

For Immediate Release

29 February 2024

Whitsundays Unveils New Campaign: The Perfect Whitsundays Escape Awaits!

The Whitsundays, Australia's iconic holiday destination, is calling all holidaymakers with a brand-new campaign showcasing its diverse experiences and accessibility - perfect for every budget and adventure style.

Tourism Whitsundays have invested \$350,000, with an additional \$150,000 from Tourism and Events Queensland. The campaign targets key markets including Brisbane, Sydney, Melbourne, Gold Coast, Newcastle, and Sunshine Coast, inviting Aussie holidaymakers to unlock their perfect Whitsundays escape.

"This exciting campaign shatters the misconception that The Whitsundays is a place only for luxury or youth travellers," says Tourism Whitsundays CEO, Rick Hamilton. "We want everyone to know that no matter the holiday you are craving, there's a perfect Whitsundays holiday waiting for you."

Tourism and Events Queensland CEO Patricia O'Callaghan invited visitors to come and see for themselves why the Whitsundays is world-renowned.

"The Whitsundays is on the bucket list of many but it's a holiday you can actually have right now, with a large range of options available for any budget," Ms O'Callaghan said.

"TEQ is delighted to be supporting this campaign to lure visitors to this holiday playground, while also supporting the one in three people whose jobs rely on tourism in the Whitsundays region.

"It's been a hard start to the year for North Queensland with the misconception that weather events have caused widespread damage right along the coast – that isn't the case and the Whitsundays is as pristine as ever, it's a beautiful time to visit."

The campaign will unfold across various channels, including:

Digital advertising: Targeting specific segments based on budget and interests and showcasing real-life experiences.

Social media: Engaging content highlighting hidden gems, options to suit all budgets, and diverse adventure activities ranging from relaxed island adventures to adrenalin pumping adventures.

Traditional media: Activity will also take place across radio, TV and billboards within the key markets.

Public relations: Editorial engagement about The Whitsundays' diverse holiday experiences.

"This campaign is a significant investment to attract even more visitors to The Whitsundays," adds Mr Hamilton. "The region offers something for everyone, and we're excited to help showcase its accessibility and diverse appeal."

With accommodation options ranging from 3.5 star to 5-star luxury, a range of activities from thrilling days on water to multi day, overnight sailing and bareboating experiences, days exploring the local attractions and breathtaking natural beauty, The Whitsundays is the perfect place for a getaway.

Visit thewhitsundays.com.au for inspiration, deals, and travel planning resources.

Key points:

- Over \$500,000 marketing campaign highlights The Whitsundays' affordability and diverse appeal.

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

www.tourismwhitsundays.com.au



Destination Marketing | Industry Development | Visitor Services

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

- Supported by \$150,000 from Tourism and Events Queensland.
- Target key markets include Brisbane, Sydney, Melbourne, Gold Coast, Newcastle, and Sunshine Coast.
- Utilises digital advertising, social media, influencer marketing, and public relations.
- Emphasises diverse accommodation options, activities, and natural beauty.
- Encourages potential visitors to plan their Whitsundays getaway.

- ENDS -

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.*

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](#)