



# MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

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## The Whitsundays Aims for Tourism Service Excellence with Innovative Program

- Customer Service Hero, The Whitsundays bold industry initiative, aims at elevating the skills of all tourism professionals in region through innovative online accreditation.
- Spearheaded by 8 Seconds and endorsed by Tourism Whitsundays, this program equips frontline workers with essential skills for delivering exceptional guest experiences.
- Pricing starts from \$29 per seat for Tourism Whitsundays members and \$37 for non-members.

The Whitsundays region is set to redefine tourism service standards with the launch of the Customer Service Hero program. Developed by 8 Seconds and endorsed by Tourism Whitsundays, this innovative initiative introduces an online accreditation aimed at enhancing the skills of all tourism professionals.

Industry professionals and customer facing staff can now undergo a 30-minute online course covering conflict resolution, meet-and-greet etiquette, crisis management and customer service best practices. This not only benefits tourists but also fosters a culture of continuous improvement within the Whitsunday's tourism industry.

Elizabeth Hackett, Executive Chair of Australian Adventure Tourism Group, applauds the program's potential to transform the industry.

"The creation of the Customer Service Hero Program is set to be a game changer for the service industry. The program is the brainchild of Tolita Dukes and it is a timely introduction of a program needed to ensure our region and our state are leading the way in customer service.

This program will serve as a critical resource for small business as well as provide benchmark standards to the broader industry. The program will offer all stakeholders a clear pathway with accountability for being a successful part of the change our industry needs to see."

8 Seconds manages all aspects of the program, allowing businesses to focus on delivering exceptional service. With the upcoming Olympics in sight, the rollout ensures The Whitsundays shines brightly during this global spotlight.

"As one of Queensland's premier destinations, known for its stunning landscapes and award-winning experiences, delivering exceptional service is essential to our brand," said Julie Telford, Chair of the Board, Tourism Whitsundays.

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THE HEART OF THE GREAT BARRIER REEF

"We are thrilled to partner with Tolita to roll out this program, as it will play a crucial role in establishing a foundational shift in our customer service culture, ensuring the best possible customer experience. I encourage all stakeholders to seize this opportunity for industry leadership and pioneering excellence in customer service region-wide."

"The Customer Service Hero Program marks a pivotal moment for our industry," adds Tolita Dukes, Director of 8 Seconds. "It's not just about improving service; it's about cementing The Whitsundays as a global destination of choice, ensuring our tourism sector thrives."

The Customer Service Hero program is a cost-effective option for tourism businesses, with pricing starting from \$29 per person for Tourism Whitsunday members and \$37 for non-members. Beyond the initial training, the program offers annual updates to keep participants ahead of industry trends. For more information on Customer Service Hero 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](#).

**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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