

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
October 11, 2020

WONDERS OF THE WHITSUNDAYS **Major \$1 million campaign launches today!**

The \$1 million Wonders of The Whitsundays campaign, a joint marketing initiative led by Tourism Whitsundays in partnership with Tourism and Events Queensland, and key local tourism operators, has launched today.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes this campaign will deliver to industry for the third year.

“In 2018/19, we first joined collective forces and launched the Wonders of The Whitsundays campaign which yielded incredible results, now as we embark on our third iteration we are confident that The Whitsundays will be reinforced as the holiday hot spot to Australians for the next 12 months.

“This campaign will be one of the largest marketing activations we have delivered in recent years. With our plan to generate a 3:1 return and restore visitor numbers to the region that rival pre Cyclone Debbie figures, she said.

The trump card for this campaign, apart from being a world-class destination, is the instantly recognisable voice of returned Whitsundays local, Karen Jacobsen, or as some may know her SIRI. Karen approached Tourism Whitsundays, eager to help the region post COVID and to put her voice to good use.

“I can’t think of a more recognisable and trusted voice than Karen’s, she has been providing information to users all over the country and now, as a fun tongue in cheek way, she will be navigating radio listeners with the best advice, “Take advantage of the incredible deals and experience The Wonders of The Whitsunday”, Mrs Wheeler continued.

Voice of SIRI, Karen Jacobsen, was keen to return to her roots in the face of the pandemic which was rolling out across the globe.

“We were leaving New York, our home for 20 years as the COVID pandemic started to unfold, and I felt an overwhelming urge to come home to the Whitsunday region.

“After seeing what the pandemic did to tourism here, I was eager to lend my voice to help reignite the industry. I think the campaign is a fun way of getting The Whitsundays message out. I have seen first hand how vital tourism is to this region, as it is one of the main economic drivers and employers. This region is at its best when visitors are here,” Ms Jacobsen said.

The Wonders of The Whitsundays campaign will feature ten local tourism operators. The campaign will have a staggered rollout, firstly across Queensland and New South Wales, and then as it becomes safe to do so, the campaign will also target residents from Victoria. The destination will be promoted through broad creative media, which will include hyper-targeted TV advertising, digital displays, out of home activity, content partnerships and social activity.

For more information on the Wonders of The Whitsundays, head to TheWhitsundays.com.au

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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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