

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
29 September 2022

Tourism Whitsundays Appoints 2022/23 Board of Directors and Highlights Key Achievements of 2021/22

Tourism Whitsundays announced the 2022/23 Board of Directors and highlighted the key achievements of 2021/22 in the Annual Report that was released today as part of the Annual General Meeting held at the Coral Sea Marina Resort.

In the meeting held this morning one new board member was elected, Crystal Lacey of Little Fish Tourism Development Consulting, and two current board members were re-elected, Julie Telford – Director of Red Cat Adventures and Matt Boileau – Hotel General Manager of Hamilton Island.

These new and re-elected members will be joining already sitting members; Craig Turner, Trevor Rees, Arpad Romandy, Greg McKinnon, Jenn Honnery, Tom Young and Daniel Gschwind.

Tourism Whitsundays Chair, Julie Telford believes that this board represents all tourism areas of the The Whitsundays and collectively will champion The Whitsundays.

“The Tourism Whitsundays board brings together key industry leaders and people with a deep connection to tourism in our region. Their insights and experience are invaluable as the organisation continues to work towards higher overnight visitor expenditure.”

“I want to thank outgoing Board Members; Judy Porter and Kate Purdie for their contribution to the Board over the last 12 months, their invaluable knowledge has helped navigate our industry through the continuing challenges of the pandemic,” Mrs Telford said.

The Whitsundays is the most tourism reliant region in Queensland with one in three jobs directly related to tourism. It is crucial for the sustainability of this community that we continue to invest and build tourism in The Whitsundays.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said an AGM is always a great time to reflect on the achievements of the past financial year.

“As an organisation we have delivered seven tactical campaigns to further promote The Whitsundays as the Heart of the Great Barrier Reef, these campaigns generated over \$8 million in revenue through bookings made directly with Tourism Whitsundays.”

“The last year was another year of challenges with border closures however the reach of our social media channels has grown significantly, proving that social media has allowed us to breakdown the barrier to experiencing The Whitsundays and ensuring that the world still dreams of visiting us.”

Rick added, “We’re looking forward to the return of the international travellers this coming year and continuing to deliver a stunning destination for all our domestic travellers.”

The first board meeting of the new directors was held directly after the Annual General Meeting where Julie Telford was announced as Chair, Craig Turner as Deputy Chair, Trevor Rees as Treasurer and Crystal Lacey as Secretary.

To view the Annual Report, please [click here](#).

- ENDS -

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**Tourism
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

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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.

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