

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
29 September 2023

Tourism Whitsundays Appoints 2023/24 Board of Directors and Highlights Key Achievements of 2022/23

Tourism Whitsundays announced the 2023/24 Board of Directors and highlighted the key achievements of 2022/23 in the Annual Report that was released yesterday as part of the Annual General Meeting held at the Coral Sea Marina Resort.

In the meeting held this morning five new board members were welcomed onto the Tourism Whitsundays Board. Four of which were elected: Nathan Fleming of Ocean Rafting, Sue Watson owner of Pinnacles Airlie Beach, Phil Browne of Whitsundays Sailing Adventures and Nicole Graham owner of Iconic Whitsunday Adventures and one invited member, Carly Povey of Bonza Airlines.

These new members will be joining already sitting members; Julie Telford, Crystal Lacey, Jenn Honnery, Matt Boileau, Tom Young and Daniel Gschwind.

Tourism Whitsundays Chair, Julie Telford is excited for the incoming board members and the year ahead.

“The 2023/24 Tourism Whitsundays board brings together well-known industry leaders and people with a personal investment in the tourism industry. Their experience in the local industry is invaluable as the organisation works toward the 2032 tourism plan.”

“I want to thank outgoing Board Members; Trevor Rees, Arpad Romandy, Greg McKinnon and Craig Turner for their contribution to the Board over the last 12 months. Their knowledge and insights have helped navigate our industry through an extraordinary year of recovery,” Mrs Telford said.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said an Annual General Meeting is the time to reflect on the successes of the previous year.

“The Whitsundays has delivered remarkable results in visitor spend, length of stay and interstate visitation this year. As an organisation, we have delivered tactical campaigns in our key markets to further promote The Whitsundays as the Heart of the Great Barrier Reef, as well as aviation campaigns and an awareness campaign in our newest market, Newcastle.

“The last year was an exceptional year in The Whitsundays and as we return to a traditional year, we will work with our members to design campaign periods to address the quieter times. International travellers are an important market for the region and we’re working internationally with Tourism and Events Queensland and Tourism Australia to promote The Whitsundays.”

Mr Hamilton added, “We’re looking forward to seeing increased international visitation in the coming year as a result of these collaborative marketing campaigns and the increased airline capacity and lower fare prices.”

The first board meeting of the new board will be October 3rd, 2023.

To view the Annual Report, please [click here](#).

- ENDS -

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

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

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+61 7 4948 5900

www.tourismwhitsundays.com.au

**Tourism
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

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.

FOR MEDIA ENQUIRIES, CONTACT:

Cait Fleming

Publicity & Communications Executive

Tourism Whitsundays

Ph: +61 417 765 736

Email: pr@tourismwhitsundays.com.au

To access the Tourism Whitsundays Media Centre [click here](#).