

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For Immediate Release
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Hello Whitsundays Mega Campaign Results

Tourism Whitsundays recently supported local travel experts Helloworld Travel Mackay, Mt Pleasant and Townsville in their recent Whitsundays Mega Sale campaign.

The campaign generated mammoth results from the regional drive market, providing Whitsunday operators with a much-needed boost during a traditional need period. Over 100 bookings were received from more than 250 enquiries, generating over \$90,000 in revenue.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said she was excited to partner with such a trusted agent.

“Tourism Whitsundays runs on a lean budget; we are always trying to stretch our marketing investments to ensure we can generate a strong return for our members. Being able to partner with Helloworld Mackay and Townsville who have a fantastic team of experienced travel agents and a loyal and strong database has been very beneficial and the results speak for themselves,” she said.

Whitsunday Week is an annual feature on the Helloworld marketing calendar, highlighting incredible offers and deals from operators throughout The Whitsundays which are exclusively available to Helloworld Travel Mackay, Mt Pleasant and Townsville customers.

Annabel Dolphin, General Manager of Helloworld Travel Mackay, Mt Pleasant and Townsville, is delighted to wrap up another successful campaign. “It was wonderful to partner with Tourism Whitsundays on this campaign, allowing us to support local tourism operators, increase exposure for the region, and generate exceptional results.” Ms Dolphin said.

While the two-week sale has officially ended, enquiries have not stopped coming in, helping to keep The Whitsundays top of mind for the local markets next getaway.

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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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