

MEDIA RELEASE

FOR IMMEDIATE RELEASE

6 April 2023

The Whitsundays, Ahoy!

The Whitsundays is a firm favourite on cruise ship itineraries with 13 ships dropping anchor in March. Over 30,000 people disembarked to explore the Great Barrier Reef, Whitehaven Beach and mainland attractions in Airlie Beach and Proserpine.

Unique attractions aren't the only thing passengers are stepping off ships for, the Volunteer Cruise Ship Ambassadors are a welcome sight to guests arriving in The Whitsundays for the first time and an anticipated encounter for returning passengers. The volunteer program is overseen by dedicated volunteers to provide a positive and welcoming experience for arriving passengers, leaving a lasting impression.

The program is unique to The Whitsundays, started by local community members in 2004, and has taken on many forms over the years and through the pandemic. Today the program consists of 35 volunteers who meet every ship coming into Airlie Beach and Shute Harbour. The Cruise Ship Ambassadors are easy to spot in iconic blue floral Hawaiian shirts, waiting at the top of the jetty or at the bus stop, ready to greet guests with a warm Whitsundays welcome and directions to all the highlights of Airlie Beach.

Tourism Whitsundays CEO, Rick Hamilton is hugely appreciative of the work that the Volunteer Cruise Ship Ambassadors are doing to welcome cruise ship passengers to The Whitsundays.

"The welcome passengers are receiving from our Ambassadors is another reason for them to get off the ship and explore The Whitsundays. Whether they are coming ashore to visit the chemist, have a meal or do some shopping, every dollar is going into our local economy.

"Our volunteers are from all industries but have one thing in common, a love of people and customer service, this is something that isn't trainable, and we're fortunate to have so many people who all love helping people enjoy their holidays," said Mr Hamilton.

Volunteer Cruise Ship Ambassadors Coordinator, Lyn Blanche thinks the program is a great way to meet people with similar interests and expand your knowledge of The Whitsundays

"Every time we meet a cruise ship we're greeting people and welcoming them, many for the first time, to The Whitsundays. A friendly welcome and help to get the most out of their time on shore go along way when you're visiting somewhere for the first time,

"The Cruise Ship Ambassadors program is always looking for more volunteers to join us, if you have some spare time, love The Whitsundays and would like to share that with cruise ship passengers, I encourage you to get in touch," Ms Blanche added.

The Cruise Ship Ambassadors program is supported by Tourism Whitsundays and is always seeking new volunteers. A monthly morning tea is held for participants to catch up on the month ahead and also with each other. There are opportunities for volunteers to spend time in the Visitor Information Centre in Proserpine assisting visitors to experience The Whitsundays.

If you are interested and would like more information, please contact Dea in info@tourismwhitsundays.com.au

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THE HEART OF THE GREAT BARRIER REEF

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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