

MEDIA RELEASE



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Tourism Whitsundays Sets Sights on Sustainable Growth with New Destination Management Plan

The Whitsundays Region Destination Management Plan (DMP) for 2024 to 2028 sets a clear path for tourism in the Whitsundays over the next five years, building on the successes of the 2019-2023 plan. This comprehensive framework positions The Whitsundays to not only capitalise on the upcoming 2032 Olympics, but also to solidify its status as a global leader in sustainable and responsible tourism.

The Whitsundays DMP is the result of a collaborative effort between Whitsunday Regional Council, industry experts, government agencies, and the community. It has been crafted through extensive research, workshops, and consultations, with a vision to showcase The Whitsundays as the world's premier Great Barrier Reef destination, renowned for its natural beauty and laid-back lifestyle.

The DMP outlines key focus areas to achieve this vision:

- Sustainable growth: Balancing tourism development with the needs of The Whitsundays community.
- Strong partnerships: Building relationships with key stakeholders at all levels of government.
- Priority projects: Spearheading initiatives like the Skyway, new luxury resorts with convention centres, upgrading marinas in Bowen and enhancing visitor experiences in Collinsville and Proserpine.
- Environmental stewardship: Maintaining the Whitsundays pristine natural environment through sustainable practices.
- Funding and investment: Securing resources to ensure the Whitsundays has the tools it needs to thrive.

"By securing long-term resources and working together across all industries, we're laying the groundwork for The Whitsundays to truly thrive as a global tourism destination," explained Rick Hamilton, CEO of Tourism Whitsundays. "Our vision has a longer horizon than the 2032 Olympics, aiming to make The Whitsundays a model for sustainable and responsible tourism for generations to enjoy."

"This new tourism plan is an exciting roadmap for the Whitsundays future," said Julie Telford, Chair of the Board at Tourism Whitsundays. "With a focus on sustainable practices and honouring the region's Traditional Custodians, we aim to grow the tourism economy responsibly while creating exceptional experiences for our visitors."

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To view the Destination Management Plan, [click here](#).

To view a Word Document of this release, [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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**Tourism
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