

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For immediate release*  
1 February 2021

## Hello Whitsundays Mega Sale

Tourism Whitsundays together with Helloworld Travel Mackay, Mt Pleasant and Townsville are excited to announce the Whitsundays Mega Sale campaign.

Whitsunday Week will feature incredible offers and deals from operators throughout The Whitsundays exclusively for Helloworld Travel Mackay, Mt Pleasant and Townsville customers.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said Helloworld Travel Mackay, Mt Pleasant and Townsville are experts when it comes to The Whitsundays.

“Helloworld Travel Mackay, Mt Pleasant have successfully run their Mega Whitsundays Week sale for over 20 years. It has been an absolute hit with its customers and yielded incredible results for our industry. This year it has the added bonus of expanding into Townsville for the first time.

“Right now our industry is heading into what is the traditionally our ‘low season’, and with consumer confidence impacted by ongoing border closures, the regional market has never been more important to the survival of the tourism industry. By partnering with Helloworld Travel Mackay, Mt Pleasant and Townsville we can target our key regional centres to drive bookings to industry primarily over the next 12 weeks”, Mrs Wheeler said.

The Whitsundays Mega Sale will feature 18 Whitsundays tourism operators with over 40 exclusive deals for customers of Helloworld Travel Mackay, Mt Pleasant and Townsville with the sale running for two weeks.

Annabel Dolphin, General Manager of Helloworld Travel Mackay, Mt Pleasant and Townsville, is delighted with the opportunity to partner with Tourism Whitsundays in promoting this beautiful region to locals.

“We have been supporting local tourism operators for over 35 years and are thrilled to be able to bring another ‘Whitsunday’s On Sale’ campaign with more operators on board than ever before as well as use our partnership with Tourism Whitsunday to reach a wider audience within Townsville, Mackay and Coalfield regions.” Ms Dolphin said.

BIG4 Adventure Whitsunday Resort's Marketing Manager Tanya Cran said BIG4 Adventure Whitsunday Resort has been involved in the Helloworld Mackay, Mount Pleasant and Townsville’s annual Whitsunday Mega Sale for many years with great success.

The sale is not only great for bookings throughout the sale period, but it is also fantastic in building regional awareness and exposure for the resort to the regional drive and Visiting Friends and Relatives (VFR) market.

With the annual sale taking place for two weeks at the start of our traditionally quieter period of the year it is a great marketing initiative to help boost much-needed bookings over this time,” she said.

For more information on the offers available click [here](#).

- ENDS -

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

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