

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release

June 2, 2020

Mates Rates on offer across Mackay and The Whitsundays

Tourism Whitsundays, in partnership with Mackay Tourism, has today launched its 'Mates Rates' campaign.

The 'Mates Rates' campaign is targeted at the regional areas surrounding Mackay and The Whitsundays, encouraging residents to holiday here this winter.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said our regional drive market is a vital sector in reigniting The Whitsundays tourism industry.

"The Whitsundays and Mackay is back; we can't wait to welcome our regional mates back with the best deals from right across both regions.

"Before rolling these deals out across the state, we wanted to give our mates first bite of the cherry, the first opportunity to take advantage of these never-before-seen deals.

"There is no better time for Queenslanders to get out and explore Queensland. We have it all to ourselves right now, with these incredible deals, there is no excuse not to book," she said.

There are over 70 unbelievable offers available across accommodation, experiences, restaurants and retail. The Mackay and Whitsundays tourism industry have put the very best deals out for North Queensland to snap up.

Mackay Tourism Chief Executive Officer Tas Webber said working as a collaborative team with Tourism Whitsundays is the best way to leverage networks and get the best exposure for both regions.

"The 'Mates Rates' campaign will run for ten weeks through major North Queensland regional centres. Working in partnership with Tourism Whitsundays will allow both organisations additional reach into important regional centres.

"Queenslanders know winter in the Mackay and The Whitsundays is epic! It is the best time of year to holiday to our regions.

"COVID has thrown many challenges in our industry's way; we believe this campaign is a positive step forward for both the Mackay and Whitsundays tourism industry," he said.

North Queenslanders are being encouraged to enjoy secluded beaches with no one in sight, explore the tropical rainforests or fish for the perfect catch either at the reef or in one of the many freshwater dams.

For more information visit www.tourismwhitsundays.com.au/matesrates.

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**Tourism
Whitsundays**

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The
Whitsundays

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