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The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



In Review

Last week the Whitsundays tourism industry celebrated at the Queensland Tourism Awards hosted by Queensland Tourism Industry Council (QTIC). Over 900 tourism operators and stakeholders from right across the state gathered at the new Sunshine Coast Convention Centre at Twin Waters. Taking out a double trifecta, The Whitsundays scooped up bronze, silver and gold in Major Tour and Transport Operator as well as Adventure Tourism. Proving once again The Whitsundays is the Heart of Adventure. Congratulations to all our operators who entered this year's awards, that in itself is a great achievement!! For more details [click here](#).

During the Queensland Tourism Awards, the Queensland State Government through QTIC announced 2020 is to be the year of Indigenous Tourism! This is a very exciting area of tourism which has great potential in The Whitsundays. Tourism Whitsundays is looking forward to working with Whitsundays traditional owners, local operators and QTIC on developing this area of tourism further for our region. In addition to the Queensland Tourism Awards, the annual Destination Q was also held at Twin Waters. Targeted events are hosted to enable tourism businesses, government and industry to connect, collaborate and work together to strengthen the Queensland tourism industry. It was an insightful few days of talks and presentations from various key tourism representatives.

At the end of the week there was an opportunity for some of the Tourism Whitsundays board members attending Destination Q to meet with the Hon Minister for Innovation and

between the Queensland Government, Federal Government (and GBRMPA) and industry in The Whitsundays in respect to the shark incidents. Tourism Whitsundays in partnership with Tourism Tropical North Queensland and Queensland Tourism Industry Council requested all levels of government work together to find solutions in mitigating risk for visitors and residents to the Whitsundays.

The Whitsundays Coast Chamber of Commerce are holding their Christmas Party next Friday 22nd November at 7pm at Coral Sea Marina's Garden Bar Bistro. This is a free event for Whitsunday Coast Chamber members. Come and help celebrate the year with all hard-working Whitsundays businesses! For more info [click here](#).

Australian Traveller's People's Choice Awards are open for voting! The Whitsundays is such a diverse destination we could be eligible for all awards! So cast your [vote](#) and nominate The Whitsundays where you think relevant!

The Whitsundays Clipper Race Carnival is fast approaching! With so many great events scheduled throughout the week we're sure this event will be a great boost for the region throughout January. Be sure to get your tickets to the two hottest events of the week, the iconic long lunch on Whitehaven Beach, White on Whitehaven by Fish D'vine and the legendary Rodeo by the Reef on the Bowen Foreshore. Tickets to these events are quickly getting snapped up! You don't want to miss out!! For more event details [click here](#).

This fortnights favourite 3 Instagram Posts



📷 @sailingwhitsundays



📷 @this_whitsundays_life



📷 @jasonxhalley

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!

Thank you for your partnership:

- Reefstar Cruises
- [Embroidery in Stitches](#)
- Allen Grundy
- Alice Walsgott

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

- Tourism Whitsundays would like to extend an invite to our members for expressions of interest for upcoming Digital Influencer famils coming in to region. For more information please [click here](#).
- The Whitsunday Coast Chamber of Commerce is holding their Christmas Party on the 22 November at The Garden Bar Bistro, [click here](#) for more info!
- Mackay Regional Council - Events and Conference Briefing 21 November MECC [Click here](#) for more info
- Meet Marine Scientist Catherine Kim and hear about her coral research in Southeast Asia. Flying Scientists - Free Community Event - Marine Science Showcase. [Click here](#) for more info.
- Whitsundays East Coast Roadshow – Individual Mentoring. There are limited spaces so register now! For more info click [here](#).
- Individual Digital Mentoring Program – Limited Spaces. [Click here](#) for more info.
- Individual Trade Mentoring Program – Limited Spaces. [Click here](#) for more info.
- Resilience Training – Leadership Program (details TBC)
- Sponsorship Opportunities – Whitsundays Clipper Race Carnival – January 2020. [Click here](#) for more information.
- 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](#).
- Members of the community are invited and encouraged to volunteer for The Whitsundays Volunteer Program, supporting cruise ship visits and regional events! [Click here](#) to sign up today!
- Free opportunity to get your event noticed, no matter how big, small or unique. List your event for free through our media partners at [Star FM](#) and [4mk Mackay](#)
- 12 x \$5,000 scholarships are available for North, Far North and Western Queenslanders to study at TAFE Queensland, [click here](#).

Member Advertising Opportunities

proposal.

- [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

- You are invited to participate in research being conducted by a [JCU student](#) on tourism risks in destination planning. [Click here](#) or 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](#).
- Bookings now open for the Mackay Expo (The Mackay Home Show and Caravan, Camping Expo) Mackay Showgrounds 22nd - 24th May 2020 for more info [click here](#).
- [The Business Growth Fund](#) is now open for applications. Funding of up to \$50,000 (excluding GST) may be provided for eligible business.
- [Small Business Digital Grants Program](#) is open for application, closing 10 December 2019. Grants of up to \$10,000 (matched funding) may be provided to eligible businesses.
- [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](#).
- 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
- Can you trust your numbers? Join us for a Financial Health Check! 13 November @ Lure, \$25 5pm - 7pm. [Register here](#).
- The Great Barrier Reef Marine Park Authority has opened the 2019 [Reef Guardian Sea Country Grants](#).

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](#)

Important Updates

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.

Tourism Australia

Tourism Australia have provided an update on the evolution of TA's long-standing and successful global brand platform of 'There's Nothing Like Australia'. While 'There's Nothing Like Australia' will continue to be the overall mantra, in the upcoming campaign we'll be inviting the world to 'Come Live Our Philausophy'. [Click here](#) for an overview.

Crisis Ready

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

Best of Queensland

All Queensland operators with a live, up-to-date listing on the Australian Tourism Data Warehouse (ATDW) by Sunday, 1st December 2019 will receive a *FREE*, individual, in-depth report providing valuable insights into consumer perceptions and reviews on their experience.

1. Ensure your ATDW listing is live by subscribing by 1st December 2019. Contact [Membership](#) for your \$0 coupon code.
2. Make sure your online booking link is entered into ATDW
3. Check your Facebook and Instagram links are correct in ATDW (tip: make sure your Facebook is a public business page)
4. Finalise and pay any RTO memberships
5. Complete any Accreditations with [recognised accreditation programs](#)

The Best of Queensland Experiences will be announced in March 2020.

[Find out more here.](#)

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](#).

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.

- [World Renowned Artist Inviting Whitsundays To Bare](#)
- [Horror Headlines Killing Tourism](#)
- [Winners Whitsundays Nabs Swag of State Tourism Awards](#)
- [QLD Tourism Industry Calls on Government to Crack Down on Shark Control Following Attack](#)
- [Bucking Good Time Rodeo Thrill Big Crowd in Bowen](#)
- [Totally Overwhelming Tourism Operators Snag Gold](#)
- [A British tourist was snorkeling in Australia when a shark bit off his foot](#)
- [Shark takes tourist's foot, injures another man while pair were thrashing about in waters off Airlie Beach](#)
- [Shark attack in the Whitsundays leaves two people with serious injuries](#)
- [Queensland tourist industry calls for extra shark control measures](#)
- [Great Barrier Reef tourism operators in urgent plea for shark control measures](#)

Media Releases

- 9th - [The Whitsundays Celebrates At The Queensland Tourism Awards](#)
- 7th - [Where else can you go to a Rodeo in the Heart of the Great Barrier Reef?](#)
- 4th - [Sixth Annual Whitsundays Tourism Exchange Proves Huge Success](#)
- 30th - [Countdown to the Airlie Beach Festival of Music](#)

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:

Skydive Airlie Beach

Receive 20% off for all locals residing in Airlie Beach!

- Valid on tandem skydives from up to 15,000 ft only.
- Participants would need to provide proof of residency upon arrival
- Valid until 31st of July 2020

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.
groups@cruisewhitsundays.com or 07 4846 7036

*Pricing Includes GST

Hamilton Island

Travel on either the 15th or 16th of November 2019, to receive our Regional Standby rates in advance. PLUS, if you stay both nights, you'll receive a complimentary room upgrade!*
 For more info click [here](#).

Adults at kids prices! Save \$10

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

A 1 hour 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.

Working with Eco Tourism Australia we can help you achieve the right program for your organisation. Call today and receive 10% discount for the month of October.

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.

- 26 November – 'Build a successful team' - Free webinar
- 28 November - Applying Facebook to your business - Airlie Beach

- 27 May - Using Digital To Maximise Your Business

This initiative is proudly funded and supported by the Queensland Government through its Tourism Industry Business Capability Program



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

November

- 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 Maasdam

December

- 1 - Cruise Ship Arrival Day - Majestic Princess
- 2 - Cruise Ship Arrival Day - Pacific Dawn
- 3 - Cruise Ship Arrival Day - Pacific Aria
- 6 - Cruise Ship Arrival Day - Carnival Splendour
- 10 - Cruise Ship Arrival Day - Oceania Regatta
- 12 - Cruise Ship Arrival Day - Pacific Dawn
- 16 - Cruise Ship Arrival Day - Seaborne Encore
- 17 - Cruise Ship Arrival Day - Voyager of The Seas
- 20 - Summer Solstice Family Evening with Sun Salute at Northerlies
- 22 - Cruise Ship Arrival Day - Viking Orion
- 25 - Christmas Lunch at Airlie Beach Hotel
- 31 - Northerlies NYE 2020 Glitterati Parti

Tourism Whitsundays

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