MEDIA RELEASE

The Whitsundays
THE HEART OF THE GREAT BARRIER REEF

For immediate release
July 3, 2020

The Ambassadors are BACK!

The beloved Cruise Ship Volunteer Ambassadors will again be donning their tropical shirts and spreading the cheerful word of The Whitsundays to visiting guests, as they pivot to become the Airlie Beach Ambassadors.

The Airlie Beach Ambassadors will be based on the main street of Airlie Beach outside GSL Whitsundays. They will offer warms smiles, helpful advice, and local tips to tourists all while remaining COVID safe.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said she the ambassadors are an important part of the landscape of The Whitsundays.

"The Cruise Ship Volunteer Ambassadors are local treasures who enhance the reputation of our region! Their work with the cruise ships has been one of the reasons The Whitsundays is so well known for our exceptional hospitality!

"I'm so pleased to see that even though the Cruise Ships are paused for now, our volunteers, under the new name of Airlie Bech Ambassadors, are still keen to get out and do what they do best, promote every corner of The Whitsundays," she said.

The Airlie Beach Ambassadors will be made up from the loyal volunteers who are part of The Cruise Ship Volunteer Ambassadors. Which was established in 2004 as an initiative of the Airlie Beach Chamber of Commerce. Judi and Keith Dunn established and managed the program for the first ten years. Six years ago the reins were handed over to Brian Richardson, after which the Cruise Ship program began to sit with Tourism Whitsundays in partnership with Whitsunday Regional Council.

Thanks should be given to Brain Richardson, who has agreed to take on the coordination of the Airlie Beach Ambassaords, with the support of Tourism Whitsundays.

Brian Richardson said the ambassadors will be happy to hit the pavement once more.

"The ambassadors will be pleased to get back in their tropical shirts and meet and greet visitors to our beautiful region.

"We have our COVID safe plans in place and intend on remaining as safe as possible while also being as helpful as we can be," he said.

For more information on the Airlie Beach Ambassadors or to find out how to get involved, please contact reception@tourismwhitsundays.com.au

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