

For immediate release
August 21, 2020

Prizes on offer through The Whitsundays, Bowen and Mackay Visitor Information Centres

Tourism Whitsundays, in partnership with Mackay Tourism and Bowen Tourism and Business, have released their new Visitor Information Centre Passports.

In celebration of the release of the passports, The Whitsundays and Mackay have \$3,000 worth of holiday vouchers up for grabs.

The Visitor Information Passport is a small leaflet that includes information about the regions. Through the passport, travellers collect stamps from each of the three accredited Information Centres in Proserpine, Sarina and Bowen for a chance to go into the draw of winning holiday dollars.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes this collaboration will boost visitation and dispersal as well as increase length of stay through the regions.

“Our Visitor Information Centres are a wealth of local knowledge; the helpful staff and wonderful volunteers will ensure you get the best from your visit to the region, these passports aim to help visitors explore more of what these incredible areas have on offer.

“The Whitsundays and Mackay have some of the very best scenery on offer in Queensland; we are blessed with incredible natural beauty, memorable wildlife encounters, fun-filled adventures and pure relaxation whether you’re travelling through the beautiful hinterland or along the stunning coastline,” she said.

The Passports are available at each of the accredited Visitor Information Centres when a visitor stops in at each centre the team will have their passport stamped. At the third information centre stop, visitors collect their final stamp and then pop their completed passport into a raffle box. The prize up for grabs is \$3,000 worth of holiday vouchers for a holiday to The Whitsundays and Mackay regions. The competition will close at 11:59pm (AEST) on Sunday 28 February 2021 and winner(s) will be decided by Friday 05 March 2021.

Mackay Tourism Chief Executive Officer Tas Webber spoke of the value of linking the three Visitor Information Centres.

“Mackay and The Whitsundays represent a spectacular and diverse destination offering world-class natural attractions, including unforgettable rainforests, beaches, coral reefs and wildlife experiences.”

“Adding to the natural beauty of the region are the incredible local flavours that each of our Visitor Information Centres celebrates. Located at the Sarina Field of Dreams, the award-winning Mackay Region Visitor Information Centre celebrates our region’s rich history of sugar. Lovers of coffee will rejoice with the new Whitsundays Visitor Information Centre being next door to the Whitsunday Gold Coffee Plantation. The Bowen Visitor Information Centre meanwhile, is famous as home to the Big Mango and the mango sorbets.

MEDIA RELEASE



“This passport and competition will inspire visitors to the region to stop into our Visitor Information Centres to not only go in the draw to win this amazing prize but to discover more of the stories, flavours and natural attractions that Mackay and The Whitsundays has to offer,” he said.

Jenn Honnery, Bowen Tourism and Business Chair, is pleased to be working with Tourism Whitsundays and Mackay Tourism on this project.

“This is a great initiative being run through two spectacular regions. Working in collaboration gives us a louder voice and allows The Whitsundays and Mackay message to go further.

“A big thank you to Tourism Whitsundays for taking the lead and rolling out this great project,” she said.

For more information on the Visitor Information Passport please [click here](#).

- ENDS -

About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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

To access the Tourism Whitsundays Media Centre click [here](#)