

Global Publicity

LEISURE PUBLICITY \$2.38M

CORPORATE PUBLICITY \$55K



68 MEDIA RELEASES

MEDIA THAT VISITED OUR REGION

DOMESTIC MEDIA – 23

INTERNATIONAL MEDIA – 17

DIGITAL MEDIA - 6

TV SHOWS

Featuring the Whitsundays

Postcards, Places We Go, Everyday Gourmet, Merv Hughes Fishing Show, Divas Hit the Road (Hunan TV, China), Queensland Weekender (Bareboating), Queensland Weekender (Whitsunday Mustangs), Queensland Weekender (Whitsundays Clipper Race Carnival)

E-newsletters

Fortnightly TW E-News **28% OPEN RATE**

Consumer E-News **18% OPEN RATE**

Trade E-News **23% OPEN RATE**

PR E-News **21% OPEN RATE**



Business Events

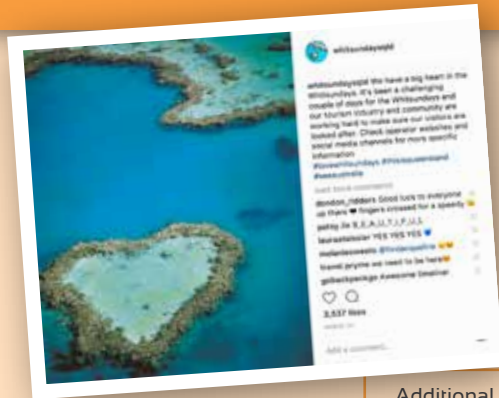
3 TRADE EVENTS

38 BUSINESS EVENTS LEADS

5 AD CAMPAIGNS/FEATURES



Social Media & Website:



Additional 111,095 followers to
211,411 FOLLOWERS
increase of 110%
159,035 **POSTS**

Facebook 

Instagram 

Website visits 

Additional 438,361 followers to
546,526 FOLLOWERS
increase of 405%
FACEBOOK REACH 15,968,695

Users: 312,640
Sessions: 392,852
PAGEVIEWS: 1,045,220



Corporate

61% 

Corporate Facebook

1,300 followers to 2,088
Increase of 61%

27% 

Corporate LinkedIn

Followers 274 to 349
Increase of 27%

202% 

TW Membership

2017/18 to date 263 Members
Increase 12%

Networking Nights Average attendance 111 pax

Trade Shows and Consumer Expos

International - 3 TRADE SHOWS

- ~ Corroboree West – Gold Coast
- ~ ATEC Inbound Up North – The Whitsundays
- ~ ITB – Germany

Domestic - 1 TRADE SHOW

- ~ Whitsunday Tourism Exchange (WTE)

Domestic – 7 Consumer Expos

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

11 International Trade Famils

- ~ VIP UK, France, Italian ASP Trade Famil – Corroboree West
- ~ VIP German ASP Trade Famil – Corroboree West
- ~ VIP America's ASP Trade Famil – Corroboree West
- ~ ITO ATEC IUN Famil
- ~ Eva Air – Australia Trade Famil
- ~ ASP – Italy Famil
- ~ US Signature Agent Famil
- ~ Etihad Netherlands Famil
- ~ UK STA Youth Famil
- ~ Inaugural Air China Famil
- ~ Website Travel Youth Famil

11 Domestic Trade Famils

- ~ Be Digital team – Jul 17
- ~ Helloworld / AOT– Aug 17
- ~ Infinity Holidays – Nov 17
- ~ Infinity Holidays Incentive – Nov 17
- ~ Sunlover Holidays Incentive – Nov 17
- ~ Angela Sweeney - Flight Centre Global Procurement Network – Nov 17
- ~ WTE Post Famil – Nov 17
- ~ Intercruises Shoreside and Port Services – Nov 17
- ~ Abercrombie & Kent (Cruise Division) – Nov 17
- ~ Julian Laws – Tourstogo.com – Nov 17
- ~ Azra Hadzic – TEQ – Jan 18



REPORT CARD 2017/18 YTD 1st July 2017 – 31st March 2018

www.tourismwhitsundays.com.au

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 **Tourism Whitsundays**
Queensland 74 Island Wonders

Workshops and Industry Development

- 3** DIGITAL WORKSHOPS
- 1** INTERNATIONAL TRADE READY WORKSHOP
- 1** DOMESTIC TRADE READY WORKSHOP
- 1** GREAT BARRIER REEF STRATEGY WORKSHOP
- 1** EXPEDIA WORKSHOP

Marketing



Go Away With Goway to the Whitsundays

For Globetrotters searching for a sunny corner of the world that is the epitome of a tropical paradise, the Whitsunday Islands in Australia will be a dream come true. This breathtaking region of 74 tropical islands, in the heart of the Great Barrier Reef World Heritage Area and a stretch of coastal coastal towns that are bordered by quaint lagoon villages and the sheltered waters of the Coral Sea, is perfect for exploring by land or on a cruiser. These unique islands off the northeast coast of Australia are an iconic holiday.



5 International Marketing Campaigns

- UK – I know Just the Place campaign with 3 wholesalers Freedom Destinations, Dial-a-flight and Trailfinders
- Goway & Qantas Campaign – The America's
- Whitsundays & Noosa co-op with About Australia – US Campaign
- FTI – Highlight of the Year Campaign – Germany
- Connecting with Asia – China 3 year activation

8 Domestic Campaigns

- Expedia
- Out and about with Kids
- Experience Oz/Ticketmates
- Fusion Holidays
- Whitsunday Coast Airport and Jetstar
- 2018 Caravan Parks Directory
- 2018 North Queensland Games Spa and Wellness International



39K Distribution through VIC network, cruise ship visitors, consumer shows, trade shows and international offices.

Tourism Whitsunday.com.au website bookings



NUMBER OF ENQUIRIES **921**



NUMBER OF BOOKINGS **288**



SALES YTD - **\$378611.51** **8% UP ON PREVIOUS YTD**

Education and Training



- > VAK8 Creating Pathways to Employment Program
- > Launched - 10 March 2018
- > 19 Students Employed
- > 14 Employers
- > Schools: Proserpine State High School and St Catherine's College



Clipper Carnival

- 11 Boats
- 315 of crew
- 7 key events
- 5000 + Visitors



- Clipper Prize Giving Event
325 attendees
- Captains Lounge VIP Party
88 attendees
- Clipper Race Day
48 attendees
- Bendigo Bank Welcome Party
approx. 2,000 attendees

- Fish D'Vine White on Whitehaven Long Lunch
196 attendees
- Whitsunday Foodservice progressive Cruise Lunch
161 attendees
- Rodeo by the Reef
2,230 attendees