

MEDIA RELEASE

FOR IMMEDIATE RELEASE
1 October 2024

Tourism Whitsundays Shares AGM Highlights and Welcomes New Board Member

Last week, Tourism Whitsundays held its AGM, where we proudly launched our FY23/24 Annual Report. The event brought together a great turnout of members and Board directors at Elementa Whitsundays, with catering from Eastwoods Dining.

The FY23/24 year marked a pivotal moment for The Whitsundays tourism industry as we shifted from the highs of post-pandemic domestic visitation back to more traditional travel patterns. While the return of international travel opened up new opportunities, we also faced challenges from rising cost-of-living pressures.

The latest insights from the National and International Visitor Surveys (NVS and IVS) for the year ending June 2024 show a promising outlook for tourism in The Whitsundays. The region hit a new record with 968,000 combined international and domestic visitors—up nearly 14% from pre-COVID levels.

We also announced the Tourism Whitsundays Board for FY24/25, with Julie Telford and Matt Boileau re-elected by members, and Elizabeth Hackett joining the board in place of Crystal Lacey.

With 30 years of local knowledge, Elizabeth will bring both experience and vision to the Board of Tourism Whitsundays. She has owned and operated multiple successful, award-winning businesses in Queensland and deeply understands how to build and leverage strong relationships for the benefit of the Whitsunday region. Currently, Elizabeth serves as the Executive Chair of the Australian Adventure Tourism Group and the Chair of Judges for the Queensland Tourism Awards.

Julie Telford, Chair of The Board, Tourism Whitsundays is excited to be re-elected by the amazing members of Tourism Whitsundays,

“Our members truly are the backbone of our vibrant tourism scene here in this beautiful region.

“We’re thrilled to welcome Elizabeth Hackett to the Board and can’t wait to collaborate with her in what promises to be an exciting year ahead.

“A big thank you to Crystal Lacey for her wonderful contributions to Tourism Whitsundays—we wish her all the best in her future adventures.”

The Executive Board comprises up to 11 directors, including 7 elected members and up to 4 invited representatives from key sectors such as Island Resorts, Accommodation, Marine, Youth and Tourism Transport, along with representatives from Tourism & Events Queensland, Whitsunday Regional Council, Bowen Tourism & Business, and selected invitees.

The FY24/25 Tourism Whitsundays Board:

- Julie Telford (Chair) – Red Cat Adventures
- Tom Young (Deputy Chair) – K&L Gates

- Sue Watson (Treasurer) - Pinnacles Resort, Airlie Beach
- Elizabeth Hackett (Secretary) – Australian Adventure Tourism Group
- Ry Collins – Mayor, Whitsunday Regional Council
- Jenn Honnery – Bowen Tourism & Business
- Daniel Gschwind
- Matt Boileau – Hamilton Island
- Phil Browne – Whitsundays Sailing Adventures
- Carly Povey
- Nicole Graham – Iconic Whitsunday Adventures
- Nathan Fleming – Ocean Rafting

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

To view The Tourism Whitsundays Board, [click here](#).

To view the annual report, [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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