

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
February 12, 2020

WONDERS OF THE WHITSUNDAYS PHASE TWO CAMPAIGN LAUNCHES TODAY

Tourism Whitsundays, in partnership with local industry members and Tourism and Events Queensland, today launched a major \$600,000 destination campaign.

The campaign has come hot on the heels of the hugely successful Wonders of the Whitsundays campaign which was launched in early 2019 as a cooperative partnership led by Tourism Whitsundays and includes Tourism and Events Queensland, Cruise Whitsundays, Daydream Island Resort, Hamilton Island and InterContinental Hayman Island Resort to help promote the rediscovery of the Whitsunday Islands.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said the Wonders of the Whitsundays campaign was such a huge success, giving phase two an excellent awareness base to build on.

“All stakeholders involved in the initial Wonders of the Whitsundays were thrilled with the results the campaign yielded not only in dollar value; all parties also recognise the success the campaign has had in raising consumer awareness for The Whitsundays as a destination.

“The key factor in developing phase two of the campaign is to drive visitation to the region and provide consumers with excellent holiday packages, encouraging more domestic travellers to holiday here this year,” she said.

Phase two of the campaign will see Tourism Whitsundays and Tourism and Events Queensland partner with nine local operators; Cruise Whitsundays, Coral Sea Marina Resort, Daydream Island, Elysian Retreat, #GoBareboating, Hamilton Island, InterContinental Hayman Island Resort, Palm Bay Resort, and Pinnacles Resort.

Tourism Industry Development Minister Kate Jones said this campaign was already working wonders for the Whitsundays.

“But it’s important that we keep the pressure on,” Ms. Jones said.

“The Whitsundays is one of the most beautiful places on the planet. There’s something for everyone in this part of the world.

“Many tourism operators are feeling the pinch due to the coronavirus. Boosting domestic visitor numbers to the region is now more important than ever.

“Tourism is the lifeblood of the Whitsundays economy, supporting one in three local jobs. This campaign is hugely important.”

Phase two of the Wonder of the Whitsundays campaign will incorporate the new Whitsundays branding unveiled in late 2019 and will target key domestic markets in New South Wales, Victoria, the intrastate and regional market. The destination will be promoted through broad

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Tourism
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creative media, which will include hyper-targeted TV advertising, digital displays in metro office towers, metro public transport street furniture, and social and digital activity.

Kate Purdie, Coral Sea Marina Resort's General Manager, said this campaign has come at a perfect time for Coral Sea Marina Resort following major refurbishments.

"As the Whitsundays mainland tourism hub, we are dedicated to bringing more visitors to the region to stay, play, and explore the wonders of the Whitsundays.

"With recent upgrades to our resort hotel, the range of quality products available to our key domestic markets is now even greater. This campaign will showcase the hero experiences of the Whitsundays and bring renewed focus to the range of holiday options available for domestic travellers in our region," she said.

Phase two of the campaign will see the region's new brand taken to market for the first time, further cementing The Whitsundays, The Heart of the Great Barrier Reef, is back on the map for holiday-makers.

For more information head to the campaign page - www.thewhitsundays.com.au

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