

*For Immediate Release*  
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## New Whitsundays Campaign Reveals The Action-Packed Wonders of The Whitsundays

While many people know that The Whitsundays provides the perfect flop and drop holiday, a new campaign being launched this week, throws down the challenge to the holidaymaker who wants action and adventure, and other moments of wonder as part of their bucket-list Whitsundays experience.

Sailing, kayaking, snorkelling, diving and skydiving, The Whitsundays provides a holiday for everyone and this is the theme of the new iteration of the Wonders of The Whitsundays campaign, which was created by Wavemaker five years ago.

The Whitsundays has experienced record levels of visitation and spend this year and the new Wonders campaign is expected to drive further visitation and spend as the region aims for another record year.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said the campaign has evolved, incorporating an always-on approach to better work in with operators. This will be crucial to the success of the campaign this year.

“The previous Wonders campaign wrapped up in late March 2022 and delivered over \$4.8m in sales to operators - an amazing result considering occupancy in the region has been 70% on average for the year. This campaign will focus on driving sales to the operators directly on our website with the best deals available in the periods when operators see a softening of bookings.

“Focusing on our tried-and-true markets of New South Wales, Victoria and Queensland, allows us to continue building awareness of The Whitsundays and the ease of accessibility by road, rail and air from these states,” Mr Hamilton said.

Wonders of The Whitsundays activity will roll out across out-of-home, content partnerships and social, display banners and search to maximise the reach of the campaign to audiences across Australia. The campaign will again use the voice of Siri, Karen Jacobson, to voice radio and Spotify ads about experiences available in The Whitsundays.

The Wonders of The Whitsundays campaign will run from today until March 2023 to fill potential need periods for operators.

With great offers available across island stays, snorkelling the Great Barrier Reef, soaking up the sunshine on Whitehaven Beach, sailing through 74 island wonders, or experiencing the vibrant coastal towns of Airlie Beach and Bowen, there is an option for everyone wanting to do The Whitsundays.

Explore the Wonders of The Whitsundays and more, visit [thewhitsundays.com.au](http://thewhitsundays.com.au).

This project received grant funding from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund, as well as funding from the Queensland Government through Tourism and Events Queensland.

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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](#).

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

**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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