

*For Immediate Release*  
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## Winner of Visitor Information Centre Passport Competition Announced

In October 2021, Tourism Whitsundays in partnership with Bowen Tourism and Business and Mackay Isaac Tourism launched the Visitor Information Centre Passports Competition, encouraging holidaymakers to visit the three accredited Information Centres in Proserpine, Bowen and Sarina to go in the draw to win \$2,100 in holiday vouchers.

The passport, a small leaflet that provided visitors with information about the regions, saw travellers visit each of the accredited Information Centres to collect stamps for a chance to go into the draw.

After six months of visitors eagerly collecting stamps, the Visitor Information Centre Passport competition has now concluded, and the lucky winner drawn was Mark Adams.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton believes the collaboration boosted visitation and dispersal throughout the regions with each of the Visitor Information Centres seeing an influx of travellers stopping by to get their passports stamped.

“Our Visitor Information Centres are a wealth of local knowledge and these passports afforded guests to the region the opportunity to stop by, visit with the incredible teams and volunteers at these centres and from there explore more of what these incredible areas have on offer, all while participating in a great incentive.

“The Whitsundays and Mackay regions have some of the very best scenery on offer in Queensland; we are spoilt with natural beauty, memorable wildlife encounters, fun-filled adventures and pure relaxation whether you are travelling through the beautiful hinterland or along the stunning coastline,” Mr Hamilton said.

Winner, Mark Adams and his wife from Kallangur in Queensland said they were thrilled to win the fabulous prize and can't wait to visit The Whitsundays and Mackay regions again soon.

“We loved our holiday in The Whitsundays last year, we enjoyed a day out on the reef and cycled around Bowen, we can't wait to go back again, there's so much to see and do in our great state,” Mr Adams said.

The winner will now be able to redeem these holiday vouchers to book accommodation and tours from members of Tourism Whitsundays, Bowen Tourism and Business and Mackay Isaac Tourism with the teams on hand to help plan the winners perfect Whitsundays and Mackay holiday.

To book your next holiday in the Heart of the Great Barrier Reef, [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](#).

**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:

# MEDIA RELEASE

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Whitsundays

THE HEART OF THE GREAT BARRIER REEF

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