

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release

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Tourism Whitsundays Bolsters Team for Development and Marketing Push

Tourism Whitsundays welcomes two new appointments aimed at driving further tourism development and marketing efforts for the region.

Cait Fleming moves into the Industry Development and Trade Manager position, bringing over 15 years of experience in the tourism and travel industry. Her skills span business set-up and improvement, marketing and PR, and customer experience.

The funding provided by Tourism and Events Queensland has made it possible for this role to be established, with the goal of implementing a sustainable growth model in the Whitsundays and Mackay Isaac regions.

Rosanagh Gallivan steps in as the PR & Social Media Executive, bringing a wealth of experience in social media management. Her recently completed Master's degree in Sustainable Tourism aligns with Tourism Whitsundays' commitment to responsible development. Mr. Hamilton highlights her role in elevating the organisation's marketing presence, particularly on social media.

Tourism Whitsundays CEO, Rick Hamilton, expresses his enthusiasm for the changes: "With Cait's expertise, we can support businesses looking to develop innovative land-based experiences, complementing our existing strength in on-water tourism. Rosanagh's skills will propel our marketing efforts to new heights. Stay tuned for exciting developments on our social media channels!"

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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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**Tourism
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