

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

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## Whitsundays Wedding Industry Rally to Save The Day

Through an outpouring of support from local industry the future of weddings in the Whitsundays is once again strong.

It was a very sad day last week when news regarding the insolvency of The Wedding Planners shocked the Whitsundays wedding industry. But once again, The Whitsundays has shown how it comes together in the face of adversity to rally behind each other and come out on top.

Tourism Whitsundays CEO Tash Wheeler said the industry support has been humbling.

“The Whitsundays industry has proven its determination to save the industry they love and have rallied to support each other. For such a small community the outpouring of assistance and determination to ensure couples still get the special day they planned for has been incredible.

“There have been a number of situations over the past two years that have had a direct impact on the Whitsunday industry. It is important to recognise the incredible weight this puts, once again on businesses. Our region should be extremely proud of how they not only handle these situations but how they come together to help each other out.”

To ensure couples with weddings already booked in The Whitsundays still have their perfect day, many of the businesses involved have risen to the occasion, forgone their own payment and committed to helping the affected couples start their married life with the wedding they dreamt of.

Ben and Teena Titley, owner of wedding venue Earlando Whitsundays believes the key to getting through this situation is to continue to work together and support each other.

“Our number one priority right now is making sure couples that have booked and paid for their weddings still have the best wedding, the one they have been planning.

The wedding industry in The Whitsundays is a small one, having everyone pull their resources to help these couples has been overwhelming, we may be a small industry but when needed everyone steps up to help each other.”

Deb Savy President of WeddingsWhitsundays.com said it was heartening to see so many businesses putting the focus on the bride and groom and doing what they can to support the industry.

“While the liquidation could have had a crippling effect on many of the businesses involved, they’ve put that burden aside for now to focus on supporting each other and helping the couples achieve their perfect day.”

Fish D’vine Restaurant and Catering have negotiated a rescue package with the liquidators of The Wedding Planners which will allow the deposits of all weddings booked from 10th November 2019 to be honoured and all suppliers paid.

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Kevin Collins Company Director of Fish D'vine Restaurant and Catering recognizes the important part weddings play in the local Whitsundays economy.

"Our company owes its success to the diversity of our tourism industry and knows weddings make up a significant part of the overall market, and while the unfortunate collapse of The Wedding Planners Whitsundays is a very sad time for all involved, we felt most of all for the brides, the grooms and the guests. We're happy to have made these arrangements in the best interests of everyone involved".

It is imperative to the region to ensure this type of business collapse does not impact on customers or the regions reputation in the future, as a great place to marry, have holidays and enjoy our famous landmarks and attractions.

The list of businesses impacted by this situation is long, and we encourage everyone to find ways to support and promote them all for the incredible commitment they have all made to weddings in the Whitsundays. Those affected include but are not limited to: Airlie Beach Hair and Makeup, Airlie Cake Artistry - Coopers Crazy Cakes, Annie Lloyd-Lewis Celebrant, Aquava Boutique Catering, at Marina Shores, Azure Weddings and Events Whitsundays, Deanna Kent Wedding Celebrant, Donna Fornasiero Whitsunday Celebrant, Earlando Whitsundays, D'vine Catering & Events, Flower Hut, Hair Airlie Beach, Jan Harvey Celebrant Services, Joanne Dromgold Make-up, Loll Doll Makeup, My Rainbow Bakery & Café, Nadine Kemp Photography, Organica Hair + Body Bar, Oyster Girl Company Australia, Palm Bay Resort, Paradise Cove, Paul Skinner - Marriage Celebrant Whitsundays, Peppers Airlie Beach, Shuttle Limousine Services, Sweet Ideas, Teepeeevents Whitsunday, Th3rd Dimension Media, Tropix Photography Studio, Whitsunday Baked Creations, Whitsunday Hair and Makeup, Whitsunday Party Hire, Whitsunday Sailing Club, Whitsunday Transit and Whitsundays Wedding Hair Lounge.

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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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