

Market	ng Activity													
Campaign Information	Audience	Partners	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Content marketing - 'Remember Yesterday,	QLD/NSW/VIC													
Today'														
Virtual QLD Tourism Exchange USA	US Trade													
Billboards - SE QLD	SE QLD	Whitsunday Coast Airport												
Billboards - BNE	Brisbane	Wavemaker												
Billboards - MEL	Melbourne	Wavemaker												
Billboards - BNE	Brisbane	Brisbane Airport												
Billboards - BNE	Brisbane	Brisbane Airport												
		Hamilton Island Airport												
		Whitsunday Coast Airport												
Destination videos courtesy of Greg Grainger TV	QLD/NSW/VIC													
Website redevelopment	All													
Lets Get Together VFR Campaign	Regional VFR	In partnership with												
	Market	Whitsunday Regional												
		Council												
Mates Rates Campaign	Regional Drive	Mackay Tourism												
	Market													
	Gladstone to Cairns													
Queensland Tourism Exchange	USA Trade	Tourism and Events												
		Queensland												
Escape Winter Campaign	SE QLD													
Great Destination Weddings - Annual	National													
Publication														
Airline Campaign	NSW/VIC	Whitsunday Coast Airport												
		(\$50K)												
		Tourism and Events												
		Queensland/Gov. (\$200K)												
		Tourism Australia (\$200K)												
		Hamilton Island Airport												
		(\$50K)												
		Tourism Whitsundays												
		(\$100K)												
Wonders of The Whitsundays Annual Brand	NSW/VIC/QLD	TEQ												
Campaign														
Work and Play campaign	Youth and	Bowen Gumlu Growers												
	Adventure													
Drive North Queensland partnership	Drive Market	Tourism Tropical North												
		QLD / Townsville												



		Enterprise / Outback OLD			
		Enterprise / Outback QLD / Mackay Tourism			
Travel Travels Travels Drawns in alcelia	Travel Trade	/ Mackay Tourism			
Travel Trade Training Program including 'Safety First'	Travel Trade				
Front-line Worker Campaign	QLD/NSW/VIC				
Working Holiday Makers Campaign					
Grey Nomad activation	Grey Nomads	Starts at 60			
Channel 9 Travel Guides filming	Australian's 16 - 54	Tourism Australia			
Workforce campaign	Youth and	Whitsunday Regional Council			
	Adventure				
		Hamilton Island			
		Hayman Island			
		Bowen Gumlu Growers			
		Jurgens Gourmet			
		Tomatoes			
		Mulgowie Farming			
		Company			
Taste of Australia Filming & air	High Value Traveller (HVT), food interest				
Today Show weather	Domestic	Tourism Australia			
Reel Destinations Filming & air	Channel 9 Australia wide & QANTAS inflight entertainment	Mackay Tourism			
Whitsundays School Excursion Prospectus					
Out and About with Kids	Families				
Diabetes QLD Partnership	QLD	Diabetes QLD at Hotel Group Cruise Whitsundays Daydream Island Mantra Club Croc Red Cat Adventures			
Australian Venue Co Partnership	National	Australian Venue Co Virgin Australia at Hotel Group Cruise Whitsundays Cumberland Yacht Charters Red Cat Adventures Shingley Beach Resort Whitsunday Crocodile Safari			



		Whitsunday Green			
		Whitsundays Rainforest			
		Retreat			
Life Begins At	Grey Nomad	Life Begins At			
Commando Magazine	QLD Defence Force				
Get it Magazine	Gold Coast Market,				
	Females - 25 - 60				
Australia Marketplace	USA Trade	Tourism Australia			
Phil Hoffmann Travel Campaign	SA Market	Hayman Island			
		Palm Bay Resort			
		Paradise Cove Resort			
		Cruise Whitsundays			
		Elysian Retreat			
		BIG4 Adventure			
		Whitsunday Resort			
		Mirage Whitsundays			
		Whitsunday Segway Tours			
Navy Offers	Domestic Navy				
Australia Marketplace	UK/EU Trade	Tourism Australia			
Australia Marketplace	China Trade	Tourism Australia			
Australia Marketplace	Japan Trade	Tourism Australia			
Australian Tourism Exchange	International Travel	Tourism Australia			
	Trade				
Domestic Media Famils					
QLD Brides Destination Book	Brides/Couples				
Dedicated Schoolies Campaign	School leavers				
Youth market content creation					
Overnight Sailing Experience Campaign					
Helloworld Travel Campaign	Regional Drive	Helloworld Mackay and			
	Market through	Townsville			
	Helloworld				
	database				
Magellan EDM	Domestic Consumer	Anzcro			
	through Magellan				
	Agent database				
Regional brochures - Airlie Beach, Bowen,					
Collinsville, Proserpine					
Collinsville awareness campaign					
Bowen awareness campaign					
Airlie Beach Awareness campaign					
Proserpine awareness campaign					



						SKEAI BAKKIE	
Channel 7 The Weekender segment creation							
promoting each regional subset Airlie Beach,							
Bowen, Collinsville, Proserpine and Islands							
Visitor Guide Distribution through		Caravan Parks					
Caravanning Shows							
Travel Manager Activity							
Content Creation							
Janine Mergler - Get Out with Kids Famil							
Michael Turtle - Canberra Times Famil							
Gail Palenthorpe - The Wise Traveller/Flux							
Review Famil							
Dallas Sherringham - Australian travel							
Magazine/Mature Traveller							
Christine Retschlag - CEO Magazine & RACQ							
Magazine							
Jamie Durrant - Essentials Magazine							
The Lane - Wedding style shoot							
Courier Mail Famil							
Brooke Styles Famil	Youth - Instagram						
,	& Tik Tok						
Glenn Harris - Just Luxe Magazine & Beau							
Monde Traveller							
TEQ QANTAS Inflight Magazine		Tourism and Events					
		Queensland					
Belinda Jackson							
Madeline Joslin - Holidays for Couples	Couples						
Mason Cox and Geva Mentor Famil							
White on Whitehaven Long Lunch by Fish							
D'vine							
Kylie McCloughlan - Traveller SMH and The		Tourism and Events					
Age		Queensland					
Narelle Bouveng - Escape (Regional)							
House Hunters International							
Daryl Cawthorne Famil							
Travel and Eat with Dan and Steph							
Overnight Sailing Famil - New Horizon -							
Sonia Taylor - AWOL							
Destination Famils in conjunction with White							
on Whitehaven							
Ute Junker - Australian Traveller Famil		Tourism and Events					
		Queensland					



Trade Famil - Pre ATE	Tourism and Events Queensland	
The Whitsundays Holiday Dollars	Tourism and Events Queensland	
Sponsorship of Declan Coull - Proserpine Senior High School Student - LOCAL ROAD SAFETY CAMPAIGN		

Visitor Infor	Visitor Information Services													
Campaign Information	Audience	Partners	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Visitor Centre Passport	Families/Grey	Bowen Tourism												
	Nomads/Solo	Mackay Tourism												
	Travellers	Tourism Whitsundays												
Visitor Guide Distribution	National													
Visitor Information Services	National													
Cross promotional partnerships														
Visitor Information Advertising - TV Screen,														
Lightbox, Bus Screen, Website Banner														
Out of region membership														

Always o	on activity													
Campaign Information	Audience	Partners	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Website Content	Worldwide													
Publicity Tracking	Worldwide													
Event Support	National													
Destination partnerships	National													
Consumer EDM	Worldwide													
PR and Trade EDM	Worldwide													
Monthly consumer database increase	Visit Whitsundays													
activation through Whitsundays Giveaway	followers													
competition														
Content promotion via Whitsundays YouTube	Families													
Channel														
Always on social media & SEO campaign	National													
Blog Content	Visit Whitsundays													
	followers and new													
	audience													
Drive Itineraries	Visit Whitsundays													
	followers including													
	German specific													
	content													



Drive marketing - Destination Billboards		
Adventure Airlie Social Media 'always on'		
campaign		
Visit Airlie Beach social media 'always on'		
campaign		

Corpora	te activity													
Campaign Information	Audience	Partners	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Workshops	TW Members													
Membership Engagement	TW Members													
Industry Networking	TW Members													
Member Opportunity Register	TW Members													
Corporate Communications through 4.01 The	TW Members													
Buzz, Tourism Whitsundays Facebook and														
Linked in														
Media Releases	Worldwide													
TW Always On Activity through Grant	TW Members													
Broadcasters and Core Magazine														