

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
17 October 2022

The Whitsundays Holds First Tourism Exchange in 3 years

The Whitsundays is out for a hot date to sell The Whitsundays with 31 trade delegates arriving into the region today for the first Whitsundays Tourism Exchange since 2019. The Tourism Exchange will run in a speed dating style format and open conversations and relationships between 36 local hotels, tour operators, and transport operators (sellers) and travel wholesalers, inbound travel agents and online travel agents (buyers) from all over Australia. The exposure to buyers from all over Australia has been missed for the last few years due to pandemic restrictions and a scaled back travel industry.

The Whitsundays Tourism Exchange comprises two speed dating style sessions between buyers and sellers with each 'date' 8 minutes in duration, followed by a networking function at Shute Harbour Marine Terminal for all attendees. Buyers will also attend an exclusive welcome event on this evening and 17 will stay on for a post event famil in The Whitsundays.

Tourism Whitsundays CEO, Rick Hamilton said the event is an excellent opportunity for local tourism businesses to access the biggest travel wholesalers and online buyers in Australia without leaving The Whitsundays.

'The goal of this event is to make sure every person looking for a holiday has access to The Whitsundays through their chosen booking channel. By bringing the top buyers into the region we're making sure they know the product available and are seeing The Whitsundays at the same time.'

'We've seen record breaking visitation to The Whitsundays this year and this event is another way we work to attract those visitors,' said Mr Hamilton.

Tourism Whitsunday Trade Manager, Suzy Bohan said that travel agents are always on the lookout for a great holiday destination for their clients.

'In lieu of being able to experience a destination themselves, travel agents rely on their wholesaler or inbound travel agent to recommend great destinations. The Whitsundays Tourism Exchange is one of the best ways we've found to influence travel itineraries issued nationally and internationally.'

'The Whitsundays is an amazing holiday destination and the buyers love coming into region to meet with the sellers, it's a far nicer place to meet than a regular office!' said Ms Bohan.

The Whitsunday Tourism Exchange will be held tomorrow, Tuesday 18th October at Club Wyndham, Airlie Beach followed by a networking event at Shute Harbour Marine Terminal. At the conclusion of the event half of the buyers will stay on in The Whitsundays for a post event famil, the itinerary includes one night in Airlie Beach, a tour to Whitehaven Beach and concludes with a night on one of the islands.

The Whitsunday Tourism Exchange has been supported by the following local operators, accommodation and businesses: Accom Whitsundays, Airlie Apartments, Airlie Beach Party Bus, BIG4 Adventure Whitsunday Resort, Coral Sea Resort, Club Wyndham Airlie Beach, Cruise Whitsundays, Daydream Island Resort and Living Reef, Discovery Parks Airlie Beach, Fish D'vine, Heart Hotel and Gallery Whitsundays, Heart of Reef Shuttles, InterContinental Hayman Island Resort, Hamilton Island, Magnums Airlie Beach, at Marina Shores, NRMA Airlie Beach, Ocean Rafting, Pinnacles Resort, Red Cat Adventures, Shingley Beach Resort, Shute Harbour Marine Terminal, The Boathouse Apartments, The Sebel Airlie Beach, Toscana Resort, Tourism Australia, Whisper Restaurant & Gin Bar, Whitehaven Event Co, Whitsunday Jetski Tours and Whitsunday Transit.

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

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**Tourism
Whitsundays**

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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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