

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
27 September 2022

\$2,100 worth of Holiday Vouchers to be won thanks to the Visitor Information Centre Passports Competition

Tourism Whitsundays in partnership with Mackay Isaac Tourism and Bowen Tourism and Business are excited to announce that the Visitor Information Centre Passports Competition is back again from Saturday, 1 October to entice travellers to visit and collect stamps at each destination.

The passport includes information about the regions and will encourage travellers to collect stamps from each of the three accredited Information Centres in Proserpine, Sarina and Bowen for a chance to go into the draw to win \$2,100 worth of holiday vouchers.

Tourism Whitsundays CEO, Rick Hamilton said visitors love the collaboration and the potential to win prizes just for visiting our Information Centres.

“The Visitor Information Centres are an invaluable part of each community, their local knowledge is what attracts visitors to stop in. This campaign encourages more visitors to stop in and talk with our volunteers and staff about ways they can explore the area.

“Between The Whitsundays and Mackay we have it all; natural beauty, memorable wildlife encounters, fun-filled adventures and pure relaxation with locations encompassing the hinterland and the coast. We want as many people to know these incredible experiences as possible.” Said Mr Hamilton.

The passports are available at all three of the accredited Visitor Information Centres and when a visitor stops in at each centre the friendly team will stamp their passports. At the third information centre stop, visitors will collect their final stamp and pop their completed passport into a raffle box. The prize up for grabs is \$2,100 worth of holiday vouchers that the winner can put towards their next visit to The Whitsundays and Mackay regions. The competition will close at 6:00pm (AEST) on Thursday 31 March 2023, with the winner to be contacted after this date.

Mackay Isaac Tourism interim Chief Executive Officer, Tash Wheeler said the passports are a great way to increase visitor footfall to the Visitor Information Centres in the two regions.

The Mackay Isaac region and The Whitsundays is a spectacularly diverse destination that offers world-class natural attractions, lush rainforests, stunning beaches, coral reefs, wildlife experiences and so much more.

All of the three Visitor Information Centres across both regions have something unique to offer to those visiting. From the interactive information table display at the award-winning Mackay Region Visitor Information Centre, to the richness of the coffee that is being served at the Whitsundays Visitor Information Centre located next door to Whitsunday Gold Coffee Plantation and not forgetting, delicious mango sorbet at the famous Big Mango, located at the Bowen Visitor Information Centre. It is hard to not fall in love with our region and I am sure that visitors will be coming back for more,” Mrs Wheeler said.

Bowen Tourism and Business Manager, Leanne Abernethy, is pleased to be working with Tourism Whitsundays and Mackay Isaac Tourism on the Visitor Information Passport project again this year.

“This is a great initiative being run across two spectacular regions. It has been popular in the past with visitors and we have no doubt it will be popular again.

“Working in collaboration gives us a stronger voice and allows The Whitsundays and Mackay message to go further and encourage holidaymakers to enjoy our backyard.

“A big thank you to Tourism Whitsundays for taking the lead and rolling out this exciting project,” Ms Abernethy said.



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For more information on the Visitor Information Passport, please [click here](#).

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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.*

FOR MEDIA ENQUIRIES, CONTACT:

Cait Fleming

Publicity & Communications Executive

Tourism Whitsundays

Ph: +61 417 765 736

Email: pr@tourismwhitsundays.com.au

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