

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
November 5, 2019

## Sixth Annual Whitsundays Tourism Exchange Proves Huge Success

Last week 29 top product managers from 26 key travel trade businesses from across Australia descended upon The Whitsundays, in the Heart of the Great Barrier Reef to take part in the sixth annual Whitsundays Tourism Exchange.

The Whitsundays Tourism Exchange (WTE) is a great opportunity for local tour operators and accommodation houses to provide product updates as well as maintain important relationships with key travel trade partners.

This year's WTE had representation from big name trade partners including from Expedia, TripAdvisor, Australia One, Helloworld Travel Ltd and Flight Centre Travel Group.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler believes the WTE is an invaluable trade event on The Whitsundays tourism industry calendar.

"The Whitsundays Tourism Exchange is a huge trade event for our region, this year more so than ever with the various new products and exciting new openings we've seen throughout 2019. The event provided visiting key trade partners vital updates regarding The Whitsundays products," she said.

"It is also very important to continue to provide the latest product updates and news for the region direct to these key trade partners who will in turn deliver this direct to the retail travel agent network." she said.

The 2019 WTE kicked off with a welcome dinner onboard Solway Lass hosted by Explore Whitsundays. The main workshop was held at Lure, Coral Sea Marina followed by a networking event at the new look Whitsunday Coast Airport.

At the conclusion of the event product managers were given the opportunity to partake in a three-day famil which highlighted the glorious Whitsundays and new products offerings.

Shirley Dodt, Director of Sales for Aqua Duck, said the annual event not only gives the opportunity to give product updates but to showcase the beautiful region.

"The Whitsundays Tourism Exchange was once again outstanding, the perfect forum to create new partnerships and renew old friendships. The event is brilliantly organised, showcasing the very best of tourism products available in this spectacular region. It was a privilege to be part of this wonderful annual tourism event helping to promote The Whitsundays to our valued inbound partners, both domestically and globally," she said.

Tourism Whitsundays Marketing Manager, Donna van 't Hoff said it was a key event to help industry grow and maintain important trade relationships.

"It's important for our local operators to have a chance to show trade partners the experiences they are offering consumers, as well as build and maintain relationships with these companies ensuring their products are continually updated and showcased."

### Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

[www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)



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The event was initially established six years ago to ensure all Whitsundays operators have the opportunity to engage in face to face meetings at least once a year with key travel trade and build or update contacts.

- ENDS -

**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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