

For immediate release
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Tourism Whitsundays Launches Travel Trade Campaign in South Australia

Tourism Whitsundays is on a roll! After launching the Wonders of The Whitsundays campaign yesterday, the organisation together with key local tourism operators has also launched a campaign in partnership with South Australian travel stalwart Phil Hoffmann Travel.

This campaign has The Whitsundays tapping into a new domestic market, with 11 Whitsundays operators all offering incredible deals bookable with Phil Hoffmann Travel.

Tourism Whitsundays Chief Executive Officer Tash Wheeler is excited to see The Whitsundays break into the South Australian market.

“As a destination, The Whitsundays traditionally focuses its marketing spend in South East Queensland, New South Wales and Victoria as well as internationally. However, 2020 is anything but a traditional year. Right now, with international borders closed, there is no better time for South Australians to experience the Wonders of The Whitsundays!

“Phil Hoffmann is one of the most respected and trusted travel brands in South Australia, and we are thrilled to be working with them on this campaign,” Mrs Wheeler said.

Phil Hoffmann Travel (PHT) is a South Australian based travel agency, with over 200 staff and ten branches, they have been sending South Australian’s all over the world for 30 years. Now in this unprecedented time, Phil Hoffmann is responding to demand to provide more domestic packages for South Australian’s to see their backyard. The borders between Queensland and South Australia are open, with most flight schedules via Brisbane.

Phil Hoffmann’s Head of Marketing, Bianca Hoffmann said Phil Hoffmann Travel is delighted with the opportunity to partner with Tourism Whitsundays in promoting this beautiful region to South Australians.

“With current restrictions on international travel, The Whitsundays has become an incredibly popular choice for South Australians, escaping the cold winter and reigniting their love for travel post lockdown. With an array of islands and options to suit all budgets, The Whitsundays is the perfect domestic destination.

“With a strategic marketing campaign across a variety of mediums, The Whitsundays will be heavily promoted across these key channels with incredible product deals and offers, and we expect to see a significant increase on passenger numbers and room nights to The Whitsundays,” she said.

The Whitsundays campaign through Phil Hoffmann Travel will run for four weeks and see activity through print advertising, dedicated EDM, radio and targeted social media.

For more information, [click here](#).

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MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

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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