

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
15 December 2020

The Whitsundays, the Heart of Business Events!

The Whitsundays is keen to get back in the business of business events. With eased COVID restrictions and closed international borders, The Whitsundays, in the Heart of the Great Barrier Reef is seizing the opportunity to attract part of the \$35.7 billion business events market.

Through Tourism Australia's Business Boost Program, Tourism Whitsundays has released a Content Creation Tender. Tourism Whitsundays is looking to create a series of business events virtual reality site inspections and business events specific destination marketing videos all designed to attract a raft of business event bookings for 2021 and beyond!

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes these videos will be pivotal in attracting a portion of the business events market.

"The business events market is an extremely competitive space; we have to ensure we have strong cut through with any of our marketing efforts to this segment.

"Through the development of the virtual reality site inspections, we will have the ability to showcase the world-class facilities and spectacular scenery The Whitsundays has to offer.

"The virtual reality site inspections will allow event organisers to get a strong sense of what our region can offer to their clients ensuring our experiences and locations are top of the pile when decision makers are reviewing options.

"Through the tender, we are also developing a new destination video which will focus on what The Whitsundays can offer the business events market. We have found destination videos always perform well, which is not a difficult task given the incredible scenery we have to work with. We have the best of the best here, iconic landmarks, world-class facilities, and jaw-dropping beauty, all right here in the Heart of the Great Barrer Reef," Mrs Wheeler said.

Through the Content Creation Tender, the organisation is looking for a business to create professional and inspiring content to showcase what The Whitsundays can do for potential Business Events. The virtual reality site inspections and business events specific destination marketing videos will be promoted across Tourism Whitsundays' website and social media platforms.

Tash added, "It is great to be working with Tourism Australia on this project, this project would not be possible without the funding grant through the Business Boost Program," she said.

Tourism Australia runs the "Business Events Boost Program" managed by its dedicated business events unit - the domestic-focused Boost Program delivers specific, measurable, and achievable activity. The Business Events Boost Program aims to provide the industry with the resources it needs to drive new business for Australia through a range of marketing and distribution initiatives.

"During what continues to be a challenging time for the business events industry, we're pleased to be able to support Tourism Whitsunday's efforts to encourage a restart to face-to-face business events in Australia through the Business Events Boost Program," said Penny Lion, Executive General Manager Events, Tourism Australia.

"Business Events Australia is pleased to be able to offer Tourism Whitsunday financial and marketing support as a partner of the Business Events Boost Program as we work with industry on projects to

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

www.tourismwhitsundays.com.au

**Tourism
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

encourage Australian businesses and organisations to host face-to-face events again," said Penny Lion, Executive General Manager Events, Tourism Australia.

"We're pleased to be partnering with Tourism Whitsunday via the Business Events Boost Program, which supports domestic marketing and distribution projects that aim to encourage a restart to face-to-face business events in Australia," said Penny Lion, Executive General Manager Events, Tourism Australia.

To access the tender click [here](#).

To talk to someone about a business event opportunity, email us [here](#).

- 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.*

FOR MEDIA ENQUIRIES, CONTACT:

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765736

Email: liza.muller@tourismwhitsundays.com.au

To access the Tourism Whitsundays Media Centre click [here](#)