

*For immediate release  
1 February 2022*

## Tourism Whitsundays Welcomes Daniel Gschwind

Tourism Whitsundays is pleased to welcome Daniel Gschwind, Chief Executive of Queensland Tourism Industry Council as an Invited Board Director.

Daniel Gschwind will bring over 25 years experience in the tourism industry to the Tourism Whitsundays Board. Daniel has served as leader of Queensland Tourism Industry Council for 21 years, representing more than 3,000 regional members.

Daniel has provided expertise to various committees and advisory boards including the Tourism Research Advisory Board, University of Queensland Industry Advisory Board, the Griffith Institute for Tourism Advisory Board, the Bond University Regional Advisory Board, the GBRMPA Tourism Reef Advisory Committee (TRAC) and the Reef and Rainforest Research Centre (RRRC).

Tourism Whitsundays Chair, Julie Telford, Owner of Red Cat Adventures endorsed the invitation to Daniel.

"I am excited to have Daniel's expertise and experience on our board, he will provide invaluable knowledge and support to further assist the growth of The Whitsundays tourism industry," Mrs Telford said.

Daniel Gschwind said he is honoured to have received an invitation to join the strong board at Tourism Whitsundays.

"There are plenty of challenges, and even more opportunities ahead for The Whitsundays and Tourism Whitsundays will continue to play a critical role for the tourism industry in navigating the future.

"I am looking forward to contributing to the strategic direction and governance of Tourism Whitsundays, I am certain together we will achieve great outcomes for the region," Mr Gschwind said.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton believes Daniel is an excellent addition to an already strong board that represents the industry.

"The Tourism Whitsundays board has some key industry leaders, all with exceptional skills and experience to contribute to our region. We are in the best position we can be to continue our mission in driving tourism forward.

"As an organisation, we have a clear goal, and that is to rebuild The Whitsundays overnight visitor expenditure to better than pre-Tropical Cyclone Debbie and COVID-19 figures of over \$850 million and total visitation to 1 million.

"Tourism represents one in three jobs in The Whitsundays and we are the most tourism reliant region in Queensland. It is crucial for the sustainability of this community that we continue to invest and build tourism in The Whitsundays," Mr Hamilton said.

For more information on Tourism Whitsundays Board of Directors, please [click here](#).

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

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

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

**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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