



# Tourism Whitsundays

Destination Marketing | Industry Development | Visitor Services

2018/2019  
**ANNUAL  
REPORT**





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## 2018/2019 ANNUAL REPORT

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# Our role, vision & mission

## Our role

Tourism Whitsundays is recognised by Tourism and Events Queensland (TEQ) and Whitsunday Regional Council (WRC) as the official Regional Tourism Organisation (RTO) and peak industry body responsible for driving growth for The Whitsundays tourism industry and leading the promotion of the destination. We are a membership-based organisation, primarily driven by members and partnering with major stakeholders to achieve the destination vision.

## Our Vision

To showcase The Whitsundays as the globally recognised Great Barrier Reef destination.

## Our Mission

We promote the destination globally to increase visitation, dispersal, expenditure and length of stay; driving the economic benefit and sustainability of the tourism industry through marketing and industry development.

## Our Brand

The Whitsunday region will stun you. With its natural beauty and spectacular wonder, it is home to some of the most remarkable places the world has to offer. The tranquillity of the area centres itself on the calm of a simpler life while keeping the marvel of its natural wonders well within reach.

What our environment provides is a testament to its longing to keep people near. The land and locals cultivate a strong connection, where agriculture and farming build livelihoods while fishing and sailing build lifestyles. Here, down-to-earth people grow values that stem from nature and invite all visitors to experience it for themselves.

Everything that flourishes in the Whitsunday region is accompanied by a tropical warmth that extends well beyond the beaten path. It penetrates the region and its people, creating an optimistic outlook that guides us to see every day, rain or shine, as a great day for a new adventure.

Only in the Whitsunday region can you wander farther and still get closer.

## Business Goals

1. **To maintain strong financial management and governance** which will retain a committed team, enable a strong marketing plan each year and keep membership and stakeholder network engaged and supportive.
2. **Be recognised for delivering an excellent return on investment** by all stakeholders including members, local government, state tourism authority and state government through strong destination marketing campaigns and activation.
3. **Focus on industry and product development** in partnership with key stakeholders to ensure The Whitsundays destination is growing and competitive in a global environment.



# A message from our Chair and Chief Executive Officer

2019 was earmarked as the comeback year for the Whitsunday region, and we truly believe that to be true!

This year we saw the opening of a new island resort on Long Island, boho-luxe Elysian Retreat as well as the re-opening of Daydream Island Resort (following a \$140m investment) and InterContinental Hayman Island Resort (following their \$135m investment). The publicity surrounding the opening of these resorts has generated publicity right around the world for the Whitsunday region. This now brings us to a total of seven island resorts on five Whitsunday Islands including Camp Island Lodge, Daydream Island Resort, Elysian Retreat, InterContinental Hayman Island Resort, Hamilton Island, Palm Bay Resort and Whitsunday Apartments Hamilton Island. We now have more island resorts open in The Whitsundays than prior to Tropical Cyclone Debbie.

One of the success achievements of the year was the 'Wonders of The Whitsundays' campaign where Tourism Whitsundays partnered with Cruise Whitsundays, Daydream Island Resort, InterContinental Hayman Island Resort and Hamilton Island to collectively came together with \$400,000, the group then partnered with Tourism and Events Queensland to increase the base funding to \$1m to deliver a Whitsundays Islands Recovery campaign. The purpose of the campaign was to drive awareness that The Whitsundays is well and truly open for business and our beloved islands are back. This campaign not only drove great awareness for the entire region but it also generated significant bookings for the investment partners.

We partnered with Whitsunday Regional Council to redevelop The Whitsundays destination brand. This was the first time the brand had been redeveloped in over ten years. The process began with understanding the regions DNA, this was done through industry and community consultation and then global desktop research on what consumers were saying about the region. The result of this work is a new brand with the ability to be agile, diverse & unite the region. We have launched something that all corners of the region from the Islands, Airlie Beach, Bowen, Collinsville and Proserpine can own and embrace, plus it packs a punch internationally. Through the research it was identified that The Whitsundays community see the region as the heart of many things, adventure, sailing, island escapes, events, agriculture, history, beaches with the standout being The Heart of the Great Barrier Reef. It's time to live up to the brand promise & showcase all the experiences The Whitsundays offer. It's also time to



highlight the measures the industry is taking in their own steps towards sustainable and edu-tourism.

As the years go by our cruise ship numbers continue to grow, this year will see 55 cruise ships anchoring in The Whitsundays waters with over 99,000 passengers disembarking to experience what the region has to offer. With the growth of this market, we, together with Whitsunday Regional Council gave a commitment to provide greater support to the Cruise Ship Ambassador Program. Therefore, in May, Tourism Whitsundays advertised for a Visitor Services Coordinator to join the team and support the wonderful volunteers by removing the administrative tasks and allow them to focus on meeting and greeting visitors.

Through the Tourism Recovery Funding, Tourism Whitsundays worked very closely on a number of the projects, including with Reef Ecologic on the Underwater Sculptures (a first for the Great Barrier Reef!) and the coral nurseries. We are proud to say through collaboration with National Parks, GBRMPA and local industry associations, research groups and Council we have achieved outcomes which would have been impossible just a few years ago. As an industry we need to acknowledge the challenges facing the Great Barrier Reef, we believe through tourism leadership we can build a road to positive outcomes through exciting and innovative programs, particularly with the coral nurseries which are now located in Blue Pearl Bay and Manta Ray Bay. These programs will lead to new opportunities with edu-tourism and with the help of our tourism operators we will send the visitors away as ambassadors for our reefs and islands. The expansion of Hill Inlet Lookouts with the third viewing platform and the new walk and multiple viewing platforms at South Whitehaven have expanded our tourism offering and created spectacular new viewing aspects along the length of beautiful Whitehaven Beach.





As Whitsunday locals, we know how important the wet season is to our natural landscape, however the challenge we continue to face is how the media reports wet weather or potential cyclones forming. This year we have taken learnings from all of the media challenges we have faced and tackle them head on. We no longer say 'no comment'. It is an ongoing challenge we as a tourism industry will face, but we are determined to fight back as much as possible. A good example of this is the 60 Minutes segment that reported an unbalanced segment on islands in The Whitsundays, which our team rebutted and as a result generated a series of positive news stories for the region throughout Australia.

One of the key goals for the Board was to set up a contingency fund, the primary purpose of this fund is to help the organisation in a situation of crisis (e.g. a devastating Cyclone). The goal was set to retain \$50,000 per year over four years until the contingency fund was sitting at \$200k. We are pleased to report that not only were we able to achieve this, we were also able to repay the \$52,238 deficit from the 2017/18 year. On the financial audit it does give the impression that it retained \$96,240, however this is the \$50k contingency plus the money to pay out the deficit from the year prior. Also included in the financials this financial year was a leave provision and a 'return to right' fund for the current office premises.

The greatest challenge, as we know, is the ever-changing consumer demands and travel trends. To remain competitive, the Whitsunday region must adapt to worldwide changes that impact consumer behaviour. By extension, a new approach to developing and promoting tourism experiences is needed. Technology has dramatically shifted consumer preferences and behaviours. The internet and smartphones give people endless travel options, and access to information is no longer scarce. Online travel inspiration is at our fingertips and trip planning has changed forever. The tourism industry was once an authoritative source of travel information, people now find what they need through a myriad of websites and social media channels. Online recommendations and word-of-mouth promotion are essential in this ecosystem. Recommendations from friends and family remain the most trusted form of advertising, with many people using social media to talk about travel. Positive experiences lead to positive stories, this is amplified through personal networks and public forums. In this context, customer service is

becoming ever more important as travellers are better able to compare experiences. Ensuring high-quality service is a priority because online recommendations and reviews greatly impact how our destination is perceived. Word-of-mouth is the greatest influencer of travel decisions.

Even in a challenging tourism landscape the backing of the Whitsunday tourism industry has been second to none. The year saw the membership base increase yet again. We would like to take the opportunity to thank our tourism industry and support businesses in the tourism industry for the unwavering dedication, investment, trust and support of Tourism Whitsundays objectives. While we provide membership benefits to those who join the organisation, a big part of membership is knowing that you are investing in the marketing of the region in key markets globally. The continued marketing of The Whitsundays tourism industry would not be possible without your hard work and commitment to our beautiful region.

Strong partnerships and collaboration remain instrumental to the continued success of The Whitsundays tourism sector and we would like to give a special thanks to the ongoing support of our partners Whitsunday Regional Council, Tourism and Events Queensland and of course our members. Through the investment of Council, Tourism and Events Queensland and Membership, this year we were able to increase funding from a base of \$1,341,607 to \$3,523,298 which is a huge achievement in tough times, this increase in funding allowed us to ensure we are driving much needed awareness and inspiration of The Whitsundays.

Furthermore, we would like to thank our outgoing board members for their support and assistance throughout the year. The Board play an integral role in ensuring the organisation is at the forefront of key issues and working closely with key stakeholders.

Lastly, we would like to give a huge thanks to the team at Tourism Whitsundays for their unrelenting commitment to The Whitsundays tourism industry. The team are continually driven by their passion for the tourism industry and give as much as is required to get the job done.

We look forward to welcoming the new board and continuing to work closely with you all to generate further success for The Whitsundays.

*Regards, Al & Tash*

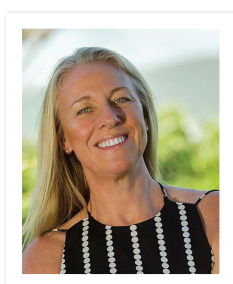


# Board of Directors

The Tourism Whitsundays Board consists of a maximum of 11 directors, made up of 7 elected directors and up to 4 invited directors. The intended purposes of giving the organisation scope to invite up to four directors is to identify specialist board members such as an accountant, governance specialist or simply vital stakeholders from the tourism industry if the board deems necessary. In addition, there are three ex-officio/non-voting positions permanently allocated on the board.



**Al Grundy**  
Chair



**Judy Porter**  
Deputy Chair



**Trevor Rees**  
Treasurer



**Andrew Telford**  
Secretary



**Jan Claxton**



**Brooke Ogden**



**Toni Ward**



**Matt Boileau**



**Jayson Heron**



**Jonathan Freeman**



**Karen Vloedmans**



**Brett Kapernick**



**Mayor Andrew Wilcox**

## Ceased after 2018 AGM

Greg Waites  
Naomi McKinnon  
Gary Kilby  
Kim Thomas

2018/2019 TOURISM WHITSUNDAYS BOARD ATTENDANCE														Attendance	Absences
Name	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept			
Al Grundy	1	1	1	1	1	1	1	x	1	1	1	1	1	11	1
Gary Kilby	1	x	RESIGNED											1	1
Andrew Telford	1	1	x	1	x	1	1	1	1	1	x	1	1	9	3
Trevor Rees	1	1	1	1	x	1	1	x	1	1	1	1	1	10	2
Matt Boileau	1	1	x	1	1	1	1	1	x	1	x	1	1	9	3
Jan Claxton	1	1	1	1	1	1	1	1	x	1	1	1	x	10	2
Jonathan Freeman	1	1	1	x	1	x	1	1	x	1	1	1	1	9	3
Brooke Ogden	1	1	x	1	1	1	1	x	1	x	1	x		8	4
Judy Porter	1	1	1	x	x	1	1	1	1	1	1	x	1	9	3
Kim Thomas	1	1	1	1	1	RESIGNED								5	N/A
Karen Vloedmans	1	1	x	x	1	1	1	x	1	x	1	x		7	5
Mayor Andrew Wilcox	1	1	1	1	1	1	1	1	1	1	1	x		11	1
Natassia Wheeler	1	1	1	1	1	1	1	x	1	1	1	1	1	11	1
Toni Ward					1	x	1	1	1	1	1	1	1	7	1
Brett Kapernick							1	1	1	1	1	1	1	6	N/A
Jayson Heron							1	1	x	1	1	1	1	5	1



# Our Team



**Natassia Wheeler**  
*Chief Executive Officer*



**Donna van 't Hoff**  
*Marketing Manager*



**Alison Rosemond**  
*Finance & Operations Manager*



**Liza Muller**  
*Publicity & Content Manager*



**Henrik Bossmeyer**  
*German Market Manager*



**Aimee Denham**  
*Projects Manager*



**Haylee Eaves**  
*Membership Officer*



**Annie Freeman**  
*Membership Officer*



**Kylie Forgione**  
*Sales & Marketing Coordinator*



**Alyssa Turner**  
*Marketing Assistant*



**Cherie Morel**  
*Marketing Assistant*

## Previous staff:

Emma Whitney  
Natasha (NJ) Plemenuk  
Natasha Miller  
Lauren Barrett





# Destination Marketing

Tourism statistics are regularly collated by Tourism Research Australia's National Visitor Survey, simply providing an indicator on visitor trends and expenditure across Queensland. The survey results are based on a sample rather than a census. Summary of Whitsundays specific statistics captured for 2018/19 are as follows:

National Visitor Survey (NVS), Year Ending June 2019:

- Total domestic overnight expenditure \$660.2 million increase of 19.3% (three-year trend increase of 10.6%)
- Total domestic visitors 643,000 increase of 17.2% (three-year trend increase of 8.4%)
- Total holiday visitors 405,000 increase of 19.9% (three-year trend increase of 7.4%)
- Total domestic nights 2.98 million increase of 28.7% (three-year trend increase of 13.6%)
- Average length of stay 4.6 nights increase of 0.4 nights (three-year trend increase of 4.7%)
- Total intrastate holiday visitors 377,000 increase of 2.2% (three-year trend increase of 12.5%)
- Total interstate holiday visitors 198,000 decrease of 3.6% (three-year trend increase of 10.6%)
- Average total spend per night \$222 decrease of 7.3% (three-year trend decrease of 2.7%)
- Average total spend per visitor \$1,026 increase of 1.8% (three-year trend increase of 2%)

International Visitor Survey (NVS), Year Ending June 2019:

- Total international expenditure \$175.6 million decrease of 19.7%
- Total international visitors 227,000 decrease of 7.6%
- Total international holiday visitors 219,000 decrease of 7%
- Total international nights 1.4M increase of 3.5%
- Total international holiday nights 1.1M decrease of 4.7%
- Average length of stay 6 nights increase of 0.67%
- Average total spend per night \$129 decrease of 22.3%
- Average total spend per visitor \$775 decrease of 13.5%
- United Kingdom visitors – 45,000 decrease 5%
- German visitors – 28,000 decrease of 24.7%
- USA visitors – 20,000 increase of 7.6%
- China visitors – 17,000 decrease of 26%





## Segments

### Cruise Ships

Tourism Whitsundays, in partnership with Tourism and Events Queensland, support the cruise market arriving in The Whitsundays by working with cruise lines, inbound tour operators, itinerary development and product development. The TW team also support the Cruise Ship Ambassador Program as this is an integral part of the cruise passenger arrival experience.

Some key points:

- Financial support for collateral of the Cruise Ship Ambassador program.
- Famil program facilitated by Tourism Whitsundays for the Cruise Ship Ambassador program.
- Assisted Proserpine Chamber of Commerce with a dedicated Proserpine day tour for cruise passengers on Viking.
- The Whitsundays had an arrival of 55 cruise ships into region. The region was expecting 61 however six cancelled due to weather.
- 99,439 total passengers disembarked across The Whitsundays, with a crew tally of 4,359
- Contributed \$26.4 million direct expenditure into the region
- The total economic benefit of cruise ship tourism to the region in 2018-19 was \$54.6m
- Four new products pitched to cruise Inbound Tour Operators.
- Commitment given to Cruise Ship Ambassador Program to employ a Coordinator to alleviate administrative duties from volunteers.

### Drive

Tourism Whitsundays attended the Mackay Home Show & Caravan, Camping Expo from 24 – 26 May. Bowen Tourism and Business were invited to share The Whitsundays stand. The expo saw approx. 13,000 visitors attend.

The Whitsundays Visitor Guides were also distributed to major Caravanning Shows through our membership with Caravanning QLD.

### Weddings

Tourism Whitsundays partnered with WeddingsWhitsundays.com in 2018/19 for the annual Wedding Travel Writer Famil. The famil was aligned to the Joshua's Wedding Campaign, where the famil participants got to attend a real-life wedding. The publicity value on this was over \$38,000 and included features in Queensland Brides and Polka Dot Bride.







## Youth

At the end of the financial year Tourism Whitsundays committed to reigniting the Airlie Beach Backpacking Association (ABBA) with the aim to unite representatives from the local youth sector, collaborate on joint marketing initiatives and drive the collective marketing opportunities for the region.

ABBA comprises of members from the marine, accommodation, nightlife, transport, travel agency and youth safety sectors, and is supported administratively by Tourism Whitsundays and the Whitsunday Charter Boat Industry Association (WCBIA). The group's committee is predominantly led by some of the Whitsunday region's top marketing professionals, all actively working in the youth and adventure tourism space. The overarching purpose is to collectively market the fun to be had in The Whitsundays under the #AdventureAirlie brand.

The Airlie Beach Backpackers Association committee members are:

- Jan Claxton - Ocean Rafting
- Hannah Mooney - Cruise Whitsundays
- Toni Ward - Whitsunday Jetski Tours
- Gabby Ritter - Whitsundays Sailing Adventures
- Keith Roberts - Sailing Whitsundays
- Margie Murphy - Airlie Beach Safe Night CBD Precinct
- Thomas Gallagher - Prosail
- Julie Telford - Red Cat Adventures
- Hannah Kneebone - Base Backpackers
- Richard Close - Gypsy Rentals
- Anita Butler - True Blue Sailing
- Tim Langford - Paddy's Shenanigans
- Benny Crisp - Independent
- Michael Quigley - Discovery Parks - Airlie Beach
- Sharon Smallwood - Whitsunday Charter Boat Industry Association (secretariat)
- Tourism Whitsundays (secretariat)

## Consumer Campaigns

Wonders of The Whitsundays Campaign, the joint \$1 million marketing fund was a cooperative partnership led by Tourism Whitsundays which included Tourism and Events Queensland, Cruise Whitsundays, Daydream Island Resort, Hamilton Island and InterContinental Hayman Island Resort to help promote the rediscovery of the Whitsunday Islands. The campaign targeted key domestic markets such as Melbourne, Sydney and throughout Queensland.

- \$1m investment made up of:
  - Tourism and Events Queensland \$600,000
  - Hamilton Island \$100,000
  - Intercontinental Hayman Island Resort \$100,000
  - Daydream Island \$100,000
  - Tourism Whitsundays \$50,000
  - Cruise Whitsundays \$50,000
- Approx \$820,000 was spent on marketing with approx. \$180,000 budgeted to PR activity
- Awareness generated through key domestic markets in New South Wales, Victoria and South East Queensland through billboards, bus advertising, office tower screens, bus shelters, social media, digital video, Virgin Australia lounges, Bishopp digital screens and SEO.
- Over \$3m in sales generated for the destination.







## Whitsundays Mainland Campaign

The Queensland Government announced in early March 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 January / February monsoon. Some of the activity as part of this funding included:

- The Ignite Travel Group QLD Relief campaign, developed by My Queensland Holiday, over-delivered on passenger targets by 34%.
- Today Show Outside Broadcast in Airlie Beach which included 2 separate days of weather crosses in Bowen and on Palm Bay, Long Island.
- Regional clips produced to showcase Airlie Beach, Bowen, Proserpine, Collinsville and The Whitsunday region which were rolled out across social media which included a 30 second TVC in drive market.

### 2<sup>nd</sup> Phase of the campaign – Social Media & Wotif

- 1<sup>st</sup> phase - Social competition through Instagram generated close to 1,000 pieces of content with the top 10 entries winning a holiday to The Whitsundays.
- Followed by conversion phase through Wotif - The campaign generated 417 room nights – providing a return on investment ( \$15K) of over 8:1.



## Publicity & Content

Each year Tourism Whitsundays prides itself on hosting a strong and competitive travel writer familiarisation program. The program is designed to give select journalists the opportunity to experience a range of experiences in The Whitsundays in exchange for producing captivating features, stories and content that are published globally.

Tourism Whitsundays hosted 41 journalists and influencers in region, which generated over \$6m in publicity and included major cover features in News Corp's Sunday travel lift-out Escape as well as Fairfax's Sunday travel lift-out Traveller with a combined total monthly audience reach of 5.1m readers.

The Whitsunday has welcomed the Today Show a number of times throughout the year in partnership with Tourism & Events Queensland (TEQ), firstly through the Whitsundays Mainland Campaign with an outside broadcast at the Airlie Beach Lagoon and two separate days of weather crosses in Bowen (Horseshoe Bay) and Long Island (Palm Bay Resort). The Today Show weather crosses also visited The Whitsundays through partnership with TEQ Events, the weather crosses on Daydream Island showcased the islands as well as the great on offer in The Whitsundays. The result of these broadcasts was over \$2.2m in publicity value.





Blogs are another tool driving content and increasing visitation to Tourism Whitsundays assets. The team created engaging blogs throughout the year which were shared across social media assets. The blogs created throughout the year were produced in-house as well as by third party writers.

One of the biggest content assets Tourism Whitsundays owns is the consumer social media channels, including the @WhitsundaysQLD Instagram and Facebook profiles. The purpose of these assets is slightly different. For example, the Instagram page is used to entice and inspire consumers who want to research and consider a holiday in The Whitsundays; and the Visit Whitsundays Facebook page is about driving consumers to book a holiday and activating digital marketing campaigns. Some key stats for TW's social media assets include:

- Visit Whitsundays Facebook followers went from 588,604 to 626,747 an increase of 6.5%.
- @whitsundaysqld Instagram followers went from 124,472 to 149,477 an increase of 20%.

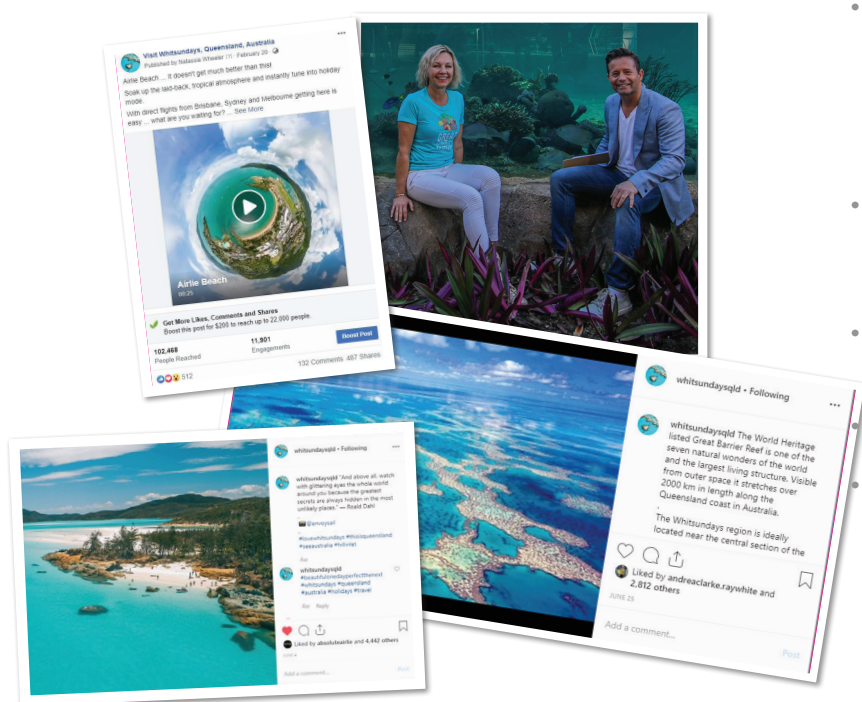
TourismWhitsundays.com.au had a total of 1,107,814 page views in 2018/19. 78.75% of the visitation to the website was new visits.

Bookings generated from content creation on website and through social media platforms totalled \$321,586 for the region with more than 1,600 enquiries from web, email and phone enquiries.

The annual Whitsunday Visitor Guide was produced, this is an important tool to create awareness of the region and encourage visitation. A total of 60,000 copies were distributed in Australia and overseas to consumers and travel agents, as well as to guests once they arrived in The Whitsundays. The distribution of the guide increased locally with majority of visitors arriving at the Whitsunday Coast Airport and transferring with various bus companies, receiving a copy of the guide with their ticket to help them plan the activities to do while in region. The guide provides up-to-date information on a wide range of activities and experiences on offer in The Whitsundays

Some key distribution included:

- National and international distribution to consumers and trade; Whitsunday Coast Airport arrivals lounge, bus transfers from Whitsunday Coast Airport to Airlie Beach, cruise ship arrivals and consumer travel shows.
- Distributed throughout the Queensland Visitor Information Centre network, and to other targeted interstate Visitor Information Centres.
- In response to consumer enquiries resulting from TW marketing campaigns.
- Caravan & Camping Shows across Australia.
- Tourism operators throughout the region in rooms, front desks, information packs and at regional events.







## Trade

Each year Tourism Whitsundays undertakes a series of trade activities internationally and domestically with a focus on training travel agents, increasing Whitsundays products contracted with Wholesalers, Online Travel Agents and Inbound Tour Operators and ensuring The Whitsundays is represented appropriately throughout trade partners programs.

Key domestic activity for 2018/19 included the annual Whitsundays Tourism Exchange (WTE) held in December which brings key product managers from major wholesalers and online travel agents (OTAs) to The Whitsundays for a trade day event and famil. The program is designed to increase awareness of Whitsundays tourism products and experiences, introduce trade directly to suppliers of Whitsunday products and services, grow business opportunities for The Whitsundays suppliers with key Product Managers and maintain relationships with key trade partners. The purpose of the WTE is to contract or re-contract with the key trade at the beginning of the financial year and then towards the end of the financial year industry are offered the opportunity to go on the road to train travel agents as part of The Whitsundays East Coast Roadshow. Key WTE event stats include:

- 26 trade partner companies attended
- 31 industry attendees
- Overall the event was rated by industry as excellent or very good - 80% of buyers found the event very valuable.
- Overall the event was rated by trade that they all found it very valuable or valuable

The Whitsundays East Coast Roadshow was held in Sydney, Brisbane and Melbourne over the course of three days in May 2019. The event, which was very beneficial for tourism operators, showcased the quality and diversity of experiences that this great destination has to offer. Satisfaction ratings for the 2019 event were higher than prior years from industry

and trade. Incorporated into the program was a lunch with key China trade in Sydney, a Tourism and Events Queensland team product update in Brisbane as well as a product managers lunch in Brisbane. Key event stats include:

- 350+ trade attendees
- 21 industry attendees
- 89% of trade found the event very valuable or valuable and all industry agreed they would attend the event in next year, 92% of agents found the event very valuable or valuable.

The Whitsundays was well represented throughout the week-long Australian Tourism Exchange in Perth this year. Tourism Whitsundays Marketing Manager . The Whitsundays contingent which had representation from Airlie Beach Hotel, Air Whitsundays Seaplanes, Coral Sea Resort, Daydream Island Resort, Explore Whitsundays, GSL Aviation, Hamilton Island, Heart Hotel and Gallery Whitsundays, Mirage Whitsundays, Ocean Rafting, Red Cat Adventures, True Blue Sailing, Whitsundays Sailing Adventures and Whitsunday Coast Airport.

This key event brings together Australian tourism businesses, and tourism wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events. It also provides international travel buyers with the opportunity to experience Australia's tourism offering first-hand through pre and post-event familiarisations







Tourism Whitsundays also attended ITB in Berlin/ Germany, the world's leading travel trade fair, for 2 days in March 2019 meeting with 14 different distribution partners from Germany. Tourism Whitsundays' German Market Manager Henrik Boßmeyer, based in Munich, further undertook a range of trade engagement, sales calls and training activities throughout 2018/2019 including trade eNews to the German market, over 90 sales calls to key wholesalers throughout Germany and product growth of 5 new products featured in international programs.

Year two of the three year Connecting with Asia program continued. The program is aimed at driving traffic through Brisbane Airport with linkages to The Whitsundays, Gold Coast and Brisbane, the result at the end is to have stronger trade understanding of leisure holiday destinations, increased itinerary exposure, and of course an increase in aviation capacity to the partner destinations.

#### Activity included:

- 1 trade famil
- 500+ travel agents trained
- 1 Consumer show attended
- 33 Itineraries developed
- 4 media famils
- 2 trade shows attended including a new product tradeshow which saw industry travel to China for meetings with key wholesalers and OTAs.

To ensure the training that happens in market resonates with trade, Tourism Whitsundays operates a suite of domestic and international trade famils each year aimed at targeting key distribution partners. These include, but are not limited to, retail agents, senior managers and product managers, inbound tour operators and wholesalers.

#### Domestic trade famils undertaken:

1. Inter cruises
2. Helloworld Cranbourne
3. Flight Centre
4. Cruise Whitsundays Reef Sleep
5. TEQ Marketing Director
6. Sunlover Holidays Incentive Famil
7. Whitsundays Tourism Exchange Post Famil
8. Whitsundays East Coast Road Show Prize Winner
9. Sun Princess Famil

In addition TW sponsored the Helloworld Global Stars Annual Conference, bringing top 200 sellers into The Whitsundays.

Tourism Whitsundays facilitated an incentive program with Sunlover Holidays which generated a total gross revenue of \$157,759. Total results this financial year verse same incentive period last year was a growth of 35% across the three brands Qantas Holidays, Viva! Holidays and Sunlover Holidays.

#### International famils hosted:

1. FTI Touristik Mega Famil
2. DER Touristik Mega Famil
3. ITO Travel Famil – Djohan Basoeki
4. Jade Express Travel
5. Barbara Deblonde – Aussie Tours – Belgium
6. Jorg Ehrlich – DIAMIR
7. Erlebnisreisen (BOTG) – Germany
8. China Trade
9. Southern Crossings USA
10. Down Under Answers USA
11. Flight Centre UK
12. Flight Centre UK
13. UK Luxury Product Managers





The other area of trade engagement that occurs each year is direct trade campaigns which are mostly focused around international markets to drive sales. Tourism Whitsundays partnered with key partners to undertake the following campaigns:

In the German market Tourism Whitsundays through Tourism and Events Queensland partnered with Great Barrier Reef destinations and several German distribution partners such as Explorer Fernreisen, Boomerang Fernreisen, DER Touristik, Best of Travel Group in a first-ever Great Barrier Reef campaign. The Whitsundays together with Tropical North Queensland were the hero destinations for the campaign and were prominently featured in the following activities: Boomerang Fernreisen, DER Touristik, Best of Travel Group which was displayed through:

- Out-of-Home advertising in the cities of Frankfurt, Munich and Dusseldorf
- Whitsundays-branded tram running in Munich for 4 weeks
- Online promotion with Boomerang Reisen (dedicated Whitsundays landing page)
- Supplement in the leading dive magazine “TAUCHEN” which was published for the leading dive and boat consumer show in February

#### Results:

Flights to Cairns – KPI: 750 / Result: 1,453

Flights to Brisbane – KPI: 500 / Result: 2,173

Campaign page Explorer – KPI: 3,000 / Result: 6,567

Campaign page Boomerang – KPI: 3,000 / Result: 8,420

Number of Sales Agents trained – KPI: 250 / Result: 621







# Business Events

Requests for Proposals were sent to a variety of suited Tourism Whitsundays members for 2018/19. It was highly encouraged when requests for proposals were sent that members work with other members & industry to offer a complete conference & events package.

Leads received;

- Angas Travel - Corporate Awards Incentive group
- DCMS Down Under - Medical conference
- Interacoustics - Christmas conference
- Liberty Events - Pharmaceutical Incentive trip
- The Airport Group - Regional Airports Symposium

Successful bids;

- The Airport Group - Regional Airports Symposium (RAS 2019)

The Regional Airports Symposium

The Regional Airports Symposium was held in May 2019 and included approximately 50 delegates from Regional Airports across the country. Delegates in attendance were directors, airport managers, Councillors, local government representatives and airline management.

The RAS 2019 program covered topics such as

- Drones at regional airports,
- Australia's pilot shortage,
- FI-FO boom and bust trends
- Destination development strategies and;
- Attracting RPT services to regional airports

The event itinerary included site visits to Whitsunday Coast Airport and Whitsunday Airport Village Estate.

## AIME Post Famil 2019

In February 2019, Tourism Whitsundays hosted a Chinese group of buyers on a Post Famil following the Asia Pacific Incentives Meetings Event (AIME) held in Melbourne.

The 17 individuals in attendance were from a variety of businesses in China and Hong Kong including but not limited to pharmaceuticals, technology development and information technology.

The event itinerary included site inspections at The Palm House - BIG4 Adventure Whitsunday Resort, Freedom Shores, Mantra Club Croc, Mirage Whitsundays and Coral Sea Resort. The attendees also went on a full day Great Barrier Reef Adventure with Cruise Whitsundays. Meals were provided by Northerlies Beach Bar & Grill, Club Croc Bistro, Lure - Abell Point Marina and Mira Ambrosia Restaurant.

## QICA Conference 2019

Tourism Whitsundays assisted Bowen Tourism & Business in the development of a bid for the Queensland Information Centres Association (QICA). The bid for the 2019 QICA conference was successful with the event due to be held in October 2019 in Bowen.





# Regional Event Marketing & Support

Events play a key role in fostering regional tourism and economic development. Tourism is an essential industry to many rural and regional centres. Not only do events provide economic stability, but they can be a cost-effective way of promoting a region and its attractions. As an event grows, it attracts tourists in its own right.

The positive economic impact and interest in a community that holds a successful regional event can not only help to build a sense of local pride but can also foster confidence and strengthen the entire community.

Tourism Whitsundays aims to support events that:

- Generate local economic activity and development in the destination
- Attract external visitation to the destination
- Drive social and community outcomes for the destination, noting the important link between community outcomes and economic benefit
- Enhance the profile and appeal of the host destination



In 2018/19 Tourism Whitsundays provided support to key events which either are or can increase visitation, dispersal and length of stay. The organisation was proud to support and work with several events across the region in assisting with marketing guidance, reviewing funding applications and providing event mentoring. Other areas Tourism Whitsundays provided support and marketing for in the events space included:

- Inclusion in The Whitsundays Visitor Guide Events Calendar
- In the lead up to event - information inclusion in TW's consumer newsletter (database of over 20,000) and E-news
- Inclusion in media and trade news updates leading up to the event
- Inclusion on social media platforms as appropriate
- Issuing joint press releases to leisure media database
- Support with ATDW event listing
- Sharing blogs on the TW website
- Inclusion of event specific banners on TW.com.au
- Use of TW marquee
- Create packages to sell on TW website subject to information and approval from all partners being received (where relevant)
- Assist with holiday package creation through trade partners (where relevant)
- Providing media and marketing schedule outlining where TW will amplify activity





In 2017/18, Tourism Whitsundays partnered with Whitsunday Regional Council (WRC) and Abell Point Marina (APM) (the consortium) to hold the inaugural Whitsundays Festival of Motoring in May 2019. The event was underwritten by the consortium. Tourism Whitsundays invested \$20,000 in this event.

The event itself was then managed and coordinated by an Event Manager who assisted with all individual event requirements.

#### Event Highlights

- 28 starters from a field of 31 entries.
- 20 cars finished the Rally with the principal reason for not finishing being mechanical failure.
- The event was successful in that it delivered State Championship Car Rallying to The Whitsundays region and “whet the appetite” of motorsport fans and the community to have the event continue in future years.
- In particular, the Bowen street stages “Grandview 1 and 2” were a big hit with spectators and crews alike and a highlight of the event.

WHITSUNDAY FESTIVAL OF MOTORING	
Abell Point Marina Friday Night	Spectators
Bowen Motoring Festival	500
Proserpine	1500
Tonker Park	200
Pit Stop Party	300
Pit Stop Party	100
<b>Total</b>	<b>2600</b>





# Industry Leadership

## 2018 Whitsunday Tourism Awards

The Whitsunday Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers. It also acts to encourage excellence within the industry. The Awards are a submission and inspection-based program, it provides the opportunity to publicly acknowledge and showcase The Whitsundays' finest tourism operators. The Awards cover 31 categories ranging from attractions, events, tour and transport, accommodation, restaurants, culture, eco-tourism, marketing and recognition for individuals. The Awards recognise growth in tourism products and services and are based on businesses having a solid business plan, businesses that continually innovate their products and implement targeted marketing campaigns.

- Location: Discovery Parks Airlie Beach
- Date: 20 October 2018
- Entrants: 43
- Attendees: 374

### 2018 AWARDS WINNERS

Category	Gold	Silver	Bronze	Finalist
Major Tourist Attractions	Abell Point Marina			
Tourist Attractions		Airlie Beach Lagoon Precinct - Whitsunday Regional Council		Horseshoe Bay - Whitsunday Regional Council
Festivals & Events	Whitsunday Clipper Race Carnival	2018 Great Australian Bites - Whitsunday Regional Council	2017 Whitsunday Schoolies Week - Whitsunday Regional Council	
Steve Irwin Award for Eco Tourism	Tall Ship Adventures - Derwent Hunter			
Specialised Tourism Services	Whitsunday Coast Airport - Whitsunday Regional Council			
Visitor Information Services	Bowen Visitor Information Centre			Airlie Beach Tourism
Business Events Venues			Alani Whitsunday	
Major Tour & Transport Operators	Red Cat Adventures	Ocean Rafting	Cruise Whitsundays	Air Whitsunday Seaplanes
Tour & Transport Operator	Whitsunday Jetski Tours	Whitsunday Segway Tours		
Adventure Tourism	Red Cat Adventures	Ocean Rafting	Whitsunday Jetski Tours	Air Whitsunday Seaplanes & Whitsunday Segway Tours
Destination Marketing	The Joshua's Whitsunday Wedding Campaign - The Wedding Planners Whitsundays			
Tourism Restaurants & Catering Services	Hemingway's			
Caravan & Holiday Parks	BIG4 Adventure Whitsunday	Queens Beach Tourist Village	Discovery Parks Airlie Beach	Big 4 Bowen Coral Coast Beachfront Holiday Park
Backpacker Accommodation	Magnums Backpackers			
Unique Accommodation	Cumberland Charter Yachts	Whitsunday Escape		
Standard Accommodation	Mantra Club Croc			
Deluxe Accommodation	Mirage Whitsundays			
Luxury Accommodation	Heart Hotel and Gallery			
Excellence in Sustainable Tourism	Whitsunday Segway Tours			
New Tourism Business	Northerlies Beach Bar and Grill	Airlie Beach Day Sailing		
Best Tourism Support Business	Inspired Impact			
Outstanding Contribution by a Volunteer or Group	Bowen Tourism & Business	Airlie Beach Volunteer Cruise Ship Ambassadors		
Young Achiever	Chloe Autridge - Red Cat Adventures			
Bob Porter Award for Outstanding Contribution	Damien Head - Queensland Parks and Wildlife			





## 2018 Hall of Fame Winners

- Abell Point Marina – Major Tourism Attraction
- Bowen Tourism and Business – Visitor Information Services
- Mirage Whitsundays – Deluxe Accommodation
- Whitsunday Segway Tours – Excellence in Sustainable Tourism

## Thanks to the 2018 Whitsunday Tourism Awards Sponsors

- Discovery Parks Airlie Beach
- Paradise Outdoor Advertising
- Lion Australia
- Daydream Island Resort
- Hamilton Island Enterprises
- InterContinental Hayman Island Resort
- Brisbane Airport Corporation
- Place Design Group
- Whitsunday Transit
- Cruise Whitsundays
- Elysian Retreat
- Mantra Group
- SKAL Whitsundays
- Whitsunday Foodservice
- Whitsunday Escape
- Marina Media Group
- Bendigo Bank
- QLD Tafe
- Airlie Beach Music
- Fish D'vine
- I Do Events
- Whitsunday Tickets
- Angel Signs
- Graphic House
- Star FM & 4MK
- Whitsunday Times
- Fraser Ford
- KB Designs

## Monthly Networking Nights

Tourism Whitsundays facilitate monthly networking nights, hosted by various industry partners and/or stakeholders. The main intention is to encourage relationship development between industry colleagues, provide an update of recent Tourism Whitsundays activity, and allow the host venue to showcase their product to the attendees.

Networking locations and associated attendance is listed below:

- July 2018 hosted by Proserpine Chamber of Commerce and Metropole Hotel with 79 attendees
- August 2018 hosted by WeddingsWhitsundays.com with 103 attendees
- September 2018 hosted by Whitsunday Green – Sanctuary Living / Ray White with 75 attendees
- November 2018 hosted by Reef Gateway Hotel with 160 attendees
- February 2019 hosted by Anchor Bar with 130 attendees
- March 2019 hosted by Proserpine Museum with 96 attendees
- April 2019 hosted by Airlie Beach Race Week and the Whitsunday Sailing Club with 208 attendees
- May 2019 hosted by Mantra Club Croc with 110 attendees
- June 2019 hosted by Shute Harbour (Palm Bay Resort, Scamper, Island Transfers, Elysian Retreat, Whitsunday Rent-A-Yacht and Sunsail Whitsundays) with 125 attendees

Average attendance through the year was 121, up 8%







## Industry Development

Thanks to the partnership with Queensland Tourism Industry Council (QTIC) and Tourism and Events Queensland (TEQ), Tourism Whitsundays offered members and local industry opportunities to participate in workshops and industry forums which are relevant to assisting with continued industry and product development. The aim was for participation in these workshops to lead to continued business improvement.

Some of the key workshops held include:

1. Working with Cruise Shore Excursions
2. Working with OTA's
3. ATDW Workshop
4. Brand workshops
5. The importance of the distribution system
6. QTIC Tourism Disruptive Technologies
7. TEQ Great Barrier Reef Roadshow
8. Increase website traffic
9. Dealing with media in a crisis
10. Success in the international market
11. Planning your online strategy
12. Online marketing for events/Event Ticketing Workshop
13. Maximising Facebook
14. Maximising Instagram
15. Women in Tourism
16. Reputation Management
17. QTIC CrisisReady
18. Indigenous Community Consultations
19. Three trade ready workshops

## Corporate Communications

Tourism Whitsundays promotes the activities and achievements of the organisation through a variety of platforms, including industry fortnightly e-newsletters, media releases, corporate social media channels as well as columns in all key newspapers within the region. Some key execution points include:

- Distribution of 26-industry E-newsletters
- 97 media releases
- 3,298 followers on Tourism Whitsundays Facebook page an increase of 918 from the year prior
- Fortnightly Chairman columns in The Whitsundays Times
- Monthly CEO columns in the Bowen Independent and the Proserpine Guardian







## Advocacy

Tourism Whitsundays is passionate about engaging in positive and meaningful advocacy work designed to benefit The Whitsundays tourism sector. This year we were able to achieve:

- The joint \$1m cooperative marketing funding for the return of the Whitsunday Islands;
- The \$250k Monsoon Recovery Funding for the Whitsunday Mainland;
- Second year of Tourism Recovery Funding and the necessary approvals for the activities in the Whitsundays Marine Park. Key projects for The Whitsundays under this fund include:
  - ✓ Island Short Walks (\$500,000)
  - ✓ Hill Inlet upgrade and expansion (\$2 million)
  - ✓ Peter Faust Dam Tourism Infrastructure Development (\$1 million)
  - ✓ Indigenous Bush Tucker Trail and Paddock to Plate Venue-Flagstaff Hill (\$1 million)
  - ✓ Hamilton Island auditorium Bougainvillea Marquee (\$500,000)
  - ✓ Underwater tourism infrastructure in the Marine Park (\$971,610)
  - ✓ Feasibility study into the restoration and relocation of a Catalina (\$48,390)
  - ✓ Interpretative space at the Bowen Visitor Information Centre (\$90,000)
  - ✓ Whitsunday Skyway feasibility study (\$260,000)
  - ✓ Inclusive family-friendly water play attraction (\$130,000)
  - ✓ Coral gardening tourism experience (\$500,000)

Letters of support provided to the following organisations/projects:

- ✓ Flagstaff Hill Project
- ✓ Lake Proserpine Project
- ✓ Bowen Visitor Information Centre Conference
- ✓ Girudala Funding
- ✓ Growing Tourism Infrastructure Fund
- ✓ Hamilton Island Resort Rejuvenation
- ✓ Ocean Dynamic – New Dive and Reef Education Centre
- ✓ at Hotel Group – Renovation at Blue Horizon Resort
- ✓ Proserpine Golf Course Fairway Sprinkler
- ✓ Funding for Marquee for Cruise Ship passengers arriving in The Whitsundays
- ✓ Whitsunday Regional Council – Proserpine Entertainment Centre
- ✓ Marine Centre of Excellence
- ✓ Water Security Project
- ✓ Airlie Beach Tours and Transfers Support Liaison
- ✓ Best Life Festival
- ✓ Whitsunday Maritime Training Centre
- ✓ Cruise Whitsunday Reef World / Reef Suites
- ✓ Whitsunday Reef Recovery and Public Art Package
- ✓ Support of Judy Porter
- ✓ Reef Festival Whitsunday Regional Council Special Grant
- ✓ Reef Festival RADF Grant
- ✓ Community Solutions
- ✓ Whitsunday Skyway Project
- ✓ Queensland Sustainable Regions Risk and Resilience Program
- ✓ Airlie Beach Volunteer Cruise Ship Ambassadors
- ✓ Zoning of Airlie Beach CBD-SNP as an Entertainment Precinct
- ✓ Implementation of Changes to Backpacker Policies
- ✓ VMR Whitsundays for additional rescue vessel
- ✓ QTIC for funding to train job seekers to a Certificate II Commercial Cookery Level





# Membership

In 2018/19, Tourism Whitsundays was proud to have a strong membership base of 280 financial members. Thank you to each and every business and person who supports Tourism Whitsundays.

## PLATINUM

- Coral Sea Resort
- Cruise Whitsundays
- Daydream Island Resort
- Discovery Parks Airlie Beach
- Hamilton Island Enterprises

## GOLD

- Air Whitsunday Seaplanes
- Airlie Beach Hotel
- BIG4 Adventure Whitsunday Resort
- Explore Group
- Explore Whitsundays
- Freedom Shores
- GSL Aviation
- InterContinental Hayman Island Resort
- Magnums Backpackers
- Mantra Club Croc
- Mirage Whitsundays
- Ocean Rafting
- Port of Airlie
- Queensland Yacht Charters
- Red Cat Adventures
- Whitsunday Fishing Charters
- Whitsunday Transit

## SILVER

- Abell Point Marina
- Absolute Airlie
- Accom Whitsunday
- Airlie Apartments
- Airlie Beach Motor Lodge
- Airlie Beach Skydivers
- Airlie Beach Transfers and Tours
- Airlie Beach YHA
- Alani Whitsundays
- Aquaduck Airlie Beach
- BARRA World
- BIG4 Whitsundays Tropical Eco Resort
- Charter Yachts Australia
- Colonial Palms
- Cumberland Charter Yachts
- Elysian Retreat
- Hamilton Island Air
- Helireef Whitsundays
- Hertz Whitsundays
- Island Gateway Holiday Park
- Island Transfers
- Just Tuk'n Around
- Kipara Tropical Rainforest Retreat
- Lady Enid Sailing
- Lure - Abell Point Marina
- Mantra Boathouse Apartments
- Ocean Dynamics
- Palm Bay Resort
- Peppers Airlie Beach
- Pinnacles Resort
- Portland Roads
- Prosail Queensland
- Providence Sailing
- Queens Beach Hotel
- Queens Beach Tourist Village
- Reefstar Cruises
- Renegade Fishing Charters
- Rose Bay Resort
- Salty Dog Sea Kayaking
- Sea Star Apartments
- Seabreeze Tourist Park
- Shingley Beach Resort
- Sky View Units
- Tallship Adventures - Derwent Hunter Eco Tours
- Toscana Village Resort
- Villa Botanica
- Whale Watching Whitsundays
- Whitsunday Apartments Hamilton Island
- Whitsunday Crocodile Safari
- Whitsunday Escape
- Whitsunday Gold Coffee Plantation
- Whitsunday Island Camping Connection
- Whitsunday Jetski Tours
- Whitsunday Paradise Explorer
- Whitsunday Rent a Yacht
- Whitsunday Sands Resort
- Whitsunday Segway Tours
- Whitsunday Terraces
- Whitsundays 2 Everywhere
- Whitsundays Rainforest Retreat
- Whitsundays Sailing Adventures
- XBase Backpackers





## BRONZE

- Airlie Beach Day Sailing
- Airlie Beach Online
- Airlie Beach Tourism
- Airlie Court Holiday Units
- at Beach Court Holiday Villas
- at Blue Horizon
- at Boathaven Bay Holiday Apartments
- at Marina Shores
- at Waterfront Whitsundays
- at Waters Edge Resort
- at Whitsunday Vista Resort
- Backpackers by the Bay
- Big Fury
- Book The Whitsundays
- Conway Beach Tourist Park
- Coral Cove Apartments
- CS Car Service
- Earlando
- GSL Marine
- Harbour Lights Caravan Park
- Heart Hotel and Gallery Whitsundays
- Heart of Reef Shuttles
- ISail Whitsundays
- Mango House Resort
- Mediterranean Resorts
- NRMA Bowen Beachfront Holiday Park
- Proserpine Tourist Park
- Ray White Whitsundays / Whitsunday Vacations
- Reef Gateway Hotel
- Skydive Airlie Beach
- Sunlit Waters Studio Apartments
- Sunsail
- True Blue Sailing
- Wangaratta at the Beach Caravan Park
- Waterview Airlie Beach
- Whitsunday Eco Retreat
- Whitsunday Health and Wellness Retreats
- Whitsunday Holiday Rentals
- Whitsunday Waterfront Apartments

## RESTAURANT

- Anchor Bar Airlie Beach
- Birds Fish Bar
- Boathouse Fishbar
- Café One 3
- Cape Gloucester Beach Resort
- CC's Bistro
- Clipper Restaurant, Bar and Lounge
- Cold Rock Airlie Beach
- Cruise Café & Bar
- Denmans Beer Café
- Dingo Beach Hotel
- Fat Frog Beach Café
- Fish D'vine
- FISHI/Fresh Island Seafood Pty Ltd
- Grand View Hotel
- Hotel Metropole Proserpine
- KC's Bar & Grill
- La Marina Restaurant
- Le Sorelle The Sisters Coffee House & Florist
- Magnums Hotel Airlie Beach
- Mangrove Jacks
- McDonalds
- Meraki Whitsundays
- Mira Café and Restaurant
- Northerlies Beach Bar and Grill
- Peach and Pear Catering
- Shuckz Oyster & Champagne Bar
- Sorrento Restaurant & Bar
- Subway Proserpine
- The Deck Airlie Beach
- The Kiosk
- Whitsunday Pacific Seafoods
- Whitsunday Provisioning
- Wisdom Café
- Zambrero

## RETAIL

- Above & Below Photography
- Adelyn Retail Consultancy
- Airlie Sails and Shade Solutions
- Bright Eyes Airlie Beach
- Epicure Homewares
- LUXE Fashion House
- Reef Goddess
- Satori Day Spa
- Shane Batham
- The Jungle Trader
- Vartamana Skin. Spa. Wellness.
- Whitsundays Pharmacy
- Whitsunday Computers and Stationery

## ASSOCIATE

- Airlie Beach Music Centre
- Angel Signs
- Bendigo Bank Cannonvale - Proserpine
- Bishopp
- Brooke Miles Photography
- ByteWise IT Solutions
- Graphic House
- KB Design
- Pinnacle IT
- Response Learning North Queensland
- Riptide Creative
- Roebuck Civil
- Shirtfront Solutions
- TAFE Queensland
- Tropical Designs
- Vink Publishing Pty Ltd





## SUPPORTER

- 8 Seconds
- Achieve Business Dynamics
- Airlie Beach Party Bus
- Airlie Fitness
- All Marine Services
- ANZ Airlie Beach
- Archers Body Corporate
- Ash Electrical Whitsundays
- Aspire Body Corporate Management
- Camp Island
- Chloe Autridge
- Compass Business Advisory
- Connole Carlisle
- Eclipse Financial Services
- Expedia Group
- Gallagher
- Inspired Impact with Jasmine Kratz
- iTalk Communications
- John Batman Group
- Konzept Konnect
- Leader Group
- letsdosomething.com.au
- Live Life Pharmacy Airlie Beach
- Macrossan & Amiet Solicitors
- My CFO on the Go
- PD Law Pty Ltd
- Qld Trade Services Pty Ltd
- Rekenen Accountants
- Shiift
- Taylors Property Specialists
- Telstra Store Whitsunday
- The Wedding Planners Whitsundays
- Total Entertainment
- Veris
- Whitsunday Airport Shute Harbour
- Whitsunday Foodservice
- Whitsunday Green
- Whitsunday Law
- Whitsunday Tickets
- Whitsunday Training

## INDIVIDUAL SUPPORTER

- Airlie Beach Day Trips
- Whitsunday Hot Rod Tours

## NOT FOR PROFIT

- Airlie Beach Bowls Club
- Australian Marine Conservation Society
- Bowen Bowls Club
- Bowen Chamber of Commerce
- Bowen Golf Club
- Bowen Pastoral Agricultural Assoc Inc (The Bowen Show)
- Bowen PCYC
- Bowen Turf Club
- Camp Kanga
- Collinsville Bowls Club
- Collinsville Community Association
- Collinsville Connect Telecentre
- Collinsville Lions Club
- Collinsville Workers Club
- Collinsville Youth Coalition
- Community Solutions
- Coral Sea Catalina Heritage Museum
- Eco Barge Clean Seas
- Girudala Cooperative Community Society
- Greater Whitsunday Alliance
- Ideal Placements
- Lions Airlie Beach Community Markets
- Lions Club of Bowen
- Proserpine Chamber of Commerce
- Proserpine Golf Club
- Proserpine Indigenous Reference Group
- Proserpine Museum
- Reef Catchments
- Ronald McDonald House Charities North Australia
- Rotary Club of Airlie Beach
- Skal Whitsundays
- Torgas
- VMR Whitsunday
- Weddings Whitsundays
- Whitsunday 000 Charity Ball
- Whitsunday Charter Boat Industry Association
- Whitsunday Coast Chamber of Commerce
- Whitsunday Counselling and Support
- Whitsunday Cruisin' Car Club
- Whitsunday Endurance Club (Horses)
- Whitsunday Festival of Art
- Whitsunday Lions club
- Whitsunday Running Club
- Whitsunday Sailing Club
- Whitsunday Sportspark
- Whitsunday Suicide Prevention Network
- Whitsundays Arts Festival
- Proserpine Bowls Club
- Zonta Club of The Whitsundays

## LIFE MEMBER

- Paul Sergeant

## CORPORATE PARTNERS

- Archers Soft Drinks
- Bowen Tourism & Business
- Fraser Ford
- Grant Broadcasters
- Lion Australia
- Paradise Outdoor Advertising
- Queensland Rail Travel
- Volunteer Cruise Ship Ambassadors
- Whitsunday Coast Airport
- Whitsunday Times/ Whitsunday Guardian / Bowen Independent





## Partner Organisations

During 2018/19 Tourism Whitsundays was a member of:

- Adventure Queensland
- Australian Tourism Export Council
- Gay and Lesbian Tourism Association
- Reef Catchments
- Caravanning Queensland
- Queensland Tourism Industry Council
- Australian Regional Tourism Network

Tourism Whitsundays liaised/partnered with:

- Airlie Beach Cruise Volunteer Ambassadors
- Bowen Tourism and Business
- GW3
- Proserpine Chamber of Commerce
- Reef Catchments
- Reef Ecologic
- Regional Development Australia
- SKAL Whitsundays
- State and Federal Government Departments
- Tourism and Events Queensland
- Whitsunday Coast Chamber of Commerce
- Whitsunday Regional Council





# Tourism Infrastructure Investment

The next 12 months will see completion to many tourism infrastructure projects for The Whitsundays including:

Project	Investment	Status / Notes
Hamilton Island (over 10 years)	\$ 750,000,000.00	Figure + Constant / In Progress
Daydream Island Resort	\$ 140,000,000.00	Figure + Completed
Hayman Island by InterContinental	\$ 135,000,000.00	Completed
Cruise Whitsundays Reef Suites - underwater hotel on GBR	\$ 8,000,000.00	Due for completion in November 2019
Shute Harbour Restoration	\$ 50,000,000.00	Due for completion in 18 months
Whitsunday Coast Airport	\$ 40,000,000.00	In Progress due for completion August 19
Funnel Bay 5-star resort development	\$ 50,000,000.00	Due to commence construction early 2020
Proserpine Entertainment Centre	\$ 10,700,000.00	Works to start before end of 19
Airlie Beach Hotel	\$ 7,000,000.00	Completed
Airlie Beach Foreshore	\$ 6,300,000.00	Completed
Beautiful Bowen Project	\$ 5,000,000.00	Stage one completed
Pavillion Arcade	\$ 4,300,000.00	In progress
Hook Island Eco Retreat - due to be opened by end of 2019	\$ 4,000,000.00	In progress due for completion Dec 19
Proserpine Main Street upgrade	\$ 3,600,000.00	Starts September
Lake Proserpine Recreation Hub	\$ 3,000,000.00	Starts September
Hill Inlet upgrade and expansion	\$ 2,000,000.00	In progress
Heart Reef Island	\$ 2,000,000.00	Completed
Proserpine Water Park	\$ 1,700,000.00	Completed
74 Taphouse and Eatery (previously Denman Cellars) and Whitsunday Islands Brewing Company	\$ 1,000,000.00	Completed
Camp Island	\$ 1,000,000.00	Completed
Flagstaff Hill Interpretive Centre	\$ 1,000,000.00	In progress
Indigenous Bush Tucker Trail and Paddock to Plate venue - Flagstaff Hill	\$ 1,000,000.00	In progress
Reef Ecologic - Underwater sculptures (GBR First)	\$ 971,610.00	In progress due for completion Aug 19
Palm Bay Refurbishment	\$ 750,000.00	Completed
Aqua Duck - new tourist product	\$ 500,000.00	Completed
Coral Edu Tourism - Daydream Island	\$ 500,000.00	Just announced
Island Short Walks Infrastructure	\$ 500,000.00	In Progress due for completion
Whitsunday Skyway Feasibility Study	\$ 260,000.00	In progress due for completion end of July 19
Bowen Information Centre refurbishment	\$ 170,000.00	In progress due for completion end of 19
Inclusive family friendly water play attraction at Queens Beach Tourist Village - Bowen	\$ 130,000.00	Completed
Interpretive space at the Bowen Visitor Information Centre	\$ 90,000.00	Completed
Whitsunday Visitor Info Centre	\$ 50,000.00	In progress due for completion end of 19
Feasibility study into the restoration and relocation of a Catalina	\$ 48,390.00	Completed
Whitsundays Gold Coffee Plantation	\$ Multi-Million	Completed
Coral Sea Marina Resort	\$ Multi-Million	In Progress due for completion Dec 19
Elysian Retreat	\$ Multi-Million	Completed
Freedom Shores / Northerlies	\$ Multi-Million	Completed
<b>Total (in excess of)</b>	<b>\$ 1,230,570,000.00</b>	