

# MEDIA RELEASE



For immediate release  
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## Australia's Top Travel Writers Head To Whitsundays For 2020

Tourism Whitsundays is excited to announce the 2020 Australian Society of Travel Writers annual convention will be held in The Whitsundays, The Heart of the Great Barrier Reef.

The Australian Society of Travel Writers (ASTW) is the most highly respected travel media body in Australia. Founded in 1975 and incorporated in 2011, it is a not-for-profit organisation dedicated to promoting ethical and honest travel, and the unbiased reporting of it.

Following a tender proposal by Tourism Whitsundays to hold the 2020 ASTW Convention, The Whitsundays was named the host destination for 2020 at their AGM on Saturday (October 19) at The Riley in Cairns. The ASTW convention will also incorporate their Awards for Excellence celebrations as well as an event familiarisation program arranged through Tourism Whitsundays. The ASTW Awards for Excellence is an annual celebration of outstanding travel writing, photography, and tourism communications.

Tourism Whitsundays Chief Executive Office, Tash Wheeler thinks hosting the ASTW conference and famils has huge potential benefit for the region.

“The Whitsundays has been enjoying a boom in tourism investment infrastructure over the past two years and with all of these projects coming to fruition, 2020 is the perfect year for us to showcase the new experiences on offer in The Whitsundays. This is a huge coup for the region.

“The potential publicity outcomes following the ASTW convention are endless, having so many travel writers and professionals in region to experience the amazing accommodation and experiences on offer will be a great benefit to local operators.”

The ASTW has more than 300 members who are freelancers and staff writers, travel editors, radio and television broadcasters, bloggers, guidebook authors, photographers, communications and social media professionals.

Chances are if you've enjoyed a recent travel story, and perhaps ogled a gorgeous travel photograph, it's been the work of an ASTW member. ASTW members' work appears regularly in major newspapers, magazines and websites across Australia and worldwide.

Helen Hayes, President of the ASTW believes The Whitsundays ASTW conference will be well received by ASTW members.

She added, “The Whitsundays has always been a popular destination amongst our membership, we're thrilled to be working with Tourism Whitsundays on the 2020 event. This will be the first time the ASTW convention will be held in the Whitsundays and I'm sure it will be a great success.”

Joscelyn O'Keefe Marketing and Business Development Manager at Coral Sea Marina Resort thinks this is a great opportunity for the region.

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THE HEART OF THE GREAT BARRIER REEF

“We’re beyond excited The Whitsundays is hosting the ASTW 2020 convention, this is a rare opportunity for Whitsundays operators to showcase the amazing surrounds of our region and their products to a large group of travel writers and professionals at the one time.”

Expressions of interest will be sent around to members of Tourism Whitsundays in the coming weeks. For more information please contact the [TW Team](#).

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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.

## FOR MEDIA ENQUIRIES, CONTACT:

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765736

Email: [liza.muller@tourismwhitsundays.com.au](mailto:liza.muller@tourismwhitsundays.com.au)

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