

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
February 13, 2020

THE WHITSUNDAYS NEW DESTINATION TOURISM PLAN LAUNCHED

Tourism Whitsundays, together with the Whitsunday Regional Council, are pleased to launch the 2019-2024 Destination Tourism Plan.

The Destination Tourism Plan (DTP) has identified eight key destination strategies, which will become the framework for tourism in The Whitsundays, moving into the years ahead.

Tourism Whitsundays CEO Tash Wheeler believes the DTP gives the region clear goals to work towards.

“The Whitsunday region has a small population and business base that delivers well above its size. Tourism provides approximately 40% of jobs, which is the highest in Queensland and amongst the highest in Australia.

“Tourism is one of the three economic pillars of our community; we believe it’s imperative we have a strong and clear focus moving forward into 2024, which the DTP provides.

“The Whitsunday Regional Council under the Mayoral guidance of Mayor Andrew Willcox are committed to the growth of tourism in The Whitsundays. It’s great to be working with a council that has identified the key opportunities and challenges within the region pertaining to tourism,” she said

Mayor Andrew Willcox said the success of the DTP hinges on total buy-in from all tourism stakeholders in the region.

“This DTP needs to be endorsed and actioned by everyone in our Whitsunday community,” he said.

“It obviously starts with us at Council and flow-on support from local Chambers of Commerce, tourism groups, Tourism Whitsundays, and local businesses.

“This is our opportunity as a proud community to embrace the Destination Tourism Plan and make sure it works to provide jobs and economic growth for our Whitsunday region.”

The eight key strategies outlined in the DTP include supporting and encouraging access to the region, bringing the local tourism industry together from all parts of the region, and uplifting the new destination brand and direction. The DTP also places great importance around product development and experience development, risk management, and protecting our beautiful environment, ensuring longevity within the tourism sector.

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Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802
1/5 Carlo Drive | Cannonvale QLD 4802
+617 4948 5900
www.tourismwhitsundays.com.au

**Tourism
Whitsundays**

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Whitsundays

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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

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