

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
30 September 2021

\$2,100 worth of Holiday Vouchers to be won thanks to the Visitor Information Centre Passports Competition

Tourism Whitsundays in partnership with Mackay Isaac Tourism and Bowen Tourism and Business are thrilled to announce that the Visitor Information Centre Passports Competition is back again from Friday, 1 October to entice travellers to visit and collect stamps at each destination.

The passport includes information about the regions and will encourage travellers to collect stamps from each of the three accredited Information Centres in Proserpine, Sarina and Bowen for a chance to go into the draw to win \$2,100 worth of holiday vouchers.

Tourism Whitsundays Marketing Manager, Donna van 't Hoff said this collaboration will boost visitation and dispersal as well as increase length of stay throughout the regions.

“Our Visitor Information Centres are a wealth of local knowledge; the helpful staff and wonderful volunteers ensure visitors get the best from our stunning regions and the passports will encourage visitors to explore more of our incredible backyards.

“The Whitsundays and Mackay have some of the very best scenery on offer in Queensland; we are blessed with natural beauty, memorable wildlife encounters, fun-filled adventures and pure relaxation whether you're travelling through the beautiful hinterland or along the coastline,” Mrs van 't Hoff said.

The passports are available at all three of the accredited Visitor Information Centres and when a visitor stops in at each centre the friendly team will stamp their passports. At the third information centre stop, visitors will collect their final stamp and pop their completed passport into a raffle box. The prize up for grabs is \$2,100 worth of holiday vouchers that the winner can put towards their next visit to The Whitsundays and Mackay regions. The competition will close at 6:00pm (AEST) on Thursday 31 March 2022, with the winner to be contacted after this date.

Mackay Isaac Tourism Chief Executive Officer, Tas Webber said the passports are a great way to increase visitor footfall to the Visitor Information Centres in the two regions.

“Mackay and The Whitsundays represent a spectacular and diverse destination offering world-class natural attractions, including unforgettable rainforests, beaches, coral reefs, wildlife experiences and so much more.

“From a rich history of sugar, located in the Sarina Field of Dreams, visitors will find the award-winning Mackay Region Visitor Information Centre. Coffee lovers will rejoice with the Whitsundays Visitor Information Centre located next door to Whitsunday Gold Coffee Plantation and travellers can enjoy a delicious mango sorbet at the famous Big Mango, located at the Bowen Visitor Information Centre. Visitors are going to love exploring our regions and the delicious local flavours that our information centres celebrate,” Mr Webber said.

Jenn Honnery, Bowen Tourism and Business Chair is pleased to be working with Tourism Whitsundays and Mackay Isaac Tourism on the Visitor Information Passport project.

“This is a great initiative being run across two spectacular regions. Working in collaboration gives us a louder voice and allows The Whitsundays and Mackay message to go further and encourage holidaymakers to enjoy our backyard.

“A big thank you to Tourism Whitsundays for taking the lead and rolling out this exciting project,” Ms Honnery said.

For more information on the Visitor Information Passport, please [click here](#).



MEDIA RELEASE

The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

- ENDS -

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

To view The Whitsundays destination video, [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](#).