

For Immediate Release

31 January 2022

Wonders of The Whitsundays campaign launch

Tourism Whitsundays in partnership with 13 key local tourism operators, has today launched the \$1 million Wonders of The Whitsundays marketing campaign to drive conversion through the low season and need period for industry.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton believes the campaign will continue to punch above its weight and deliver to industry for the fourth year.

“The previous Wonders of The Whitsundays campaign delivered over \$12 million in sales to operators, as we embark on our fourth iteration we are certain that we will be able to build on that success and The Whitsundays will continue to be reinforced as the holiday hot spot for Australians.

“The campaign will primarily focus on targeting the New South Wales, Victoria and Queensland markets and will continue to inspire holidaymakers to the region thanks to the power of the original Australian voice of SIRI, Karen Jacobsen who will once again feature throughout the campaign,” Mr Hamilton said.

Wonders of The Whitsundays activity will run across out of home, television and cinema, Spotify, content partnerships and social, digital and search to maximise the reach of the campaign to audiences across Australia.

Whitsundays Destination Ambassador and recording artist, Karen Jacobsen is thrilled to be supporting the Wonders of The Whitsundays campaign again this year.

“The campaign is a creative and unique way to promote our stunning region, and using a voice that’s so recognisable. It’s fun to navigate radio listeners with the advice and invitation to, “Take advantage of the incredible deals and experience the Wonders of The Whitsundays today,” Ms Jacobsen said.

The Wonders of The Whitsundays campaign will run until late March and feature 13 local tourism operators with a goal to drive conversion and bookings to assist businesses during the quiet period.

Cruise Whitsundays’ General Manager, Lee Newton believes Wonders of The Whitsundays is a crucial campaign for the Whitsunday region.

“Cruise Whitsundays has always keenly participated in the Wonders of The Whitsundays campaign. Now being in the fourth year, the campaign not only has incredible brand awareness, it also always delivers!

“Wonders of The Whitsundays is a key element of the Cruise Whitsundays annual marketing calendar. In the current climate, tourism businesses need to invest in activity that will see a strong return on investment and we firmly believe that will be achieved through this campaign,” Mr Newton said.

With great offers across island stays, snorkelling the Great Barrier Reef, soaking up the sunshine on Whitehaven Beach, sailing through 74 island wonders, or experiencing the vibrant coastal towns of Airlie Beach and Bowen, there is something for everyone.

To uncover the Wonders of The Whitsundays and explore even more deals, please [click here](#).

This project received grant funding from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund, as well as funding from the Queensland Government through Tourism and Events Queensland.

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MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

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.*

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