

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
9 September 2020

## Tourism Whitsundays Campaigns Generate 20:1 Return On Investment

Tourism Whitsundays launched a number of campaigns on the 1<sup>st</sup> June 2020, directly following Premier Palaszczuk's eased travel restrictions for Queenslanders.

The campaigns launched were Frontline Health Care workers, Escape Winter and Mates Rates. Collectively there was an investment of \$170k which has resulted in over 5,600 bookings which has generated over \$3.5m in direct bookings for the industry, which represents a 20:1 return on investment for Tourism Whitsundays.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said the organisation is excited by the results of the campaigns.

"Tourism Whitsundays runs on a lean budget; we are always trying to stretch our marketing investments to ensure we get a much reach as much as possible. Any marketing done has to have an impact; we can't afford not to hit the right market every time.

"I believe the results of these three campaigns demonstrate that the team nailed it, and at a time when our industry needed it the most.

"I am so proud of the way the team at Tourism Whitsundays used the COVID lockdown to strategise, plan and prepare activity, because of this Tourism Whitsundays was able to generate great results for members," she said.

The Mates Rates campaign, in partnership with Mackay Tourism, was aimed at the local drive market from Rockhampton north to Cairns; the Escape Winter campaign specifically targeted the South East Queensland with the Frontline Health Care workers was a national campaign aimed at giving those on the front line of COVID a much-needed break.

General Manager of Cruise Whitsundays Shaun Cawood was pleased Cruise Whitsundays participated in the campaigns.

"It's important to be part of destination campaigns like these, Tourism Whitsundays rounded up excellent offers from every corner of The Whitsundays from experiences like Cruise Whitsundays, to accommodation and restaurants.

"I believe this gives the region a louder voice and a more compelling package for guests to take advantage of," he said.

Tourism Whitsundays is continuing to work on further campaigns, and as interstate travel resumes and airline routes are reinstated, will be ready to roll out our major national campaign.

- 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.*

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**Tourism  
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

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