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The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



TW PR Update

Hello Spring!

As a Whitsundays local this is my absolute favourite time of year to live in the tropics, the warmer nights start, the days are still perfect sitting in the mid 20s and the sun shines brightly. It's the best time of year to be out enjoying in the incredible turquoise Whitsundays water.

It's been such a big year for the beautiful Whitsundays, we have had the reopening of Daydream Island Resort and InterContinental Hayman Island Resort as well as the opening of brand-new Elysian Retreat. This is a milestone year for the Whitsunday region and we are extremely proud to report that we now have more island resorts open in the Whitsundays than we did pre Cyclone Debbie. We have seen huge investment in the tourism sector over the past 2 years conservatively totalling over \$1.2B (more on that below – check Big Whitsundays News). It's been great to see many of these exciting projects come to fruition and we still have many more to go.

I'll let you get onto reading all the exciting new news from the Whitsundays. Whatever you need – I'm your girl – drop me a line or give me a call.

Cheers, Liza

PS: Hot off the press, Whitsundays stalwart Hook Island is undergoing redevelopment

into a new style eco resort... stay tuned over the coming months for more info!

Eye on the Great Barrier Reef

Sarah Vickery - Ocean Rafting's Environmental Manager and Skipper.



When you love something, you want to see it grow, thrive and you want others to experience what you have. This is why we are here, the Master Reef Guides. We are the ones who have all started out by that first visit to the reef. That overwhelming experience.

We want to show that experience to people every day, and we are lucky enough to! And it's because we give people that same experience we first had, that their journey starts from there and continues on through the people they meet.

The network of Master Reef Guides is about having access to the best and newest information. We have access to scientists and government organisations who can give us correct and updated information, as well as collaborating between ourselves. We are the ones who are out there every day, seeing what is happening and the Master Reef Guide program helps us portray what we experience every day into being able to teach our passengers and giving them the best possible experience on the reef. We take people on an adventure, watch them fall in love, and show them how amazing each little organism on the reef is.

When people are amazed by something, when they can't explain the beauty, when they simply never want to leave because it is the most breathtaking experience they have had, then they become an ambassador.

To read the full article [click here](#).

Introducing the New Whitsundays Brand...

After 12 months of extensive community and global consumer research, workshops, online surveys and development, Tourism Whitsundays together with the Whitsunday Regional Council have unveiled the exciting new destination brand. The time has come to bid farewell and thank '74 Island Wonders' and welcome in a new era.

Through the research it was identified that The Whitsundays community see the region as the heart of many things, adventure, sailing, island escapes, events, agriculture, history, beaches with the standout being The Heart of the Great Barrier Reef.

We are proud to cement our standing as one of the key Great Barrier Reef destinations. One of the things this brand can do is be the shining star right across all of our hero experiences as well as our emerging experiences. The new direction also encompasses the heart of all the diverse townships from Airlie Beach, Bowen, Collinsville, Islands and Proserpine. It gives the opportunity to celebrate what makes The Whitsundays so diverse and special.

Whitsunday Highlights



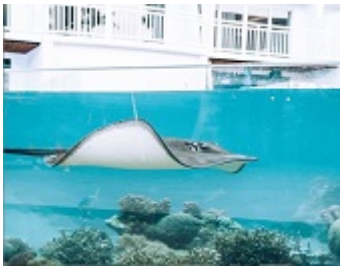
Intercontinental Hayman Island Resort
Is now open!



Underwater Sculptures
A Great Barrier Reef first right here in The Whitsundays!
Photo Credit - @riptidecreative



Cruise Whitsundays
Rooms with a View:
Introducing Underwater Suites on the Great Barrier Reef.



Daydream Island
Have you been to check out the amazing new and improved Living Reef?



Hamilton Island
qualia listed as Best Luxury Resort in Australia



Coral Sea Marina Resort
The merge of two of Airlie Beach's most loved icons.



Whitsunday Coast Airport
A 30,000 litre aquarium plus so much more which is part of a \$15 million terminal expansion.



Airlie Beach Foreshore
After a huge redevelopment the Airlie Beach foreshore is looking better than ever!



Heart Island
You can now experience the famed Heart Reef up close and personal.
Photo Credit - @saltywings

Big Whitsundays News

Huge Investment in the Whitsundays. Did you know over the past 2 ½ years the Whitsundays has relished in huge tourism infrastructure investment with completed, in progress and planned developments in excess of \$1.2B dollars? (that is not a typo!)

Recently Cruise Whitsundays in conjunction with the Queensland State Government announced Reef Suites which will be Australia's first underwater accommodation on the Great Barrier Reef. This will be bringing a whole new level of luxury to the Great Barrier Reef!

In August the region saw the installation of five incredible underwater sculptures. This is one that we are all been really excited about! It is another first for the Great Barrier Reef marine park right here in the Whitsundays. The project was funded as part of the state and federal governments Tourism Recovery Project. The underwater sculptures have been installed in a bid to provide a new experience for guests travelling to the Whitsundays.

2020 will see the return of the Whitsundays Clipper Race Carnival as we play host to the thrilling Clipper Round The World Yacht Race. The Carnival will run over 10 days and include a variety of different events. The jewel in the event crown during this time will be the iconic White on Whitehaven by Fish D'vine. A long lunch on the beautiful Whitehaven Beach, it's the only event of its kind.

But wait, there's more happening in the Whitsundays



BIG4 Adventure Whitsunday Resort

Check out the awesome awards BIG4 Adventure Whitsunday Resort has added to their collection!



Magnums Backpackers

Magnums received the Best Backpacker Accommodation Award 2018 as well as major upgrades.



Ocean Rafting

Ocean Rafting has recently received a number of awards recognising their excellent customer reviews.



Aquaduck Airlie Beach

The amphibious phenomemon has arrived in The Whitsundays.



Conde Nast Traveller

The Great Barrier Reef and Whitehaven Beach have been named among the 50 Most Beautiful Places in the World.



Elysian Retreat

Check out Elysian Retreats new short video!

Sustainability in The Whitsundays

Sustainability & Environmental education is very important to The Whitsundays. Tourism operators in The Whitsundays are always striving to improve their practices, they offer various ways for their guests to ensure their tours are sustainable and in the best interests of our local environment.

We have a number of new initiatives in place throughout The Whitsundays with the focus on sustainability and the protection of our beautiful surrounds.

As part of the Federal and State Government Tourism Recovery Fund Coral Gardening has been introduced in The Whitsundays Marine Park in late December 2018. Project Managers Reef Ecologic installed coral nursery frames and propagated corals at Blue Pearl Bay and Manta Ray Bay. A total of 425 coral fragments were initially planted on the coral nursery frames, corals represented are from four different genera and over 10 species. In the months following, reef restoration activities have continued positively at both Blue Pearl and Manta Ray Bays.

To read the full article [click here](#).

Resources

- [Whitsundays Visitor Guide](#)
- [Media Centre](#)
- [Tourism Whitsundays Media Releases](#)
- [Media Tool Kits](#)
- [Upcoming Events](#)

Key Contacts

Please reach out to Liza if there is any way Tourism Whitsundays can assist you with new and inspiring story content!

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