

For Immediate Release
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The Whitsundays New Self-Driving Podcast Tour

Tourism Whitsundays in partnership with Storytowns have launched four new self-driving audio tours featuring the diverse destinations of Airlie Beach, Bowen, Collinsville and Proserpine, sharing stories told by local personalities as travellers drive around and explore The Whitsundays.

The informative new podcasts showcase the interesting history of the townships and local community members that make the region so wonderful. From meeting a crocodile wrestler to discovering the story behind the disappearance of the world's biggest mango, and then stepping back in time at Bowen's Summergarden Theatre which has a Hollywood connection, The Whitsundays has unique history and story to tell holidaymakers.

Tourism Whitsunday Chief Executive Officer, Rick Hamilton believes the new and interactive podcast episodes will increase visitation, dispersal, expenditure and length of stay as holidaymakers explore our diverse region.

"The new podcasts are a great way to preserve and uncover our region in a new, interesting and personal way. It's exciting to include locals, getting them to share their stories and sense of pride for the Whitsunday region," Mr Hamilton said.

Using the art of storytelling, the team at Storytowns engaged with local community members to strategically design podcasts that will encourage 'out-of-towners' to stop and explore The Whitsundays.

Bowen Tourism and Business Chair, Jenn Honnery said these podcasts will give visitors the chance to hear local stories that really make a destination like ours come to life.

"It will be fantastic to see travellers have the opportunity to learn about the tales that make each of the towns in The Whitsundays unique and why it's worth staying a little longer to visit them all," Ms Honnery said.

The innovative geo-located technology provides an immersive opportunity to enhance the visitor experience. The 'Discover The Whitsundays' tour is now available via the Storytowns app. Visit the app store and search for "Storytowns".

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To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays destination video, [click here](#).

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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MEDIA RELEASE



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