



**MEDIA RELEASE**

*For immediate release*

**March 13, 2019**

## **\$250,000 MARKETING BOOST TO HELP TOURISM IN THE WHITSUNDAYS FOLLOWING MONSOON WEATHER**

Tourism Whitsundays has recently been advocating for the Whitsunday region following the effects on tourism after the recent monsoonal rain. These effects on the tourism industry following those weeks of monsoonal rain have been felt right up the coast to Far North Queensland.

Following the advocacy work of Tourism Whitsunday, The Queensland Government has announced a \$250,000 marketing fund for the Whitsundays as part of the greater \$1 million funding commitment to promote and support tourism businesses in North Queensland in the wake of the recent monsoon.

Tourism Whitsundays CEO Tash Wheeler said “We’re thrilled with the commitment from the state government in support of the North Queensland tourism industry. This has been a particularly quiet season for our operators, we hope this funding will help get the word out that the Whitsundays along with our neighbours in Townsville and Tropical North Queensland are open for business”.

Tash Wheeler Tourism Whitsundays CEO adds “As part of the \$250,000 funding in partnership with Tourism and Events Queensland, Tourism Whitsundays has confirmed an outside broadcast with Today show team in Airlie Beach which will be complimented with weather crosses in Bowen. We also have a strong consumer campaign with Ignite Travel and some further PR activity scheduled to run as part of this funding.”

Tourism Industry Development Minister Kate Jones said today’s announcement comes after the government recently announced additional marketing support for the Whitsundays for a campaign to coincide with the re-opening of several resort islands after Cyclone Debbie.

“We’ll continue to support the industry by ensuring that people know that the Whitsundays are open for business.”

“We understand that a healthy tourism industry creates jobs in regional Queensland which is why it is essential that we let visitors know we are ready to welcome them again.”

Without a doubt the past months have been challenging for all in the tourism industry. Tourism Whitsundays is optimistic this marketing campaign along with their continued planned activity will provide much needed relief to the Whitsunday tourism industry.

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**About Tourism Whitsundays:** *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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