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The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



TW Trade 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've had the reopening of Daydream Island Resort and InterContinental Hayman Island Resort as well as the opening of brand-new Elysian Retreat on Long Island. This really has been a huge comeback year for the Whitsunday region and we're extremely proud of how our resilient region has shone through. We've seen huge investment in the tourism sector over the past 2 years with many hotels looking brand new after their refurbishments. It's been great to see many of these exciting projects come to fruition, and we've still got many more to go.

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!

Want to hear the latest on the reef? [Click here](#) for more info.

I'll let you get onto reading all the exciting new news from The Whitsundays.

Warm Whitsunday Regards,

Donna, Kylie, Alyssa and Cherie

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.

If you would like more information on the new destination brand and how you can incorporate into your marketing, please let us know!

Whitsunday Highlights and Product Updates



Intercontinental Hayman Island Resort

Is now open!



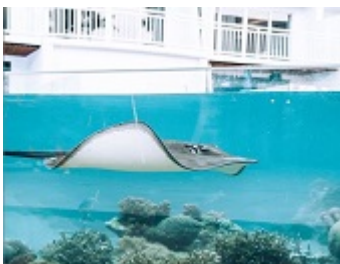
Underwater Sculptures

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



Hamilton Island

To help you stay up to date on what Hamilton Island has to offer here is



Coral Sea Marina Resort

The merge of two of Airlie Beach's most loved icons.

improved Living Reef?

a one page flyer with everything you need to know!



Whitsunday Coast **Airport**

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



Airlie Beach Foreshore

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



Elysian Retreat

Check out Elysian Retreats new short video!

New Product Alert!



Aquaduck Airlie Beach

The amphibious phenomemon has arrived in The Whitsundays!



Heart Island

Be one of the first to discover this iconic destination up close.

Photo Credit - @saltywings

Trade Training Videos

Want to expand your product knowledge? The below training videos have just been released. If you are interested in more information, please do let us know.

- [Absolute Airlie](#) - Guided bushwalking tours
- [Camp Island](#) - Experience your own private island
- [Explore Group](#) - See the world beneath the waves and explore the Great Barrier Reef
- [Freedom Shores](#) - Unique Boat Bungalow accommodation

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](#).

But wait, there's more happening in The Whitsundays



BIG4 Adventure Whitsunday Resort

Check out the awesome new Premium Cottages and Whitehaven Condos!



Magnums Backpackers

Magnums has received some major upgrades and the facilities are now top of the line.



Ocean Rafting

Ocean Rafting has recently celebrated one year of operating their popular 'Fly and Raft' package.



Relocation

Air Whitsunday Seaplanes
GSL Aviation

Recently both of these operators have relocated to Whitsunday Coast Airport (Proserpine).



Conde Nast Traveler

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



Island Gateway Holiday Park

Recently awarded a 'Tidy Park Award' by Caravanning Queensland and after refurbishing 5 of their cabins the park is looking fantastic!



Shingley Beach Resort

Shingley Beach Resort is now under new management, check it out!



Bowen Cultural Centre

World-class cultural centre to boost tourism in Bowen



Whitsunday Jetski Tours

Whitsunday Adventure Combos with three Multi-Award Winning Companies!

Resources

- [Whitsundays Visitor Guide](#)
- [Trade Centre](#)
- [International Product Manual](#)

What's On

The Whitsundays as a destination has a multitude of events and activities. Below is a list of events that are coming up over the next few months:

November

8 - 10 November - [Airlie Beach Festival of Music](#)

23 November - [Hamilton Island Endurance Series - Hamilton Island Triathlon](#)

24 November - [Hamilton Island Whitehaven Beach Ocean Swim](#)

January

11 - 18 January - [Whitsundays Clipper Race Carnival](#)

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 one week 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 Whitehaven Beach, it's the only event of its kind on beautiful Whitehaven Beach. Are you interested in packaging tickets to some of the events for your clients? Ask us how!

Check out these awesome promo videos:

[Whitsundays Clipper Race Carnival 2020](#)

[White on Whitehaven by Fish D'vine](#)

[Rodeo by the Reef](#)

Explore Further

A perfect day trip, conveniently located as the gateway to The Whitsundays, The Mackay

Region offers natural experiences, fun-filled adventures or pure relaxation with a backdrop of gorgeous scenery and wildlife encounters.

Just 1 hour 40 minutes south of Airlie Beach, you'll discover the ancient volcanic rock formations, and forests of Cape Hillsborough National Park, home to the iconic Sunrise Wallaby Experience. The only guaranteed wallabies on the beach experience in the world, this is a worthy addition to your Whitsundays itinerary, and your Instagram feed.

If you're looking to add a bit of rainforest to your dream reef getaway, journey south from the Whitsundays, through the gorgeous Pioneer Valley to the world famous Eungella National Park. Spectacular waterfalls, mountains streams and hiking trails weave through lush rainforest. The Whitsundays is famous for it's marine life, a trip to Eungella National Park adds the chance to see aquatic animals of a slightly different variety, with the viewing decks of Broken River offering excellent opportunities to spot the cute and unusual platypus.

Speaking of marine life, The Mackay Region is a popular destination for fishing. Much of the Hibiscus Coast, the region between Proserpine and Mackay, is a designated net free zone, providing a bonanza for recreational anglers. In the Pioneer Valley and complimenting the epic impoundment barramundi fishing of Lake Proserpine, are Kinchant, Teemburra and Eungella Dams – the latter teeming with the prized Sooty Grunter.

So take a day to add The Mackay Region to your Whitsundays adventure, and experience a truly breath taking nature reserved destination.



Key Contacts

Please reach out to Donna and the team if there is any way Tourism Whitsundays can assist you with any trade related questions or updates!

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