

Tourism Whitsundays Marketing Calendar | July to June 2020/21



THE HEART OF THE GREAT BARRIER REEF

		Enterprise / Outback QLD / 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 Adventure	Whitsunday Regional Council 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		

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		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 Trade	Tourism Australia		
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 Market through Helloworld database	Helloworld Mackay and Townsville		
Magellan EDM	Domestic Consumer through Magellan Agent database	Anzcro		
Regional brochures - Airlie Beach, Bowen, Collinsville, Proserpine				
Collinsville awareness campaign				
Bowen awareness campaign				
Airlie Beach Awareness campaign				
Proserpine awareness campaign				

