



MEDIA RELEASE

*For immediate release
4th September 2024*

Bishopp Announced as Naming Rights Sponsor for The Whitsundays Tourism Awards

Tourism Whitsundays is delighted to announce Bishopp as the naming rights sponsor for the annual Whitsundays Tourism Awards, to be held on Saturday, 19th October at Daydream Island Resort.

Bishopp, Australia's leading regional out-of-home advertising company, is committed to supporting local businesses and communities. With a strong focus on tailored solutions for regional areas, Bishopp offers over 3,000 advertising opportunities across Australia and New Zealand.

The Whitsundays Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers and to encourage excellence within the industry. The Awards are a submission-based program and provide the opportunity to acknowledge and showcase The Whitsundays finest tourism operators publicly.

The Awards cover 31 categories ranging from attractions, events, tours and transport, accommodation, restaurants, culture, ecotourism, marketing and recognition for individuals. The awards recognise growth in tourism products and services and are based on businesses with a solid business plan, continually innovating their products, and implementing targeted marketing campaigns.

Quote attributable to Aimee Cameron, Interim CEO, Tourism Whitsundays

"We are thrilled to have Bishopp as the naming rights sponsor for our annual tourism awards.

"Their commitment to supporting regional businesses aligns perfectly with the goals of our awards, which aim to recognise and celebrate the outstanding achievements of our local tourism industry."

Quote attributable to Dominic Lis, Sales Director, Bishopp Outdoor Advertising

"We are incredibly proud to sponsor the Whitsundays Tourism Awards and to be an active part of the vibrant Whitsundays community. Supporting local tourism and celebrating the achievements of the region is at the heart of Bishopp's commitment to fostering growth and prosperity in this stunning part of Australia."

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



To read more about the Tourism Awards, [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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To access the Tourism Whitsundays Media Centre [click here](#).

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Tourism
Whitsundays

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