

Global Publicity

**CORPORATE PUBLICITY
IN EXCESS OF \$1.12M**

**LEISURE TOURISM PUBLICITY
IN EXCESS OF \$10M**

**PUBLICITY REACH
156M PEOPLE**



63 MEDIA RELEASES

MEDIA THAT VISITED OUR REGION

**DOMESTIC MEDIA – 63
INTERNATIONAL MEDIA – 15**

12 TV SHOWS

Featuring the Whitsundays

Merv Hughes Fishing Show, Queensland
Weekender, Everyday Gourmet, Sunrise
Breakfast Show, The Today Show, Real
Housewives Sydney, Seven Year Switch, Better
Homes and Gardens, Kiwi Living, Reef Rangers
Pilot, Hunan Divas Reality TV Show - China,
Australian Fishing Championships

E-newsletters

Member E-News **31% OPEN RATE**

Media 'What's New?' E-News **21% OPEN RATE**

Global Trade E-News **29% OPEN RATE**

Consumer E-News **19.25% OPEN RATE**



Social Media & Website:

8,474 followers to
12,787 FOLLOWERS
increase of 51%
From 64,100 to
446,080 TWEET IMPRESSIONS
increase of 596%



Twitter

Facebook



55,401 followers to
108,165 FOLLOWERS
increase of 95%
FACEBOOK REACH 4,601,559
Impressions - 4,992,441



Instagram

Website visits **www.**

68,500 followers to
100,316 FOLLOWERS
increase of 46%
**158,753
POSTS**

USERS: 418,466
Sessions: 520,289
Pageviews: 1,492,200
News sessions: 79.84%

Corporate

156% ↗

Corporate Facebook

511 followers to 1,310
Increase of 154%

100% ↗

Corporate LinkedIn

Followers 274

63% ↗

Networking Nights

Increase of 63%
in attendance
from 2015/16

202% ↗

TW Members

2015/16 77 Members
2016/17 233 Members
202% Increase

CORPORATE ENGAGEMENT

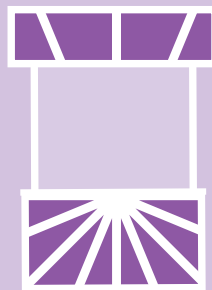
Tourism Whitsundays Invited to Region:

- Tourism Minister on 4 occasions
- Shadow Tourism Minister
- Tourism & Events Queensland Board
- Federal Opposition Leader

Trade Shows and Consumer Expos

International Trade - 60

- ~ Queensland on Stage NZ
- ~ Australian Tourism Exchange
- ~ Queensland on Tour Greater China
- ~ Queensland on Tour North America
- ~ Australia Market Place - USA
- ~ ATEC Inbound Up North
- ~ Queensland on Tour Europe
- ~ Queensland on Tour UK & Nordic



Domestic Trade - 26

- ~ Whitsundays Tourism Exchange
- ~ Whitsundays East Coast Roadshow
- Sydney, Melbourne, Brisbane

Domestic - 7 Consumer Expos

- ~ Moranbah Expo
- ~ Caravan and Camping Show
- Sydney, Melbourne, Brisbane
- ~ Flight Centre Expo - Sydney, Melbourne, Brisbane

Trade Visits to Region

~ 60 INTERNATIONAL TRADE

~ 26 DOMESTIC TRADE

Workshops and Industry Development

- 2** CRUISE SHIP WORKSHOPS
- 1** INTERNATIONAL READY WORKSHOP
- 1** DOMESTIC READY WORKSHOP
- 1** EVENT BOOTCAMP
- 1** TOURISM AWARDS SUBMISSION MASTERCLASS
- 1** AIRBNB MEMBERS FORUM
- 1** YOUTH & ADVENTURE CONSUMER MESSAGING WORKSHOP

Marketing

4 International Consumer Campaigns

- UK - I know just the place
(Trailfinders, Austravel & Freedom Destinations)
- Germany - TravelEssence
- USA - About Australia
- NZ - ZM Radio promotion

4 Domestic Consumer Campaigns

- More to Explore
- Virgin Holidays
- Jetstar Holidays
- Tiger Air

3 Domestic Incentives

- Virgin Holidays
- Sunlover Holidays
- TravelCube

2016/17 Whitsunday Visitor Guide

74K distributed nationally and internationally to consumers and trade, QLD Visitor Information Network and RACQ branches, Whitsunday Coast Airport arrivals lounge, Cruise Ship arrivals and consumer travel shows.

Whitsunday Information Services



NUMBER OF PHYSICAL VISITORS 2591



NUMBER OF BOOKINGS 821



NUMBER OF ENQUIRIES 4639



TOTAL SALES \$425,910.00

Business Events

5 TRADE EVENTS

- | Meetings & Events Australia Conference |
- | Asia-Pacific Incentives and Meetings Expo |
- | Executive Assistant Network Conference & Exhibition |
- | Professional Conference Organisers Association Conference |
- | Business Events Roadshow |

8 FAMILS

- | Group Famil – Monsanto, Siemens Ltd, Velg Training, GWA Group, IAG, ANZ |
- | Cadabra Incentives/ New Poland | Mary Kay | Cadabra Incentives/New Poland |
- | Liberty International Underwriters | Velg Training | Coronis Group | MYOB |

38 BUSINESS EVENTS LEADS

4 BUSINESS EVENTS E-NEWS - 44% OPEN RATE

5 AD CAMPAIGNS/FEATURES



REPORT CARD 2016/2017 Financial Summary

www.tourismwhitsundays.com.au

07 4948 5900 | membership@tourismwhitsundays.com.au

Tourism
Whitsundays
Queensland 74 Island Wonders

Whitsundays Awards

- ★ 2016 Conde Nast 29th Annual Readers Choice Awards
- ★ 2016 TripAdvisor Travellers Choice Awards
- ★ 2016 Queensland Tourism Awards
- ★ 2016 Golden Backpacker Awards



- ★ 2016 Expedia The 25 Most Beautiful Places In Australia
- ★ 2017 Budget Direct – Whitsunday Coast Airport
- ★ 2017 YourLifeChoices Great Aussie Bucket List

Education and Training

- > 9 TW Tourism Career school presentations
- > Planning and launch of Pathways to Employment Tourism Pilot Program
 - 19 local students participating in Cert II Tourism VAK8 program including work placement with TW members
- > Hosted Mirani State High School on an excursion learning about Regional Tourism



Advertising and Features



Jetstar Magazine Cover
(Content internal pages)



Senior Traveller Feature



More to Explore Regional Campaign
– Pedestrian Buzzers



Tiger Air Ad Campaign



Conde Nast - UK I Know Just the Place Campaign



Jetstar Tray Table Promotion