

MEDIA RELEASE

FOR IMMEDIATE RELEASE

13 April 2023

Passport Winner Announced

In October 2022, Tourism Whitsundays partnered with Bowen Tourism and Business and Mackay Isaac Tourism, again to launch the Visitor Information Centre Passport 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 competition closed on 31 March 2023, with hundreds of completed entries from travellers headed up and down the coast. The entries required a stamp from each information centre before being eligible for entry, requiring travellers to stop at three places and discover something new about each region.

The competition was drawn on Thursday, 6 April, and the lucky winner, Ms Carry Lee from Central Queensland, has taken home the \$2,100 prize. The prize consists of a \$700 voucher for use at each visitor information centre on merchandise, tours or accommodation.

Tourism Whitsundays CEO, Rick Hamilton believes tying The Whitsundays region and Mackay region together in this competition was an excellent initiative for the drive segment and encouraged travellers to engage with all three information centres.

“There is so much on offer in The Whitsundays and Mackay, and we’ve got fantastic volunteers and staff waiting to help travellers with their plans. This competition gave people visiting one information centre the incentive to stop at the other two, giving each centre’s staff and volunteers the opportunity to showcase their region and help visitors get the most out of their experience.

“The visitor information centre is often the first impression visitors to each region have; we all strive for this to be the best impression it can be. For hundreds of travellers, it was an impression worth having three times,” concluded Mr Hamilton.

Competition winner Carry Lee completed her passport in December 2022 while travelling from Townsville home to Rockhampton.

“We stopped at the Bowen Information Centre to try a mango sorbet, and the person at the counter explained the passport competition to us and encouraged us to complete the stops on our way home.

“Receiving the call on Thursday brightened my day, and I’m looking forward to visiting the Sarina Sugar Shed as well as some of the highlights in The Whitsundays and Mackay,” said Ms Lee.

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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](#).



THE HEART OF THE GREAT BARRIER REEF

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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