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The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



In Review

Congratulations to the whole team at Cruise Whitsundays / Journey Beyond on the successful launch of Great Barrier Reef first ReefSuites. The new pontoon and accommodation are absolutely world class. The coverage The Whitsundays has been receiving through this new product has been great!

Tourism Whitsundays recently attended Tourism and Events Queensland On Tour throughout Europe and UK along with Intercontinental Hayman Island Resort, Daydream Island Resort, at Hotel Group and Red Cat Adventures. The events were fantastic! During the European leg, operators met with 125 key European trade product managers, aussie specialists and travel agents. A product manager weekend took place in Salzburg with over 70 key trade distribution partners flying in from Germany, Italy, France, the Netherlands, Belgium, Sweden, Denmark, Norway and Finland. The UK leg saw operators meet with 23 product managers from key UK distribution partners and 79 agents were trained during London and Manchester evening events. 674 also agents visited the Queensland online training portal. With so many exciting updates to give on The Whitsundays it was certainly an opportune time to travel over and raise awareness for The Whitsundays.

Earlier this month Tourism Whitsundays together with more than 40 local operators launched a regional campaign to drive local and drive market visitation and spending in the lead up to Christmas. The campaign has seen over 1,100 hits to the local deals page on

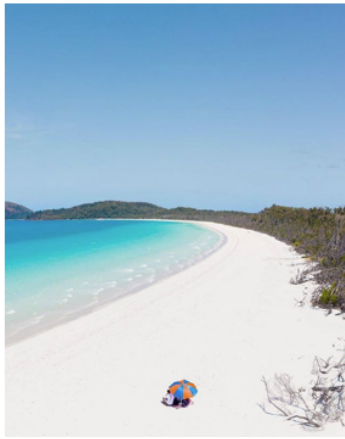
database and social media promotion through the Visit Whitsundays channels. We hope that this brings a much needed reminder to our friends in the regional market that The Whitsundays is a wonderful place for a getaway!

As the year draws to a close, the board and team would like to take this opportunity to thank our members and stakeholders for the continued support and investment. This year was earmarked as The Whitsundays come back year, which certainly has been true. While the year has not been without its challenges, we have seen the opening and reopening of iconic Whitsundays island resorts, new mainland experiences, a successful event season and improvements and upgrades across the entire industry; The Whitsundays is back on the map!

This fortnights favourite 3 Instagram Posts



📷 @this_whitsundays_life



📷 @darylcawthorne



📷 @reedplummerimages

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:

- [Mama Africa Bar and Nightclub](#)
- [Green Energy](#)

Making The Most Of Your Membership

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.](#)
- [Click here](#) to view the advertising prospectus for the Whitsundays Visitor Information Centre.
- [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.
- 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.

Member Advertising Opportunities

- [Paradise Outdoor Advertising deal for Tourism Whitsundays members*](#)
- [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.
- 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.
- [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](#)

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
- Proserpine Rotary Christmas Fair click [here](#) for more info.

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 '[Working with TEQ](#)' checklist. Have a read over for helpful info.
- [Click here](#) to view the Whitsunday Regional Council Emergency Action Guide for your storm season preparation.

Bushfire preparation

- It's important for everyone to be prepared for the threat of bushfire and to have a plan for themselves, their family and their pets whether they are visiting a location or just passing through.
- QFES staff and volunteers are always ready to roll up their sleeves to protect communities and we're asking everybody to join us by ensuring they, too, are prepared.
- Know your local risks, develop a plan and work with local networks to help prepare for and respond to severe events.
- Emergencies can strike unexpectedly and sometimes you may be asked to evacuate, often with little warning or limited time to gather your possessions.
- Having an emergency kit ready, as well as a plan for you and your family, will help reduce stress in an already stressful situation.
- For bushfire preparation tips and to create your own bushfire survival plan, visit the RFS website at www.ruralfire.qld.gov.au/BushFire_Safety.

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

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

DEADLINE EXTENDED!

All Queensland operators with a live, up-to-date listing on the Australian Tourism Data Warehouse ([ATDW](#)) by Friday 13 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 13 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.](#)

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

- [Volunteers needed for new information centre](#)
- [ON THE MAP: New project aims to keep tourist dollars in town](#)
- [How much cruise ships really contribute to our economy](#)
- [WHO Magazine - On Island Time](#)
- [New Proserpine information centre given approval](#)
- [LIVE ACTION: Sunrise broadcasts from Airlie Foreshore](#)
- [BEHIND THE SCENES: Baring it all for art in Whitsundays](#)
- [Hope they're wearing sunscreen! Dozens of people strip NAKED in jellyfish-infested waters off the Whitsundays for a group photoshoot](#)

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:

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

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.

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.

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 - 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"](#)

December

- 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](#)

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- 14 - [Whitsundays Clipper Race Carnival - Wine and Dine event - Dinner at Fish D'vine](#)
 - 15 - [Whitsundays Clipper Race Carnival - Wine and Dine event - Dinner at Reef Gateway Hotel](#)
 - 16 - [Whitsundays Clipper Race Carnival - Little Ripper Clipper 'AUSTRALIANA' Long Lunch](#)
 - 16 - [Whitsundays Clipper Race Carnival - Wine and Dine event - Lunch at The Garden Bar and Bistro](#)
 - 15 - [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
 - 26 - [Australia Day at The Pub with Two Fires Chisel Barnes Show](#)
 - 28 - Cruise Ship Arrival Day - Seven Seas Navigator
 - 31 - Cruise Ship Arrival Day - Europa

Tourism Whitsundays

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[Business Events](#)

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Tourism Whitsundays

1/5 Carlo Drive

Cannonvale Qld 4802

T: 07 4948 5900

E: reception@tourismwhitsundays.com.au

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