

For Immediate Release
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Back with a Splash – The Whitsundays Mega Sale

Tourism Whitsundays together with Helloworld Travel Mackay, Mt Pleasant and Willows Townsville is excited to announce The Whitsundays Mega Sale is back for 2022.

Helloworld Travel Mackay, Mt Pleasant and Willows Townsville have partnered with Tourism Whitsundays to promote local tourism operators and drive business to The Whitsundays. With all three stores in close proximity, The Whitsundays is the perfect holiday destination for locals and visiting families.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said Helloworld Travel Mackay, Mt Pleasant and Willows Townsville are experts when it comes to The Whitsundays and our world-class experiences and offerings.

“Helloworld Travel Mackay, Mt Pleasant and Willows Townsville have successfully run The Whitsundays Mega Sale for over 20 years and the campaign has been an absolute hit with the regional drive market and yielded incredible results for our tourism industry and operators.

“As the region enters our low season, The Whitsundays Mega Sale will entice North Queensland residents to explore the Heart of the Great Barrier Reef and we look forward to welcoming holidaymakers to our backyard,” Mr Hamilton said.

The campaign runs for two weeks commencing Monday 7 February and involves great savings & bonus offers and highlights the array of activities The Whitsundays has to offer.

Business Development Manager of Helloworld Travel Mackay, Mt Pleasant and Willows Townsville, Ben Dolphin said the partnership with Tourism Whitsundays will promote this iconic region to North Queensland residents.

“Last year marked 35 years in business creating memorable holiday experiences in the Whitsunday Islands and the Great Barrier Reef. We are delighted to be able to support this incredible industry that has been so disrupted in recent years.

“We would love all locals to take advantage of these great deals and experiences, and support their local tourism industry,” Mr Dolphin said.

BIG4 Adventure Whitsundays Marketing Manager, Tanya Cran said partnering with the team at Helloworld Travel Mackay, Mt Pleasant and Willows Townsville for this annual campaign is a must do.

“They are great supporters to us, driving business and brand awareness. They not only push for our product over this campaign but provide ongoing support throughout the year,” Ms Cran said.

The team at Helloworld Travel Mackay, Mt Pleasant and Willows Townsville are professionals in providing expert advice ensuring you maximise your time while on holidays in The Whitsundays.

There will be exclusive savings on accommodation and tours, kids stay free options and dining credits with select accommodation and any booking made in the campaign period will go into the draw to win a Hamilton Island holiday valued at \$1,000.

For more information on the offers available, [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.

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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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