

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
August 4, 2020

## Get ready to hit the road and explore Mackay and The Whitsundays

Tourism Whitsundays together with Mackay Tourism are developing a series of self-drive itineraries to increase the length of stay and dispersal through regional areas following a successful grant application through the FNQ and NQ Monsoon Trough - Category C Flexible Funding Grants Program - Small Grants.

The drive itineraries in development are aimed at attracting the drive market, with the hope they will extend their stay and disburse the economic benefits of tourism from the hubs of Airlie Beach and Mackay to smaller regional communities.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes these drive itineraries will be a great way to deliver more land-based activities as outlined in the Whitsundays Destination Tourism Plan.

“We are thrilled to have been a successful applicant of the FNQ and NQ Monsoon Trough - Category C Flexible Funding Grants Program - Small Grants.

“While this grant is for recovery from the Monsoon event in early 2019, the project is ideally placed to assist in recovery from the economic effects of COVID.

“One of the first tourism markets to recover and return to travel will be the self-drive market which is at the heart of this project,” Mrs Wheeler said.

Tas Webber Chief Executive Officer of Mackay Tourism said the development of drive itineraries through this funding is a major priority for The Whitsundays and Mackay regions.

“Airlie Beach, Mackay and the Islands are well-known tourism destinations, these drive itineraries will encourage visitors to stay longer and explore more of the surrounding region. The development of these itineraries is crucial in ensuring regional dispersal,” Mr Webber said.

James Corvan from Tourism Guru has been commissioned to develop the itineraries in partnership with Tourism Whitsundays and Mackay Tourism.

“Businesses in rural and regional communities rely on income from drive tourists as they are often encouraged to buy local tourism products and services, and basic travel necessities like fuel, food and other supplies,” Mr Corvan said.

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The  
Whitsundays

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