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The Whitsundays

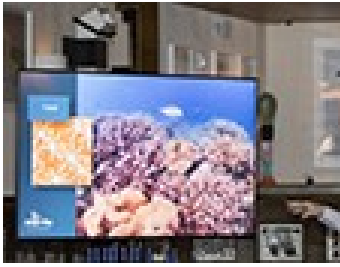
THE HEART OF THE GREAT BARRIER REEF



In Review

This week Tourism Whitsundays CEO Tash Wheeler, together with representatives from Cruise Whitsundays, Daydream Island, InterContinental Hayman Island Resort, Hamilton Island and Tourism and Events Queensland have been hosting a series of media dinners in London and New York with high circulating, well-known UK and US media outlets. These special media dinners are part of the Island Recovery funding which was announced earlier this year. With so much new Whitsundays information these dinners were certainly the hot ticket in town and created an exciting buzz throughout overseas media. A key opportunity for these dinners was to discuss the health of the Great Barrier Reef and discuss the measures we in The Whitsundays are taking to

preserve and protect our reef with an in-depth informative presentation given by Daydream Island's Marine Biologist Johnny Gaskell.



Over the last week and coming weeks Tourism Whitsundays has been out exploring our beautiful region for a new video and photoshoot. These new updated assets will showcase the region in line with our new branding direction.

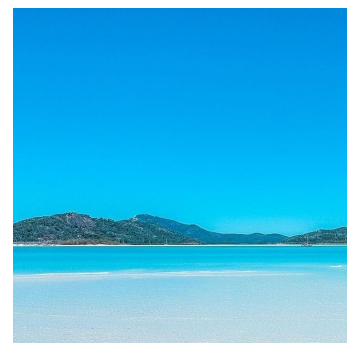
Speaking of new branding, we're excited to have launched the new brand campaign prospectus. The new branding campaign which will be rolled out early in the new year has co-op opportunities for members, if you'd like more information on this please contact the [TW team](#).

We are in final stages of planning for the annual Whitsundays Tourism Exchange which is being held this month. Product Managers from key trade outlets including Flight Centre, Helloworld Travel Ltd, Experience Oz, Ctrip, Expedia and more will be attending. We look forward to these key trade partners experiencing our region.

Tourism Whitsunday's Marketing Manager Donna van 't Hoff last week attended Flight Centre's head office in Brisbane with nine Whitsundays operators for a dedicated Whitsundays training session; there was a great turn out from the Flight Centre staff! The Whitsundays had representation from at Hotel Group, Coral Sea Marina Resort, Cruise Whitsundays, Hamilton Island, InterContinental Hayman Island Resort, Mantra Group, Ocean Rafting, Red Cat Adventures & Whitsunday Transit.

Tourism Whitsundays Marketing & Content Coordinator Kylie Forgione was in Sydney for NextM, The Future of Branded Storytelling where she engaged in an interactive afternoon on how brands can successfully tap into media partnerships and drive an emotional connection earning the attention of customers

This fortnights favourite 3 Instagram Posts



An important friendly reminder; please make sure when tagging your social media posts to tag: *#lovewhitsundays #thisisqueensland #seeaustralia*

We'd love to share your fantastic pics and help drive your brand awareness through our social media channels, please be sure to add the correct tags.

Please see our guide on [How to connect with Tourism Whitsundays on Social Media](#) to get the most out of your beautiful photos!

This fortnight we would like to welcome to the Tourism Whitsunday family our newest members.

Thank you for your partnership:

- [at Hotel Group](#)
- [Conway Beach Tourist Park](#)
- [Airlie Beach Skydivers](#)
- [Court & Spark Boutique](#)
- [Pearl Boutique Airlie Beach](#)
- [Whitsunday Housing Company](#)
- [Whitsunday Neighbourhood Centre](#)
- Deborah Friend
- Natalie Lee
- Mary-Anne Sullivan

Making the Most of your Membership

Please find below a list of opportunities available for you to get involved with. If you're unsure if these are for you and want to know more, let us know.

Member Opportunities

- Expressions of Interest now open to attend [Australian Tourism Exchange 2020](#).
- Sponsorship Opportunities – Whitsundays Clipper Race Carnival – January 2020. [Click here](#) for more information.
- Are you able to host a student for 20 days work placement, 1 day a week throughout 2020 and give them an insight into your tourism field? Expression of interest for the [VAK8 2020 Tourism Program](#) are now open.
- Expressions of interest are open with a [Wedding Focus Media Famil](#). Contact [Liza](#) with expressions of interest.
- [Sponsorship Opportunities - 2019 Whitsunday Tourism Awards](#) contact [Aimee](#) for more information on how you can be involved.
- Sponsor a networking night by donating stubby coolers for us to give away. Reach out the [membership team](#) for more information.

- Start to take online bookings or integrate an affiliate booking engine on your website for commissionable sales. Contact the [membership team](#) for more information.
- Have you listed your business on the [Australian Tourism Data Warehouse \(ATDW\)](#)? A 12 month subscription to the ATDW is included in Platinum, Gold, Silver, Bronze, Restaurant and Retail memberships. Contact the [membership team](#) for your unique code to be able to list your product on [tourismwhitsundays.com.au](#), [Queensland.com](#), and [Australia.com](#).
- Opportunity to Sponsor the biggest event on North Queensland's sporting calendar, the NQ Games. Click [here](#) for more information.
- Members of the community are invited and encouraged to volunteer for upcoming regional events! [Click here](#) to sign up today!

Member Advertising Opportunities

- [Whitsunday Transit Bus Advertising.](#)
- [The Whitsundays Exclusive Visitor Card.](#)
- [Half price LIVE On-Site Broadcast.](#)
- [Create your own, unique business jingle.](#)
- Feature a member to member special within the fortnightly E-News, contact the [membership team](#) for more information.

Other Opportunities

- [Townsville Crisis Mock Exercise](#) 22 October in Townsville on Tuesday.
- You are invited to participate in research being conducted by a [JCU student](#) on tourism risks in destination planning. [Click here](#) for more information.
- Make a difference to a Whitsundays Students' Education by taking part in the Whitsunday Neighbourhood Centre's [Adopt-a-student appeal](#). Find the sponsorship form [here](#).
- How would you like a digital marketing consultation for \$22? [Click Here](#) to find out more.
- [The Business Growth Fund](#) is now open for applications. Funding of up to \$50,000 (excluding GST) may be provided for eligible business.
- [Register now](#) and be a part of the conversation at this year's Global Eco Conference!
- Is your tourism product included in the [Best of Queensland Experiences Program](#)? If not, you could be eligible for a [free business review](#) by marketing consultants [Susan Maynard](#) and [Julie Cullen](#).
- Conflict Management workshop - 8 October @ Lure, \$245 08:30am-12:30pm. [Register here](#).
- Mate2Manager – stepping up from 'team-mate to managing your team-mates'. 6 November @ Lure, \$245 08:30am-12:30pm. [Register here](#).
- MBTI – Personality workshop; learn how to work alongside the many different personalities in your workplace. 9 October 9-11:30am @ Lure. [Register here](#).
- Manager2Leader – monthly training modules for managers, supervisors & team leaders. \$139.50/mth. [Register here](#).
- Celebrate Christmas with Mantra Club Croc! Bookings are essential for [corporate](#) and [individual](#) bookings.
- Donate a raffle prize for the Bowen Athletics Club to get new flood lights on the field! For more information contact Simon Miller on 0408 447 131 or smillerplace@gmail.com

Non-members

Every membership counts, and goes into marketing and publicity activity to drive visitation, expenditure, dispersal and length of stay. We all benefit from a thriving tourism industry, so help us promote this beautiful destination by becoming a member of Tourism Whitsundays; please see our [2019/20 membership prospectus](#) or contact the [membership team](#) for more information.

[Find out more - Member Opportunities](#)



2019 Tourism Whitsundays Annual General Meeting

Where: TAFE Queensland Whitsundays Campus, Palmers Restaurant & Coffee Shop

Date: Monday 28 October 2019

When: 8:00am to 9:30am

Light Breakfast, coffee and tea will be available

To secure your attendance at the AGM, please RSVP before 5:00pm Thursday 24 October.

[RSVP Here](#)



2019 Whitsunday Tourism Awards

Just over three weeks till our Industry night of nights, the 2019 Whitsunday Tourism Awards #WTA.

This years event is being held on Daydream Island Resort with transfers provided by Cruise Whitsundays and Whitsunday Transit.

The formal dinner and awards ceremony will include beer, house wine, soft drinks, canape's and a three course meal.

This week is your last chance to book accommodation on Daydream Island Resort for the night of the awards at a special industry rate. [Accommodation is available here.](#)

Tickets to the event are currently sold out, please contact aimee.cameron@tourismwhitsundays.com.au to put your name down on the waitlist.

Important Updates

- Have you heard of the CrisisReady App? If not watch this [video](#) for more information. Tourism businesses are likely to face a crisis every four years. Being prepared means that your business can be up and running quicker. CrisisReady is a disaster management headquarters that gives you access to your plans and documents wherever and whenever disaster may strike. Download the app and start planning today!
 1. [Download the app](#) - Access Code: **RiskWhitMack**
 2. Click on "Register Now" to create a Profile
 3. Start using the app and get prepared
- [Subscribe](#) to Tourism and Events Queensland's industry newsletters and find out what TEQ can do for you.
- Tourism & Events Queensland have just released a handy '[Working with TEQ](#)' checklist. Have a read over for helpful info.

Stories from around the World

Tourism Whitsundays works closely with Tourism and Events Queensland and Tourism Australia on a range of journalist and digital influencer famils. The aim of these famils is to showcase to the world the beautiful Whitsundays. These couldn't be done without the fantastic support from our members. Here is a snapshot of some of the stories that were generated over the past couple of weeks.

Articles

- [Australia: Finding luxury in post-cyclone Whitsundays in Queensland](#)
- [Find Out How to Hang Out With John Butler in Airlie Beach](#)
- [Daydream Island](#)
- [Overseas Visitors Soar After Great Barrier Reef Campaign](#)
- [Whitsundays is Dubbed](#)
- [How the Whitsundays transformed after tragedy](#)
- [Drumlines to be Removed From Mackays Beaches](#)
- [Great Barrier Reef holidays showcased in Germany](#)
- [Uphill Battle Expected for Whitsunday Tourism Industry](#)
- [Elysian Retreat story out in Vacations and Travel](#)

Media Releases

- [25th - Tourism Whitsundays Announces Affiliate Memberships](#)
- [19th - Great Barrier Reef Holidays Showcased In Germany](#)
- [19th - Meet John Butler in Airlie Beach Music festival offers ultimate fan experience](#)

Member Market Place

Welcome to Member Marketplace. As a member of Tourism Whitsundays please find below opportunities from other members and stakeholders within the Tourism Whitsundays family. If you would like to include something here, please send to our [Membership Team](#).

Here are some great member to member special offers:



Cruise Whitsundays

Camira Twilight Sailing Charter

All-Inclusive From \$6,500 (Normally \$11,000)

Whitehaven Beach Half Day Charter

All-Inclusive From \$15,400 (Normally \$22,500)

Great Barrier Reef

\$200 Per Person – Groups Of 30+ (Normally \$269 Pp)

For more information and bookings please contact Cruise Whitsundays.

07 4846 7036 or groups@cruisewhitsundays.com

*Pricing Includes GST



Aquaduck Airlie Beach

Adults at kids prices! Save \$10

Aquaduck combines the best sights of Airlie Beach into one fun tour.

A 1hour tour on the amphibious Aquaduck Croc Bus, combining an informative tour and boat cruise in one exciting ride.

Book online at www.aquaduck.com.au enter the promo code TWMEMBER at checkout or call 0438 477 157.



Camp Island

Pay for two nights stay for three \$1500.00 per night (\$3,000.00)

Available to book any nights between 1 September and 30th November 2019.

Maximum 8 people. Complimentary transfers are offered from the boat ramp at Elliott River, Guthalungra. Access at Elliott River is tidal. Full prepayment required at time of booking.

Email: manager@campislandlodge.com.au



Compass Business Advisory

The modern workforce is here to help grow your business! Receive a FREE non-obligation consultation with one of our HR specialists and free report valued at \$286 if you're a TW member.

Eco Tourism is the biggest tourism growth industry in the world. Become Eco Certified and receive a FREE non-obligation consultation if you're a TW member.

For more information contact Kathleen at kathleen@compass-businessadvisory.com or on 0401 453 244.

It is the member's responsibility to provide sufficient proof of TW membership upon contact. We suggest emailing from the business email address or supplying a business card; all current memberships can be viewed in the Business Directory on the Tourism Whitsundays website to provide a screen shot. *Terms & Conditions Apply. Contact member directly for details.

Workshop Noticeboard

Here is a list of workshops available in the Whitsundays for you and your teams. If you have a workshop you would like to promote, please send through to us.

- 4 November - Save the date - China Payment workshop
- 6 November - Destination IQ (formerly the QTIC Tourism Indigenous Employment Forum) on the Sunshine Coast.

What's coming up in the Whitsundays

The Whitsundays as a destination has a multitude of events and activities at any one time. Below is a list of events that are coming up over the next two months from regional consumer, cruise ships and Tourism Whitsundays corporate events. If you have an event that you would like added, please load to ATDW or contact us on how to do it.

Weekly Events

- Every Saturday 7am - 1.30pm - Lions Airlie Beach Community Markets
- Every Saturday 3pm - 6pm - Saturday Sessions at The Garden Bar Bistro
- Every Saturday 7am - Bowen Parkrun
- Every Sunday 8am - 12pm - Bowen Lions Community Markets
- Every Sunday 2pm - 6pm - Sunday Sessions at "The Pub"

October

- [29 Sep - 5 Oct - Revolutionising Turtle Health on the Reef](#)
- [6 - NRL Grand Final at The Pub](#)
- [3 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [7 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [10 - Round the World Whiskey Dinner at Northerlies](#)
- [12 - 100 Years of Mining](#)
- [12 - The Australian Fleetwood Mac Experience at "The Pub"](#)
- [13 - Who Remembers The 80's!](#)
- [19 - Cruise Ship Arrival Day - Celebrity Solstice](#)
- [20 - Cruise Ship Arrival Day - MS Masdaam](#)
- [24 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [26 - Cruise Ship Arrival Day - Ruby Princess](#)
- [27 - Cruise Ship Arrival Day - Pacific Aria](#)
- [31 - Cruise Whitsundays Camira Halloween Cruise](#)

November

- [8 - 10 - Airlie Beach Festival of Music](#)
- [14 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [17 - Cruise Ship Arrival Day - Pacific Aria](#)
- [18 - 23 - Elysian Retreat - SoulScape Wellness Retreat](#)
- [21 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [22 - Cruise Ship Arrival Day - Sea Princess](#)
- [23 - The Australian Eagles Show Live at The Pub](#)
- [23 - Hamilton Island Endurance Series - Hamilton Island Triathlon](#)
- [24 - Little Steely Brothers show Live at The Pub](#)
- [24 - Hamilton Island Whitehaven Beach Ocean Swim](#)
- [26 - Cruise Ship Arrival Day - Voyager of the Seas](#)
- [29 - Cruise Ship Arrival Day - MS Masdaam](#)

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