopen and stay open," Mr Milne said.

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MEDIA RELEASE



The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

Chief Operating Officer Aviation and Tourism Craig Turner said the joint marketing campaign with Tourism Whitsundays, TEQ and Whitsunday Coast Airport will significantly benefit the region.

“The new routes from Cairns and Rockhampton will add visitation from several important regional markets and the Skytrans campaign will promote the new flights to Queenslanders, enticing consumers to holiday in The Whitsundays.

“The Whitsundays is one of the most sought-after domestic holiday destinations, the team at Whitsunday Coast Airport continue to network and collaborate to build key industry relationships that will benefit the region for years to come,” Mr Turner said.

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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.

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