

MEDIA RELEASE

FOR IMMEDIATE RELEASE

5 September 2024

Tourism Whitsundays Welcomes Experienced Tourism Leader Tim Booth as New CEO

Tourism Whitsundays (TW) is excited to announce the appointment of Tim Booth as its new Chief Executive Officer (CEO). The TW Board is thrilled to welcome Tim to the team and looks forward to his advocacy for our region, which has such an iconic brand in the Australian tourism industry. Tim will officially begin his role in November, moving to The Whitsundays from New South Wales in the coming weeks to lead the organisation's efforts in destination marketing, increasing visitation, enhancing visitor expenditure, and extending the length of stay in the region.

Tim Booth joins Tourism Whitsundays with over 17 years of experience in tourism management and a remarkable track record of achievements. As the current CEO of Mudgee Region Tourism, Tim has been instrumental in transforming Mudgee into a renowned destination. Under his leadership, Mudgee Region has increased visitation, increased visitor spend and won multiple State and National Tourism Awards. For the 3 years prior to being in Mudgee, Tim's efforts helped the Eurobodalla region emerge stronger following devastating bushfires, showcasing his resilience and commitment to supporting the community during challenging times.

Tim's career has spanned tourism and economic development, tourism marketing, strategic development, and investment in new products. Tim's prior experience includes developing and implementing major projects such as brand redevelopment, social strategy, website overhauls and event-specific platforms like the Everi platform. He has successfully managed all aspects of digital strategy, including SEO, SEM, social media, and content creation, all while driving a data-led decision-making approach. He was integral in delivering the Destination Action Plan, Nature-Based Tourism Strategy and Events Strategy, demonstrating his ability to lead comprehensive tourism initiatives and secure growth.

Julie Telford, Chair of Tourism Whitsundays, expressed her enthusiasm about the appointment of Tim as the new Chief Executive Officer.

"The selection of Tim follows a rigorous recruitment process and is particularly exciting given that nearly 100 candidates from around the globe applied for this position.

"Tim's extensive 17-year track record in tourism leadership, coupled with his proven expertise in strategic development, governance, destination partnerships, and industry growth, makes him exceptionally well-suited to lead our team. We are confident that Tim will steer Tourism Whitsundays into a new era of success, and I eagerly anticipate the positive impact he will undoubtedly make."

Whitsunday Regional Council Mayor Ry Collins added, “Tim’s appointment heralds an exciting new era for our region’s peak tourism body, Tourism Whitsundays.

“In our 2024-25 Budget, Council increased the funding to TW from \$720,000 to \$1 million reflecting our ongoing commitment to the tourism industry and we look forward to collaborating with Tim to continue elevating the Whitsundays as a world-class destination.”

Tim Booth, new CEO of Tourism Whitsundays, shared his excitement for the role and his commitment to the community.

“I am honoured to take on the role of CEO at Tourism Whitsundays and to work with such a passionate and dedicated team. My vision is to drive sustainable growth, enhance visitor engagement, and strengthen our relationships with partners and stakeholders.

I believe in the power of community and am committed to working closely with our members to ensure that The Whitsundays not only remains a premier destination but also continues to thrive for the benefit of everyone who calls this incredible place home.”

Under Tim's leadership, Tourism Whitsundays and the Whitsunday Regional Council will continue their strong partnership, working together to achieve shared goals and ensure the region’s tourism industry flourishes. Together, they are committed to driving growth, increasing overnight visitor expenditure, and meeting the ambitious targets set for 2032, creating a vibrant future for The Whitsundays.

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To view a Word Document of this release and supporting images, [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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