

For immediate release
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Trade Manager Appointed To Spearhead The Domestic Market

Tourism Whitsundays has appointed Suzy Bohan in a newly created position as Trade Manager to spearhead the domestic market.

This newly created role is a key part of the Tourism Whitsundays marketing strategy to drive the recovery of the \$750 million tourism industry. With the international borders closed for the foreseeable future, travel trade is now heavily focused on the domestic market which is why it is crucial to have a team member dedicated to this important piece of the travel puzzle.

Tourism Whitsundays Chief Executive Officer Tash Wheeler welcomes Suzy to the team.

“Suzy comes to the organisation with a wealth of tourism industry experience, travel trade knowledge and is a familiar face on the trade scene having worked for US carrier Delta Air Lines.”

“Our strategy is simple, we are a small organisation with limited resources against some of the big players, however our destination is globally recognised and desired. We have a plan to ensure we keep The Whitsundays front of mind not just with consumers, but with the important network of domestic travel trade.”

“Having previously represented the region in her position as Director of Sales at Daydream Island Resort, Suzy is going to be perfect in this targeted role. She knows our beautiful region, our operators and most importantly, Suzy knows how dependent The Whitsundays is on leisure tourism which represents 1 in 3 jobs.

“While we recognise that this is a new world we are working in, we also appreciate the importance of the domestic trade network and know that they are key to contributing to The Whitsundays recovery. This role will be responsible for engaging with key trade including Flight Centre, Helloworld and the various mobile travel networks,” Mrs Wheeler said.

Suzy’s role will be to manage all trade communication and activity in an effort to increase The Whitsundays awareness and sales for our tourism industry. As well as increase product knowledge of agents through training, identify new opportunities for The Whitsundays with key trade partners, and product contracting. It is also anticipated this role will help to enhance member engagement opportunities within the travel trade.

Suzy Bohan has felt a sense of ‘coming home’ since starting her appointment with Tourism Whitsundays.

“The Whitsundays has always held a special place in my heart. I loved my time working with Daydream Island Resort and the incredible network of operators in the region.”

“I have admired the outcomes that Tourism Whitsundays have delivered over the past few years and I am excited to be part of the team to help drive domestic tourism back to the region.”

“The domestic trade network is a key ingredient to the recovery of our tourism industry and I look forward to helping the region and members navigate this important market sector,” she said.

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MEDIA RELEASE



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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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