

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Tourism Whitsundays Welcomes New CEO with a Successful Start and Exciting First Few Weeks

- **Tim Booth's First Few Weeks as CEO:** Tourism Whitsundays celebrates the successful start of Tim Booth's leadership, as he dives into the region's tourism industry and connects with key stakeholders.
- **Roundtable Event & Marketing Insights:** Tim hosted a roundtable event for industry members, discussing the future of the region and upcoming major marketing campaign to boost tourism.
- **Exploring Iconic Whitsundays Sites:** Tim visited renowned destinations such as Whitehaven Beach, Hamilton Island, and Hayman Island and Bowen.
- **Events:** Tim celebrated the Airlie Beach Festival of Music, the 20th Anniversary of Volunteer Cruise Ship Ambassadors and the Queensland Tourism Awards.

Tourism Whitsundays is excited to announce the successful start of **Tim Booth's** first few weeks as CEO. Diving straight into the vibrant tourism scene of The Whitsundays, Tim has been immersing himself in the region's best offerings while connecting with local tourism operators, government leaders, and industry stakeholders.

"The Whitsundays is a truly remarkable destination, and getting to experience it firsthand has been a privilege," Tim said. "From iconic sites to the incredible dedication of our local tourism operators, I'm more excited than ever about the future of this region and the opportunities ahead."

Roundtable Event: An Opportunity for Engagement

On his third day in office, Tim hosted a special **roundtable event** for Tourism Whitsundays **Ultimate and Premium Members**. This gathering allowed members to meet Tim in person and engage in meaningful discussions about the future of tourism in the region. The team shared valuable insights and thoughts on the upcoming major marketing campaign aimed at raising the Whitsundays profile and further driving tourism growth.

A Celebration of Local Events

On day four, Tim celebrated the **20th Anniversary of the Volunteer Cruise Ship Ambassadors**, who have collectively welcomed over 1.1 million cruise passengers to the region. Tim expressed his admiration for the volunteers and acknowledged the \$57 million direct contributions the cruise industry has made to the local economy in 2022/23.

Tim spent day five at the **Airlie Beach Festival of Music**, witnessing firsthand the energy and excitement that makes this event a highlight on Queensland's tourism calendar. "The festival brought the whole town to life, attracting both locals and visitors for a truly unforgettable experience," Tim said.

Exploring the Region's Iconic Sites

On days five and six, Tim visited some of the region's most iconic spots. Joined by **Tourism & Events Queensland** representative and executives Martina Neidig-Quinlan, Kim McConnie, and Josh Green, Tim toured **Whitehaven Beach**, **Hamilton Island**, and **Hayman Island**.

Exploring Tourism in Bowen

On day nine, Tim visited **Bowen**, where he had the chance to meet with the local tourism industry and explore **Horseshoe Bay**, **Rose Bay**, and the **Big Mango**. A lunch with Bowen Tourism members, local business owners, and **Cr Michelle Wright** highlighted the region's collaborative spirit. "Bowen is a hidden gem, and its local tourism operators are doing fantastic work. I'm looking forward to strengthening our partnerships as we grow the region together," Tim said.

Leanne Abernathy, Manager of **Bowen Tourism and Business**, commented, "It was a pleasure to show Tim around Bowen and discuss the exciting future of our area. It is important that we work together as a region, and we appreciate the co-operation of the Tourism Whitsundays team in collaborating with us to ensure Bowen and Collinsville are included in their marketing plans."

DestinationQ and Queensland Tourism Awards

Days eleven and twelve saw Tim attending **DestinationQ** and the **Queensland Tourism Awards**. Attendees celebrated the incredible businesses that continue to showcase excellence in The Whitsundays with the region bringing home 16 awards on the night, including **four gold**, **six silver**, and **six bronze**.

"These awards are a testament to the incredible work being done by our local tourism operators. Congratulations to all the winners—your dedication is what makes The Whitsundays a world-class destination," Tim said.

Building to the Future

Day fifteen laid the foundation for new heights in The Whitsundays, where Tim met with **The Minister Andrew Powell** and **Acting Director-General Patricia O'Callaghan** on the key priorities for the region. Tim is focused on continuing the region's growth by strengthening partnerships with Whitsunday Regional Council and key stakeholders, promoting The Whitsundays globally, and capitalising on emerging opportunities in the tourism industry.

"We have so much to look forward to. With strong government support, exciting new eco-tourism initiatives, and projects like the **Whitsunday Skyway**, the future of tourism in The Whitsundays has never been brighter," Tim concluded.

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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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