

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
November 28, 2019

The Whitsundays has some HOT offers on sale for a pre-Christmas getaway!

This week Tourism Whitsundays launched a local drive market campaign to promote pre-Christmas and beyond visitation.

Tourism Whitsundays Chief Executive Officer (CEO), Tash Wheeler believes locals and our north and south neighbours will love some of the offers available.

“The travel market can become very competitive, we believe we have some of the best available specials to entice local holiday makers to take advantage of this tropical paradise in the Heart of the Great Barrier Reef,” she said.

“Through this campaign we really want to encourage locals and our neighbours north and south to support all local businesses these holidays. Why drive yourself crazy with multiple flights and stop overs when just a short trip away is The Whitsundays, one of the most globally iconic holiday destinations!”

Some of the top Whitsundays operators have all jumped at the opportunity to be involved in this campaign, with 40 great specials to choose from ranging from accommodation to experiences to restaurants and dining available from right across The Whitsundays.

Tourism Whitsundays CEO Tash Wheeler said there is no better time to enjoy this unique destination, with so many new products and experiences across the entire region to enjoy.

“The Whitsundays is a wonderfully diverse holiday destination with well-known holiday favourites such as experiencing the Great Barrier Reef, flying over Heart Reef, walking along the pristine white sands of Whitehaven Beach and sailing through the 74-island wonders. There is also the best barramundi fishing in North Queensland at Proserpine, some of the region’s most beautiful beaches in Bowen, the hinterland rainforest of Conway National Park and the outback charms of Collinsville.”

For more information head to <https://www.tourismwhitsundays.com.au/local-deals>.
Terms and Conditions apply.

- 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

Tourism Whitsundays
PO Box 479 | Cannonvale QLD 4802
1/5 Carlo Drive | Cannonvale QLD 4802
+61 7 4948 5900
www.tourismwhitsundays.com.au



Destination Marketing | Industry Development | Visitor Services

MEDIA RELEASE

The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

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

Email: liza.muller@tourismwhitsundays.com.au

To access the Tourism Whitsundays Media Centre click [here](#)

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+61 7 4948 5900

www.tourismwhitsundays.com.au

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services