

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
8 September 2021

Rick Hamilton appointed Chief Executive Officer of Tourism Whitsundays

Tourism Whitsundays has appointed Rick Hamilton as the new Chief Executive Officer to lead the organisation responsible for destination marketing and increase of visitation, dispersal, expenditure and length of stay into the Whitsunday region.

Mr Hamilton comes to Tourism Whitsundays with more than 25 years of senior travel and tourism experience, most recently as Group Executive - Destinations and Global Partnerships at Tourism and Events Queensland. Mr Hamilton led the development and management of an international marketing team across Queensland's 12 priority markets, relationships with the regional tourism network and the aviation portfolio.

Prior to this Mr Hamilton was Chief Executive officer of Tourism Fiji and 18 years at Flight Centre where he had progressively senior roles in Australia, South Africa and New Zealand.

Tourism Whitsundays Chair, Matt Boileau said the appointment of Rick Hamilton as the new Chief Executive Officer of Tourism Whitsundays will help not only the region, but also operators with the ongoing recovery and rebuild of one of the regions most important sectors.

"The position saw over 100 applicants from across the country apply for the opportunity of a lifetime to lead the dedicated and hardworking team at Tourism Whitsundays.

"The Board of Directors and I endorse the appointment of Mr Hamilton. With over 25 years of experience and proven ability to identify and seize opportunities to drive growth in sales, revenue and market share, Mr Hamilton is the right candidate for the role. I look forward to seeing the outcomes he achieves." Mr Boileau said.

With a clear vision for the future direction of Tourism Whitsundays and a passion for the tourism industry, Mr Hamilton is looking forward to hitting the ground running in October.

"I am thrilled to have been given this opportunity to lead Tourism Whitsundays and continue to showcase The Whitsundays as the globally recognised Great Barrier Reef destination.

"My leadership philosophy is based around open communication, collaboration, decisive decision-making, and recognition and development which I am looking forward to applying in my new role as Chief Executive Officer of Tourism Whitsundays.

"The Whitsundays is an incredible destination, I can't wait to meet with industry and learn more about the region that I will call my home, in the Heart of the Great Barrier Reef," Mr Hamilton said.

Mr Hamilton will lead Tourism Whitsundays in its goal to bring The Whitsundays overnight visitor expenditure to better than pre COVID-19 and Tropical Cyclone Debbie figures of over \$850 million and total visitation to 1 million.

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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*

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**Tourism
Whitsundays**

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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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