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The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



In Review

We are a couple of months into the new destination brand for the Whitsunday region. Part of the mobilisation of this brand is updating the destination assets which we are in the process of doing (photoshoots/video). The next phase is industry take up and getting as many of our members as possible incorporating the new destination logo into their own business and marketing.

All too often, the Tourism Whitsundays logo and Whitsundays destination logo are confused. So, to dispel the confusion we want to share some points with you below on the difference between the destination logo set and company logo.

Whitsunday Region Destination Logo



- This logo is for promoting the destination
- There are two destination logos (see images) that Members can use
- Part of the success of a destination brand is when every product and business lives and breathes the brand and incorporates the logo



use this logo alongside your own business logo to show a united and strong region that thrives from tourism

- Using these logos does not promote Tourism Whitsundays as a business it promotes the destination

Tourism Whitsundays Business Logo



- This is Tourism Whitsundays business logo
- This logo promotes TW and what we do
- You can use this logo to recognise TW support or sponsorship, but it is not the destination logo
- We would not ask you to use this logo in your marketing
- As a business, TW uses the destination logo alongside this business logo, the same way we encourage businesses in the Whitsundays

The more we can reinforce the destination logo on signage, merchandise and marketing, the stronger and more united we come across as a region. This new brand allows you to use this logo but be the heart of anything your business promotes.

In 2020, Tourism Whitsundays will add a new category to the Whitsunday Tourism Awards which will be awarded to a Member who can showcase how they have embraced the new brand/logo into the business.

If you aren't sure what you can do to incorporate the new destination logo, here are some ideas.

- Add one of the destination logos to merchandise that you sell
- Include the destination logo on your company business cards
- Company uniforms – business logo on one side & destination logo on the other side
- Include the destination logo on your product brochures
- Incorporate logo onto any signage
- Use on your website
- Social media

This week Tourism Whitsundays launched a pre-Christmas local and regional drive market campaign to promote visitation by the regional drive market. We really want to encourage locals and our neighbours north and south to support all local businesses these holidays. Why drive yourself crazy with multiple flights and stop overs when just a short trip away is The Whitsundays, one of the most globally iconic holiday destinations!

Tourism Whitsundays has the Sunrise weather crosses happening at the Airlie Beach foreshore tomorrow morning, Thursday 28th November from 4:30am (thanks to Eastern

The final networking night of the year is tomorrow night – RSVPs for this festive networking night close tomorrow at 12pm, pull out the Santa outfits, Reindeer ears and practice your Ho Ho Ho!

Event Name: Tourism Whitsundays Industry Christmas Party hosted by Fish D'vine

Where: Cruise Whitsundays Terminal at Port of Airlie

Date: Thursday, 28 November 2019

When: 6:00pm to 8:00pm

[RSVP HERE](#)

NEWS JUST IN: The Whitsundays Visitor Information Centre development application approvals came in today! We are full steam ahead with the plan to have the centre open in time for Christmas. To volunteer or if you'd like your brochure displayed in the centre please contact the [TW Team](#)

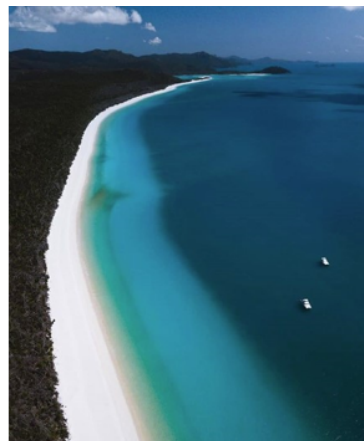
This fortnights favourite 3 Instagram Posts



📷 @eviescapades



📷 @gsl_marine



📷 @brenton_captures

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:

- [Whitehaven Xpress](#)

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

- Calling on all members! Come and drop your brochures out to the new Whitsundays Visitor Information Centre (Located at Whitsunday Gold Coffee Plantation) between the 16th to the 19th December from 9am to 3pm. [Contact us for more info.](#)
- TW is looking for locally made products, souvenirs and postcards to sell in the new Visitor Information Centre. If you make, sell or know of products that suit our Whitsundays visitors please email [Aimee](#).
- Have your say and comment on the [draft visitor economy strategy for Australia!](#) The 1st online survey will close on Friday.
- [The Whitsunday Climate Change Innovation Hub](#) is rolling out a Whitsundays Industry Resilience Project with JCU and are looking for tourism businesses to be involved in a survey which is scheduled for January next year. Click [here](#) for more information. Click [here](#) for FAQ's.
- 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](#).
- 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.
- 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](#)
- Funding Round 15 is now open for The Queensland Destination Events Program and will close Wed 5 February 2020. Click [here](#) for more info.
- Proserpine Rotary Christmas Fair click [here](#) for more info

Member Advertising Opportunities

- [Paradise Outdoor Advertising deal for Tourism Whitsundays members*](#)
- The Helloworld Travel Whitsundays Mega Sale is back! [Click here](#) to view the proposal.
- [Half price LIVE On-Site Broadcast.](#)
- [Create your own, unique business jingle.](#)

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- Book a website banner on tourismwhitsundays.com.au to increase page visits. Contact the [Membership Team](#) for more info.

Other Opportunities

- Resilience Training – Leadership Program. [Click here](#) for more info.
- 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.
- [TAFE Queensland's Leadership Development Program](#)
- [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
- The Great Barrier Reef Marine Park Authority has opened the 2019 [Reef Guardian Sea Country Grants](#).
- 12 x \$5,000 scholarships are available for North, Far North and Western Queenslanders to study at TAFE Queensland, [click here](#).
- Free Basketball Clinic with Andre Moore "Big Feat" Whitsunday PCYC, Saturday 7th December 2019. Click [here](#) to register!

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

helpful info.

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.

Articles

- [All the New Places to Stay in Australia's Whitsunday Islands](#)
- [Schoolies incoming: Hundreds expected to flock to Airlie](#)
- [Elysian Retreat Whitsundays, Queensland, Australia](#)
- [Dozens pose nude on beach on Queensland's Whitsunday Islands for US art photographer Spencer Tunick](#)
- [Tunick lauds nature in stripping for art](#)

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](#).

Aquaduck Airlie Beach

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.

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.

- *Please note date change* 6 February - Applying Facebook to your business - Airlie Beach
- *Please note date change* 20 February - Applying Facebook to your business - Bowen
- 25 February - Whitsundays Trade Ready Workshop - Advanced - 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 - 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

- 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 Splendor
- 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
- 31 - New Years Eve Seafood Buffet at "The Pub"

January

- 3 - Cruise Ship Arrival Day - Seven Seas Voyager
- 8 - Cruise Ship Arrival Day - Pacific Aria
- 9 - Cruise Ship Arrival Day - Pacific Dawn
- 11 - Whitsundays Clipper Race Carnival - White on Whitehaven by Fish D'vine
- 12 - Cruise Ship Arrival Day - Pacific Aria
- 12 - Whitsundays Clipper Race Carnival - Community Welcome Event
- 13 - Cruise Ship Arrival Day - Pacific Dawn
- 14 - 16 - Whitsundays Clipper Race Carnival - Clipper Yacht Open Days
- 14 - Whitsundays Clipper Race Carnival - Wine and Dine event - Sunset at Sorrento Restaurant and Bar
- 14 - Whitsundays Clipper Race Carnival - Wine and Dine event - Dinner at Fish D'vine
- 15 - Whitsundays Clipper Race Carnival - Corporate Team Building Sailing Experience
- 15 - Whitsundays Clipper Race Carnival - Wine and Dine event - Dinner at Reef Gateway Hotel
- 16 - Whitsundays Clipper Race Carnival - Little Ripper Clipper Cup
- 16 - Whitsundays Clipper Race Carnival - Wine and Dine event - Lunch at The Garden Bar and Bistro
- 17 - Whitsundays Clipper Race Carnival - Clipper Golf Challenge
- 18 - Whitsundays Clipper Race Carnival - Rodeo by the Reef
- 18 - Whitsundays Clipper Race Carnival - Parade of Sails
- 18 - Cruise Ship Arrival Day - Celebrity Solstice
- 28 - Cruise Ship Arrival Day - Seven Seas Navigator
- 31 - Cruise Ship Arrival Day - Europa

Tourism Whitsundays

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