

# MEDIA RELEASE



*For immediate release*  
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## Let's Get Bums on Seats! The Whitsundays launches major airline campaign

Today Tourism Whitsundays, in partnership with Tourism and Events Queensland, Hamilton Island and Whitsunday Coast Airport, has launched a \$600,000 campaign to drive 'bums on seats' into the two key Whitsunday airports.

The aviation campaign will take advantage of the current \$1m Wonders of The Whitsundays campaign to convert visitors to booking flights to the region.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes this campaign is a crucial component to the recovery of The Whitsundays.

"Through the Wonders of The Whitsundays our focus started with holiday inspiration, then we moved into the tactical element by offering incredible holiday offers, and now with the airline phase launching it will round off all key components with a \$1.6m campaign to ensure The Whitsunday heads into 2021 in the strongest possible position.

"We have leaned on our drive market through COVID to fill the void of domestic and international visitors, however, aviation is a critical component to a regional destination. Aviation helps to increase visitation from across the country and will play a role in driving increased length of stay, which will support the industry with the challenging mid-week trough.

"This campaign will also assist in combatting the misconception from southerners that The Whitsundays is a difficult region to get to. We have two airports right here in the Heart of the Great Barrier Reef, both offering several direct flights weekly. Getting here could not be easier and more convenient.

"As restrictions around borders continue to ease the campaign is ready to be rolled into different markets. First, it will hit the Brisbane market, then onto Sydney and Melbourne when the time is right," Mrs Wheeler said.

Tourism Whitsundays, Wonders of The Whitsundays campaign which was launched in early October has already generated over \$1.4m in direct bookings for the local tourism industry. The campaign utilises the instantly recognisable voice of Whitsundays local Karen Jacobsen, the Aussie Voice of SIRI which will also be rolled out across this airline campaign.

Whitsunday Coast Airport Chief Operating Officer Craig Turner said due to the pent-up demand for Aussies to holiday internally The Whitsundays is fast establishing itself as a perfect safe holiday destination.

"It is crucial for our tourism stakeholders that we get the borders open and have direct flights to and from our key domestic markets Brisbane, Melbourne and Sydney.

"This campaign will drive more visitors, which equates to more bums on seats and more flights, so we are looking forward to 2021 delivering positive growth for The Whitsundays," he said.

For more information head to [thewhitsundays.com.au](http://thewhitsundays.com.au).

Want to be inspired for your next Whitsundays holiday? Click [here](#) for our latest destination video.

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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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