

*For Immediate Release*  
29 November 2021

## 2022 Whitsundays Visitor Guide inspires travellers to holiday in the Heart of the Great Barrier Reef

As interstate borders begin to open, Tourism Whitsundays is excited to launch the 2022 Whitsundays Visitor Guide that will inspire travellers to holiday in the Heart of the Great Barrier Reef and explore the diverse region.

The Whitsundays Visitor Guide is an integral tool to drive visitation, increase length of stay and encourage dispersal throughout the region to Airlie Beach, Bowen, Collinsville, Proserpine and the Whitsunday Islands.

Whitsunday Regional Council Mayor Andrew Willcox said the new Whitsundays Visitor Guide will entice holidaymakers from far and wide to pack their bags and enjoy one of the many incredible bucket-list experiences The Whitsundays has on offer.

“The 2022 Whitsundays Visitor Guide has a fresh new look and is now even more convenient in a handy A5 size, created to suit traveller's needs.

“There is a perfect synergy with The Whitsundays becoming Australia's most popular domestic tourism destination and Whitsunday Coast Airport now recognised as one of the country's fastest growing regional airports.

“Connectivity is key to making it easy for visitors to enjoy The Whitsundays and weekly flight numbers are soaring with up to 50 flights weekly in December and 70 weekly flights in January.

“Our Whitsunday Coast Airport passenger target for 2022 is 750,000, almost double our previous record, so the new Visitor Guide will be vital in making it simple for visitors to explore the wonders of The Whitsundays,” Mayor Willcox said.

With two airports located in The Whitsundays, it's never been more accessible to holiday in the Heart of the Great Barrier Reef. Hamilton Island Airport and Whitsunday Coast Airport offer direct flights from Brisbane, Cairns, Melbourne, Rockhampton and Sydney.

40,000 copies of the 2022 Whitsundays Visitor Guide will be printed and distributed to Visitor Information Centres, caravan and camping shows, agents such as Flight Centre and Travel Associates, as well as Whitsunday Coast Airport for arriving guests. The visitor guides will also be available online and will be distributed to international trade and PR contacts to showcase The Whitsundays.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said the launch of the 2022 Whitsundays Visitor Guide comes at the perfect time as the region gets ready to welcome back interstate visitors from the south for the Christmas and summer holidays.

“In the 2020/21 financial year the Whitsundays Visitor Information Centre assisted over 10,000 visitors with their holiday enquiries and the Bowen Visitor Information Centre and information booth at Bowen's Front Beach welcomed 43,000 visitors which we don't see slowing down anytime soon.

“The 2022 revitalised Whitsundays Visitor Guide is an important tool to inspire travellers to visit our region and enjoy our world-class experiences and offerings in the Heart of the Great Barrier Reef,” Mr Hamilton said.

The original Aussie voice of SIRI, Karen Jacobsen features throughout the visitor guide, navigating potential holidaymakers around The Whitsundays. This audio provides helpful tips about The Whitsundays and how easy it is to get to the region.

Whitsundays Destination Ambassador and recording artist, Karen Jacobsen said the new visitor guide is a wealth of knowledge which will entice travellers to stay and play in paradise and explore our diverse region.

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

“The 2022 Whitsundays Visitor Guide provides a stunning visual journey through the region. The QR codes allow travellers to scan the code to find out more information about experiences, destinations and helpful tips.

“With 74 island wonders, the casual beach towns of Airlie Beach and Bowen and the charming hinterland villages of Proserpine and Collinsville, there is so much to enjoy in The Whitsundays and I look forward to watching our region thrive as we welcome visitors back,” Ms Jacobsen said.

To be inspired and start planning the ultimate Whitsundays getaway, please [click here](#).

- 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](mailto:pr@tourismwhitsundays.com.au)

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