

How to Work with The Whitsundays Brand

The Whitsundays, the Heart of the Great Barrier Reef, is your brand, it belongs to all operators of the Whitsunday Region. Destination brands live and breathe through ongoing collaboration.

It is the foundation that creates a positive image and unique identity for The Whitsundays. It also defines what will remain in visitors' minds and memories. The journey, the experience, the long-lasting memories.

Top reasons why you should promote brand Whitsundays as part of your marketing?

- The more operators that embrace The Whitsundays brand, the bigger reach the destination will have to potential holidaymakers, ensuring The Whitsundays stays top of mind for their next holiday and stand out against competing destinations – all targeting the same holidaymaker.
- A destination brand is shaped by our guests' experiences, the stories they share and the memories they treasure. In a tourism economy fueled by word of mouth, the way we present ourselves as a united front, needs to align with the identity of our place and our people. This ensures our experiences and promotional activities are consistent with the millions of stories the Whitsunday region generates.
- Consumers choose brands because they relate to them, enjoy them, and they make their choices easier. Destination branding is like any other branding opportunity. It is imperative to ensure key messages and tone-of-voice are unique, relevant, strong and consistent, allowing us to build recognition and desirability for the destination.
- Destination branding seeks to reach potential consumers who may visit The Whitsundays. If a destination is not understood at first glance or is not attractive enough, then the consumer may not look further to see if it is of interest.

What is the destination brand?

This stems from The Whitsundays destination's identity. It is the overarching story of what everyone in The Whitsundays is telling and what our guests are experiencing.

The Whitsundays are so much more than just a coral coast, or a magnificent wonder to be admired.

It has a heart, a heart that's pulse resonates through the entire region. It enriches our sailing, our fishing and our rural towns. It's in our generosity, our character, our compassion that extends far beyond people. It inspires us to protect what we love and to treat everyone the same, be they highflyers or ordinary Joes. It's our signature that's impossible to imitate, a place where tranquil waters create a sanctuary for all to explore, a place where our islands are for everyone and no-one at the same time. A place where wonders flourish and lands provide ample sustenance, where warmth is not just in our climate, it's in our very nature. It's the heart of the place, a place we welcome you to share.

Our lives have been shaped by the land and sea. Home first to the traditional owners, a connection between people and nature has shaped the Whitsunday region since the beginning. We are surrounded by stunning natural wonders; from an archipelago of 74 islands, pristine beaches, and the Great Barrier Reef to rich green mountains and untamed bush. Our small towns have grown up around what the land and sea provide. We are farmers, fishers, and sailors. Rich soil houses fertile grounds for crops of mangos and sugarcane, while the

deeper earth yields coal for energy. We are laidback, casual and love the simplicity of our sun-kissed slow-paced lifestyle. We are also guardians. This beautiful place is ours to share and protect. It is our pleasure to welcome visitors to experience the natural splendour and relaxed hospitality of the Whitsunday region, but we also need to ensure its preservation.

How can I incorporate the brand story into my business?

- What is your business' origin story? Your business has its own DNA. How it begin? What are the values? What experiences does it provide to visitors? We call this an origin story.
- How does your story overlap with the destination brand? This is your chapter within the destination's story. With this question, you can support the destination while remaining true to your business' unique experiences.
- How can you support the destination brand? Businesses can often start to contribute to the larger story in small ways, utilising the tools available to you

Tools available to you

- Our Creative Platform - Our creative platform is the heart of all that makes the Whitsunday region the Whitsunday region. It is not a location, an activity or any one place; it is our Whitsunday spirit that resonates through the entire region, it represents the warmth of our climate and the compassion our people, it influences how we act and how we nurture our beautiful wonders and all who visit. Use The Heart of - incorporate relevant messaging into your brand
- [Toolkit](#) - Here you can download Zoom and Teams virtual backgrounds, signature banners, social media filters
- Visit Whitsundays Social Media Accounts - don't forget to like our pages and share relevant posts and stories
 - [Visit Whitsundays Facebook](#)
 - [Visit Whitsundays Instagram](#)
 - [Visit Airlie Beach](#)
 - [Adventure Airlie](#)
- Hashtag/Handle - #lovewhitsundays and @WhitsundaysQLD- Include this hashtag/handle on all your social activity
- Imagery - Reach out to the TW team for destination images
- Tell the destination story - incorporate location information, weather, how to get here, hero experiences and other operator information in your activity, through social, website and marketing collateral. Help inspire people to come here.
- Destination logo - Include on your website and marketing collateral
- Share good news stories! See something amazing happening in the region? Be sure to share it across your platforms.
- Encourage your guests to share experiences - ask for reviews, tell them to share their experience
- Engage with your audience
- Share your personal experiences on your own social media accounts
- Be a destination promoter - someone who actively recommends or speaks positively about The Whitsundays - i.e., Swimming with the turtles; it was worth the early start rather than talking about the destination in a passive way (speaking from an indifferent point of view) - i.e., A turtle in turquoise waters

- Brand Guidelines - https://images.impartmedia.com/tourismwhitsundays.com.au/2019-New-Whitsundays-Brand/Tourism_Whitsundays_-_Brand_Guidelines.pdf

Do not

- Utilise the brand as a solo execution – it should sit alongside your own brand
- Amend the creative messaging or destination logo

Events Checklist

Tourism Whitsundays works with events through in kind support that help to increase visitation, spend and dispersal in The Whitsundays. In Kind Support may include the below and will be discussed with each event:-

- Joint marketing planning meeting to determine activities and timelines
- Inclusion in The Whitsundays Visitor Guide Events Calendar
- Event information included in TW's consumer newsletter and E-News
- Event information included in TW's media and trade news updates
- Inclusion in social media platforms, Tourism Whitsundays and Visit Whitsundays (where appropriate)
- Launch press and further press releases as appropriate
- Event Listing on Tourism Whitsundays website, pulled through ATDW
- Blog published on the TW website with copy supplied by event organisers
- Banner to the Tourism Whitsundays website promoting event
- Use of TW marquee at event
- Make available CEO for event media interviews and/or presentations
- Send information to TW Event Volunteer Network when requested
- Provide media support where possible if event fits within media schedule
- Provide discounted marketing/advertising opportunities through TW partners e.g. QLD Weekender.

To receive in kind support, events should:-

- Provide imagery and footage of the event as soon as available so that the event can be promoted through the resources TW agree to
- Provide all event dates and details to the TW team as soon as possible
- Maintain the ATDW listing for the event with relevant information
- Integrate the Whitsunday Destination Logo (Heart of Great Barrier Reef) into all event marketing and communications activity including but not limited to website, collateral, advertising materials, media releases and event program
- Provide media release to TW a minimum of 24 hours prior to scheduled release to allow a TW comment for inclusion
- Recognition of Tourism Whitsundays as a key sponsor using the corporate business logo

Examples



8 GREAT HOTELS • AIRLIE BEACH • WHITSUNDAYS

Quote 'LOCAL'
when you call
or book online



1300 847 244
athotelgroup.com



Airlie Beach Festival of Music
THE HEART OF LIVE MUSIC

The Whitsundays
THE HEART OF THE GREAT BARRIER REEF

EACH ARTIST GETS... 3 SONGS 15 MINUTES

Please donate, artists will get some cash, and our live music starved followers will get to join the virtual party, feel the love and give something back in return!

LIVE STREAM

GOOD MUSIC FRIDAY

GOOD FRIDAY, APRIL 10
12-6PM

The virtual festival will include crossovers from some of our local legends to rev up the audience to donate to the artists whose livelihoods are now quashed. Funds raised from the event will be split evenly between the participating artists with the festival taking a 10% admin fee.

Everyone who buys a 'ticket' to the event will go into the draw to win a 3-day pass to the Airlie Beach Festival of Music in November.

Juzzie Smith
Nicky Bomba
Mason Rack
Bill Chambers
Steady Eddy
Innocent Eve
Wanita Queen of Honky Tonk
Matty Rogers
Rav Thomas
Kieran & Kaedan McCarthy
Gypsy Soldiers
Matt Angell

8 Ball Aitken
James Bennett
Jac Dalton
Tim Griffin
Sam McCann
Is Man Kind
Lloyd Saunders
Andrew Cousins
Salt & Steel
Taylor & Silk
Dylan Hammond
Karrie Hayward

#airlierocks

#lovewhitsundays



AIRLIE BEACH MARATHON FESTIVAL 2020 EVENT POSTPONED

Dear Runner, thank you for your interest in taking part in our Marathon Festival this year.

Unfortunately, due to the Coronavirus pandemic there is too much uncertainty for us to finalise plans for this year's event. As a result, we have decided to cancel the Festival over the weekend of 18/19 July 2020.

After considerable thought, we have decided to refund all registration money except for any donations to the Ronald McDonald House. This money will come back to you from the Register Now account.

We have selected a date for next year and hope to see you on the weekend of 17/18 July 2021.

We sincerely apologise for the disappointment and inconvenience this may cause. It has been an incredibly hard decision for us, but in the current climate, one we trust is right for your safety – and the safety of all volunteers, spectators and staff involved on day



The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



HOME

ABOUT US

PARADISE COVE RESORT

OUR TOURS

FAQS

BLOG

TRAVEL AGENTS

Thank you for your message. It has been sent.

TRAVEL AGENTS

Do you need some help? Our friendly reservations staff are waiting to help you make a booking from 8 am – 6 pm for all booking information, rates, terms and conditions and new brochures.



OUR PARTNERS



The Whitsundays
QUEENSLAND



#GO BAREBOATING!

The heart of sailing in the Whitsundays

Home

New to Bareboating

Charter Specials

Chartered Before

More

The Whitsundays

THE HEART OF THE GREAT BARRIER REEF

Untie the lines from shore and set sail for an adventure of a lifetime on board your very own bareboat (skipper yourself) holiday. Cruise the aqua blue waters of the Whitsundays, the heart of sailing in Queensland and create memories that you will never forget.



Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

www.tourismwhitsundays.com.au

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services



CONGRATULATIONS - Flight Centre HQ



This voucher entitles 2 adults to an
**Ocean Rafting Day Tour on either our Northern Exposure or Southern Lights Tour
including our Tropical Buffet Lunch at Whitehaven Beach**

TOTAL VALUE - \$360

THE ULTIMATE ACCESS WHITEHAVEN AND HILL INLET BEACHES

Ocean Rafting visits the "Wild Side" of the Whitsunday Islands, the uninhabited islands with beautiful natural scenery brimming with marine, bird and animal life. There are two exciting tour options, the **Northern Exposure** and **Southern Lights**. Each Ocean Rafting day offers three days in one, including an exhilarating ride to Whitehaven Beach, pristine snorkeling reefs and guided Whitsunday Island National Parks walks. Ocean Rafting offers the ultimate access to stunning and iconic Hill Inlet beach, and special snorkel sites at Hook Island and Border Island ensure a memorable underwater experience. The semi rigid inflatable vessels are super fast allowing guests to experience a fun ride, adventure and education amongst the natural beauty of the Whitsundays. 32 passengers at most allows for personal snorkeling lessons and the pleasure of a small group.

* Please quote voucher number when booking. This voucher must be presented on arrival. Tour dates subject to availability. Drinks not included.