



For Immediate Release
21 July 2022

TOURISM WHITSUNDAYS APPOINTS PR AGENCY

Rick Hamilton, CEO of Tourism Whitsundays has announced the appointment of Sydney-based PR Communications agency, Verve Communications to assist in promoting the Heart of the Great Barrier Reef to the world.

Founder and Director of Verve is former journalist and media commentator, Prue MacSween, who has a long history in tourism marketing. Previous clients include Tourism Fiji, InterContinental Hotel Group, Shangri-La Hotel Fiji, Holiday Inn Resort Vanuatu, Rendezvous Hotels, TFE Hotels, British Airways, Sydney Olympic Park Authority and Sydney Harbour Foreshore Authority.

Prue was flown into Fiji as part of the crisis team during the devastating Cyclone Winston in 2016, where she liaised with the Government and operators and handled all stakeholder crisis communication.

“Verve will be working with our in-house marketing and PR team to promote The Whitsundays as the premium destination in Australian and global markets,” said Rick Hamilton, CEO of Tourism Whitsundays.

“Prue and her team have unparalleled experience and success in tourism marketing and excellent media and industry contacts. They will use this expertise and network to develop an innovative and creative strategy to deliver excellent results for our members and the whole Whitsundays region.

“Our intention is to encourage and build visitor expenditure to \$1.5b in line with the Destination Tourism Plan 2019-24. The Whitsundays is the most tourism-reliant destination in Queensland, with tourism representing 1 in 3 jobs. We are currently enjoying strong pent-up demand from Australians who could not travel internationally, and are discovering the wonders of the Great Barrier Reef and the unique regions that make up the Whitsundays region. It is essential we maintain momentum to compete now overseas travel is opening up.

“We will have to work harder to attract domestic holiday-makers as well as international travellers to The Whitsundays. We have so much diversity to offer, not only on the islands, but around Airlie Beach, Bowen, Proserpine and Collinsville. We will be showcasing the unique destinations, products, experiences and Aussie characters that make this such a unique and memorable part of the world to visit.”

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

To view the Whitsundays Heart of Events 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.

MEDIA RELEASE

Tourism
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FOR MEDIA ENQUIRIES, CONTACT:

Donna van 't Hoff
Marketing Manager
Tourism Whitsundays
Ph: +61 417 765 736
Email: pr@tourismwhitsundays.com.au

Prue MacSween
Director
Verve
Ph: +61 417 635 045
Email: prue@vervepr.com.au

Luke Starr
Director
Verve
Ph: +61 419 446 879
Email: luke@vervepr.com.au

Susan Darwiche
Senior Publicist
Verve
Ph: +61 414 706 704
Email: susand@vervepr.com.au

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Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802
1/5 Carlo Drive | Cannonvale QLD 4802
+61 7 4948 5900

www.tourismwhitsundays.com.au

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