

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
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## WHITSUNDAYS VISITOR INFORMATION CENTRE OPEN!

Tonight was the much-anticipated opening of the Whitsundays Visitor Information Centre at Whitsunday Gold Coffee Plantation.

Late last year Tourism Whitsundays together with the Whitsunday Regional Council, announced the centre would be reopening in its new home at Whitsunday Gold Coffee Plantation. Many locations were considered to house the new centre, and after much research and discussions, the new site was chosen.

Tourism Whitsundays CEO Tash Wheeler said the opening is an exciting time for the region.

‘We’re thrilled to have the new Whitsundays Visitor Information Centre open! It’s great to be working with a supportive council that invests and understands the needs of tourism in this area. The centre is an invaluable tool in providing information, booking tours, and helping to encourage longer visitation and dispersal through the entire region.

I want to give a huge thank you to the team at Whitsunday Gold Coffee Plantation for not just hosting the centre on the property but also the assistance in getting this centre up and running. The plantation is the perfect spot for the centre, by placing it in a high visibility location and capitalising on a captive audience at Whitsunday Gold Coffee Plantation we believe it will provide the Visitor Information Centre every opportunity to succeed,” she said.

The opening of the new centre coincided with the monthly Tourism Whitsundays networking night, which saw over 200 people attend, also in attendance was Mayor Andrew Willcox, Shadow Minister for Environment, Science and the Great Barrier Reef David Crusafili, Whitsunday Regional Council Councillors Cr. John Collins, Cr. Jan Cillford, Cr. Ron Petterson, Queensland Tourism Industry Council Deputy CEO Brett Kapernick and Wayne Clift Director of the Tourism Group and Visit Queensland.

Mayor Andrew Willcox said he was proud that Council has partnered with Tourism Whitsunday to provide financial support for the development of this new accredited visitor information centre.

“Tourism is one of three key pillars for our region, so it is important we leverage every opportunity to grow the industry.

“Luring the fast-growing drive market to spend more time in the Whitsundays is an easy way to bolster our region’s economy.

“More nights in region, more visitors and more trips booked means more jobs for locals so creating a new Visitor Information Centre in Proserpine on the Bruce Highway is a no brainer,” he said.

Nele Gräbs will be joining the Tourism Whitsundays team as the Visitor Services & Sales Manager, Nele will be responsible for the day to day running of the information centre as well as the coordination of its volunteers. She comes to the role with a wealth of tourism knowledge

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after completing a Masters of Tourism Management degree in 2011, Nele has worked in a variety of Tourism and Hospitality leadership roles. From touring management to managing high profile events to extensive experiences in Client Management and Touring Product Development.

Nele Gräbs, Tourism Whitsundays Visitor Services and Sales Manager, is excited to be joining the Whitsundays tourism industry.

“I was lucky enough to spend several years with DMC Bob Wood Cruise Group as Cruise Operations Manager in which I got to showcase The beautiful Whitsundays to cruise travellers from around the world, including guests on the Pacific Dawn.

“Having worked closely with most tour operators in this region before, I'm excited to finally become a part of The Whitsundays tourism region myself,” she said.

- ENDS -

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