

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

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## The Whitsundays wins Visitor Information Centre of the Year

The Whitsundays has taken home another accolade, winning Visitor Information Centre (VIC) of the Year in the Regional Tourism Organisation category at the 2022 Queensland Information Centres Association (QICA) Awards in Noosa. The QICA annual VIC conference hosts representatives from Visitor Information Centres across Queensland with a conference program focussed on experiencing the host location and learning from government and tourism industry speakers.

Tourism Whitsundays CEO, Rick Hamilton said the award is a materialisation of the passion and dedication the team at the Whitsundays Visitor Information Centre give to delivering an exemplary experience to every traveller stopping in or staying in The Whitsundays.

'We're focussed on promoting The Whitsundays as the best holiday destination in Australia and this goal drives every facet of the business, from our digital marketing through to the experience delivered at the Whitsundays Visitor Information Centre,' said Mr Hamilton.

Whitsundays Visitor Information Centre Manager, Dea Huvonen said the award was fantastic and an excellent boost to the staff and volunteers coming out of one of the busiest periods at the VIC.

'I couldn't run the VIC without the incredible volunteers who have worked 325 hours this year and are just as dedicated and passionate as when they first came in. This award is a credit to everyone involved with the Whitsundays Visitor Information Centre.'

The Whitsundays VIC is run by Tourism Whitsundays under the same mission to promote the destination as the Heart of the Great Barrier Reef globally to increase visitation, dispersal, expenditure and length of stay; driving the economic benefit and sustainability of the tourism industry through marketing and industry development.

Whitsunday Regional Council funded the build of the VIC where it is now at Whitsunday Gold Coffee Plantation, easily accessible to travellers heading north or south on the Bruce Highway.

To find out more about the Whitsundays Visitor Information Centre or to book your Whitsundays holiday, visit: [tourismwhitsundays.com.au/visitor-information](https://tourismwhitsundays.com.au/visitor-information)

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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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