

Global Publicity

Leisure Publicity \$36.21M

Corporate Publicity \$1.19M



97 Media Releases

Media That Visited Our Region

37 Domestic

4 International

E-Newsletters

Fortnightly TW E-News **24.19% Open Rate**

Consumer E-News **12.5% Open Rate**

Trade E-News **19% Open Rate**

PR E-News **31% Open Rate**

TV Shows

Featuring The Whitsundays

Australian Fishing Classic - Airlie Beach & Bowen

Qld Weekender - ABFoM

Qld Weekender - Coral Sea Resort

Qld Weekender - CW / POA

Qld Weekender - GoBareboating

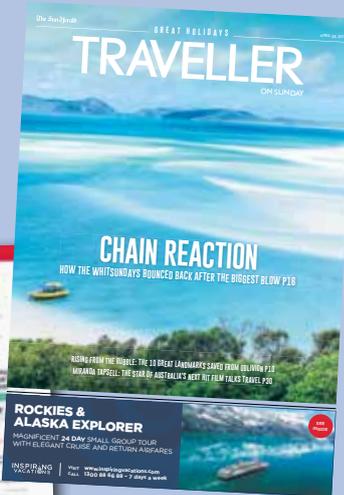
Today Show OB - Airlie Beach Lagoon

Today Show weather - Bowen (Horseshoe Bay)

Today Show weather - Airlie Beach (Palm Bay)

Today Show weather - Daydream Island

Australian Society of Travel Writers (ASTW) Lunches held in Sydney, Melbourne and Brisbane with over 170 travel writers in attendance.



European Representation

1 Dedicated German In Market Representative

22 Representation of Platinum and Gold Members

86 Travel agent training sessions held, each session averaging 5 agents in attendance

1 Great Barrier Reef Campaign

2 Trade Familis

1 Media Famil

4 Trade Newsletters

Digital

Facebook



588,604 followers to **626,747 Followers**, increase of 6.5%,
Facebook Reach 385,626, increase of 36%

Instagram



124,472 followers to **149,477 Followers**, increase of 20%,
365 Posts

Website



Users: 368,759, **Sessions: 463,293**,
Pageviews: 1,107,814, New Session 78.75%,
Number Of Enquiries (Email/Web/Phone) 1,645,
 Number Of Website Bookings 428,
Total Sales \$321,586



Advocacy Work

Underwater Sculptures Project, Coral Gardening, Cable Car Project, New Airlie Beach Backpacker Association Group Formation, 75 Letters of Support Provided

Corporate

39%



Corporate Facebook

2,380 Followers to 3,298

46%



Corporate LinkedIn

405 Followers to 591

9%



TW Membership

288 Members

8%



Networking Nights

Average Attendance 121 pax
 2019/20 Networking Nights Venues Are All Booked Out

Tourism Awards

2018 Whitsunday Tourism Awards 378 Attendees & 70 Nominations



QTIC Membership Included For All Members

Workshops + Industry Development

Proudly supported by QTIC



- 8** Digital Workshops
- 3** Trade Ready Workshops
- 1** Great Barrier Reef Strategy Workshop
- 1** Cruise Workshop
- 1** Women in Business Workshop
- 2** Community Consultations - Destination Brand & First Nations Tourism
- 2** Crisis Workshops

Marketing

1 International Travel Agent Incentive

~ Aoliday Incentive Launched

1 International Consumer Campaign

~ Great Barrier Reef Germany Campaign

7 Domestic Consumer Campaigns

~ Airlie Beach Regional (Online)

~ Bowen Regional (Online)

~ Consumer Advertising - Cooperative Opportunities - 4 Publications

~ Regional Billboard Campaign - 20 Billboards

~ Islands Recovery Campaign

~ Airlie Beach Festival of Music Campaign (Online)

~ Whitsunday Coast Campaign

1 Domestic Travel Agent Incentive

~ Sunlover Holidays



Connecting With Asia

Proudly Supported By Whitsunday Coast Airport

Activity included:

1 Trade Famil

500+ Travel Agents Trained

1 Consumer Show

33 Itinerary Development

4 Media Familis

2 Trade Shows



Event Support

Sponsorship And Support Provided To Key Whitsunday Events Including:

Whitsundays Visitor Guide inclusion, social media support, ticketing, website inclusion, promotion through Trade and Consumer E Newsletters, TW E News – What's On and media release distribution.

~ Pit Pony Festival

~ Cruise Whitsundays Airlie Beach Running Festival

~ Great Barrier Reef Festival

~ Airlie Beach Race Week

~ Hamilton Island Race Week

~ COLORBOND® steel Airlie Beach Triathlon Festival

~ Run the Great Whitsunday Trail

~ Walk to the Lighthouse

~ Hamilton Island Endurance Series

~ Airlie Beach Festival of Music

~ Whitsundays Festival of Motoring

~ Schoolies.com

Trade Shows + Consumer Expos



1 International Trade Show

~ Australian Tourism Exchange

2 Domestic Trade Shows

~ Whitsunday Tourism Exchange
~ Whitsunday East Coast Roadshow

1 Domestic Consumer Expo

~ Mackay Caravan & Camping Expo

11 International Trade FAMILS

~ FTI Mega Famil
~ Dertour Mega Famil
~ ITO Travel Famil - Djohan Basoeki
- Jade Express Travel

~ Barbara Deblonde - Aussie Tours - Belgium
~ Jorg Ehrlich - DIAMIR
~ Erlebnisreisen (BOTG) - Germany
~ China Trade
~ Southern Crossings USA
~ Down Under Answers USA
~ Flight Centre UK x 2
~ UK Luxury Product Managers

9 Domestic Trade FAMILS

~ Inter cruises
~ Helloworld Cranbourne
~ Flight Centre
~ Cruise Whitsundays Reef Sleep
~ TEQ Marketing Director
~ Sunlover Holidays Incentive Famil
~ Whitsundays Tourism Exchange Post Famil
~ WECR Prizewinner
~ Sun Princess famil
~ Plus sponsorship of Helloworld Global Stars Annual Conference, bringing top 200 sellers into The Whitsundays



Whitsunday Visitor Guide

2018/19 Whitsunday Visitor Guides Distributed

60K Distributed nationally and internationally to consumers and trade, Visitor Information Centre networks, consumer shows, trade shows, buses, Whitsunday Coast Airport arrivals lounge and Cruise Ship arrivals.

Cruise Ship Support

- ~ 55 Cruise Ship visits to Airlie Beach, bringing over 99,000 passengers to the region
- ~ 4 new products pitched to Cruise companies
- ~ Initiatives to support Volunteer Ambassador Program

Business Events

7 Business Events Leads Sent to relevant members

1 Famil - Aime 2019 - Chinese Group Of Hosted Buyers - February 19

Business Events E-News Open Rate - 23%

