

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
July 28, 2020

## Let's Get Together winners announced

Tourism Whitsundays in partnership with the Whitsunday Regional Council have today announced the winners of the 'Let's Get Together' campaign.

The campaign, aimed at locals enticing their loved ones to plan a trip to The Whitsundays to reconnect with family and friends targeting the Visiting Friends and Relatives market attracted well over 250 entries and engaged with over 200,000 followers on the Visit Whitsundays social platforms.

Tourism Whitsundays with Whitsunday Regional Council would like to congratulate the winners on the incredible shots of their favourite Whitsundays places.

Tourism Whitsunday Chief Executive Officer Tash Wheeler is pleased with the success of this campaign.

"Each week I've been excited to look over the photos and put my vote in, I think not only has this campaign been successful in terms of reaching a huge number of people, but it's also been great to see so much Whitsundays community pride shining through.

"We really do live in the most beautiful place on earth; it's been evident through the photos shared by locals they believe that too," she said.

Mrs Wheeler continued, "I would also like to give a big thanks to our supporting partners, Whitsunday Holiday Rentals, Whitsunday Vacations and Cruise Whitsundays who have donated over \$10,000 in prizes, this campaign would not have had the success it did without the incredible prize pool."

The 'Let's Get Together' campaign was a locals photo competition where residents had the opportunity to capture their favourite Whitsundays spot, a place they'd love to spend time with their visiting friends and family when they're able to return for holidays.

Mayor Willcox said the amazing photos submitted highlight what a unique part of the world we live, work and play in.

"Our region is the heart of fun in the sun boasting cracker barramundi fishing at Lake Proserpine, beautiful swimming beaches in Bowen, real Aussie outback and pit pony experiences at Collinsville and, of course, the 74 beautiful Whitsunday islands off Airlie Beach," he said.

"The diverse array footage shows why The Whitsundays is one of Australia's favourite holiday destinations."

Kat Murtagh, local Whitsundays resident and first-place winner, said this is an amazing prize to share with loved ones.

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  
Whitsundays

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“My family and I are so excited! We can’t wait to invite some of our family from down south up to The Whitsundays to enjoy this amazing prize with us. It’s been a long cold winter down there; they deserve some Whitsundays sunshine,” she said.

## WINNERS:

Prize 1 - Whitsunday Holiday Rentals Holiday Home for up to 8 people, valued at \$4,000\*

🏆 WINNER @katty\_murt

Prize 2 - Whitsunday Vacations Holiday Home High Tide for up to 8 people, valued at \$3,750\*

🏆 WINNER @4xpaw\_crew

Prize 3 - Cruise Whitsundays Reefsleeper experience for up to 4 people, valued at \$3,180\*

🏆 WINNER @mariella\_underwater

- ENDS -

## 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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