

# 2019/20

# YEAR IN REVIEW

All outcomes are delivered thanks to our partnership with  
Tourism and Events Queensland and Whitsunday Regional Council.

## LAUNCHED FIVE CAMPAIGNS WITHIN TWO WEEKS OF COVID RESTRICTIONS EASING INCLUDING:

Mates Rates

Escape Winter

Let's Get Together

Working Holiday Makers

Frontline Workers

**Generating over \$160K in  
bookings in the first two weeks**

Kept members and broader industry  
informed throughout COVID  
and ensured the continuation of  
inspiration with consumers globally  
through marketing efforts

Trained and met with **370  
PRODUCT MANAGERS** and  
**TRAVEL AGENTS** across Germany  
in over **50 TRAINING SESSIONS**

**TRAINED 64  
KEY TRADE  
DISTRIBUTION  
PARTNERS**  
from Germany,  
Italy, France, the  
Netherlands,  
Belgium, Sweden,  
Denmark, Norway  
and Finland on The  
Whitsundays and  
key experiences.

Featured in the German Sunday paper  
**WELT AM SONNTAG**  
(story: *James Cook explored this region,  
Whitsundays 250 years ago*)

### FIGURES

Reach newspaper: 1,7 Mio. (circ. 480k) Reach website: 28,79 Mio.  
Monthly Unique User, Total media value: AUD \$431.000.

Opened the Whitsunday Visitor Information  
Centre at Whitsunday Gold Coffee  
Plantation in Proserpine

8.6% increase in followers across leisure social media

Facebook grew from 626,747 to 690,600 followers

Instagram grew from 149,477 to 159,808

13,020,571 people reached across leisure social media

New @VisitAirlieBeach and @AdventureAirlie Whitsundays page created

# WONDERS OF THE WHITSUNDAYS

campaign generated over  
**\$3.9M IN REVENUE**  
and **2.5K BOOKINGS**

## SUPPORTED AND MARKETED KEY DESTINATION EVENTS THROUGHOUT THE YEAR INCLUDING

Airlie Beach Triathlon and Ocean Swim  
Airlie Beach Festival of Music  
Airlie Beach Marathon Festival  
Airlie Beach Race Week  
Bowen Lighthouse Walk  
Great Barrier Reef Festival  
Hamilton Island Endurance Series  
Pit Pony Festival  
Schoolies  
Whitsunday Trail Festival

Secured over 30 domestic media print features on The Whitsundays destination and experiences. Including ESCAPE, QANTAS, JETSTAR, NINE.COM, THE WEEKEND AUSTRALIAN, THE AGE, SYDNEY MORNING HERALD, WHO MAGAZINE, AUSTRALIAN TRAVELLER

The Whitsundays was a tier one partner in the \$158K Great Barrier Reef Campaign targeting Europeans

Hosted the Whitsundays Tourism Exchange meeting with 26 Product Managers and 32 Whitsunday products

Launched the new destination brand

Featured The Whitsundays on A CURRENT AFFAIR, TODAY and SUNRISE weather crosses, and before MARRIED AT FIRST SIGHT

Featured in 13 international media publications promoting The Whitsundays. Highline examples include UK TELEGRAPH, CNN TRAVEL (Online), CONDE NAST CHINA, NZ HERALD

TW generated total leisure publicity value of **\$49,604,656.16** and total corporate publicity value of: **\$5,471,547** promoting The Whitsundays