

THE *Whitsundays*

THE HEART OF THE  GREAT BARRIER REEF

# MEMBERSHIP PROSPECTUS

2025-2026





# Acknowledgement of Country

Tourism Whitsundays acknowledges the Gia, Ngaro, Juru, Jangga and Birriah people, the Traditional Custodians of the beautiful Whitsundays region, and recognise their ongoing connections to land, sea and community. We pay our respect to Elders past, present, and emerging.









# Welcome to Tourism Whitsundays

Tourism Whitsundays Limited (TW) is a not-for-profit marketing organisation tasked to market the destination, support industry with product development and deliver visitor services.

Base funding for Tourism Whitsundays is provided by Tourism and Events Queensland (Queensland Government) and the Whitsunday Regional Council. The organisations' focus is to increase visitation and length of stay and drive dispersal throughout the areas of Airlie Beach, Bowen, Collinsville, Proserpine, and Islands, with the outcome being an increase in visitor expenditure.

The tourism industry is provided with the opportunity to invest in a membership with the organisation, which helps to not only raise the investment in destination marketing but also allows the industry to be featured in relevant activity.

Tourism Whitsundays is not an advocacy body. However, eligible membership levels receive discounted annual membership with the Queensland Tourism Industry Council (QTIC), the peak industry body for tourism in Queensland, recognised as 'The Voice of Tourism' at a state level.



# Our role within the tourism structure

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Brand awareness of Australia: driving international visitation to Australia.

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Brand awareness of Queensland: driving domestic and international business to Queensland.

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Marketing of our Region (Airlie Beach, Bowen, Collinsville, Islands, Proserpine, and everything in between): driving dispersal to The Whitsundays.

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Local Visitor Information Centres inspire longer stays, drive bookings, and coordinate volunteers who assist visitors at cruise ship arrivals and community events.

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## Why are we here?

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### Vision

To collaborate with stakeholders and community to position The Whitsundays region as the globally recognised Great Barrier Reef destination.

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### Mission

To drive economic growth and sustainability of the tourism industry by increasing the visitor economy through marketing, advocacy and industry development.

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### Goals

To increase The Whitsundays overnight visitor expenditure to \$1.9b in line with the Queensland Tourism Strategy 2032.

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# Our funding structure

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47%      Whitsunday Regional Council

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26%      Tourism and Events Queensland

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20%      Membership

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3%      Marketing Co-op Campaigns

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3%      Grants and other funding

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1%      Visitor Information Centre

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# Our core functions

We create and deliver strategic brand and tactical marketing campaigns to position The Whitsundays as a must-visit destination. Through digital, social, and traditional media, we highlight the region's natural beauty, diverse experiences, and world-class tourism offerings, inspiring travellers to book and explore.

Our team manages destination social media channels, crafts media releases, and secures features in key travel publications. By working with journalists, influencers, and content creators, we amplify The Whitsundays' presence in domestic and international markets.

To drive visitation and increase bookings, we connect travellers with tourism operators through trade events, travel agent training, and strategic partnerships. Our Visitor Information Centre provides expert advice and booking support, encouraging extended stays and greater regional dispersal.

Tourism Whitsundays also support our members by providing access to research and data, industry insights, training opportunities, and tailored networking events. These initiatives are designed to help members grow their business, stay competitive, and thrive within the evolving tourism landscape.

Everything we do is focused on strengthening The Whitsundays' position as the Heart of the Great Barrier Reef and growing a thriving visitor economy that benefits the entire region.



## Build the brand

Promote The Whitsundays through marketing, media and digital to grow destination appeal.



## Drive visitation

Turn interest into bookings through trade, content and visitor servicing.



## Support industry


Provide tools, training and connections to help tourism businesses grow.



## Fuel regional growth

Deliver campaigns and initiatives that increase visitor spend and benefit the local economy.



A woman with long brown hair, wearing a white long-sleeved shirt, is sitting on a white lounge chair on a wooden deck. She is looking towards a large, dark, circular fire pit that has a small fire burning in it. The fire pit is surrounded by grey stones. In the background, there is a calm lake reflecting the sunset sky, which is a mix of orange, pink, and purple. Dark, silhouetted hills are visible in the distance. To the right of the woman, there are some pink flowers and a stack of four flat, grey stones.

# Why should I become a Tourism Whitsundays member?



# Member benefits


**By becoming a member of Tourism Whitsundays, you will play a pivotal role in building the future of The Whitsundays tourism industry.**

Your investment supports The Whitsundays tourism industry, by enabling a wide range of initiatives, all driven by the goal to bolster tourism in the region and gives your business the best opportunities for exposure and marketing through our activity. You will be welcomed into a passionate and pioneering community of businesses and be able to build strong relationships within the tourism industry.

## Marketing and promotion

-  Support The Whitsundays tourism industry through marketing and promotional campaigns.
-  Take part in collaborative marketing initiatives with Tourism Whitsundays and Tourism and Events Queensland to promote your own business.
-  Promotional opportunities on the Tourism Whitsundays website and other digital platforms.
-  Advertising opportunities in The Whitsundays Destination Guide and other Whitsundays marketing materials.


## Trade and media exposure

-  Gain access to key stakeholders through trade and media initiatives to expand your reach and visibility.

## Networking and industry connections

-  Be part of a robust business network, fostering relationships with other tourism operators and stakeholders.
-  Harness the power of working collectively with other members of Tourism Whitsundays.
-  Tourism Whitsundays connects members with key contacts across marketing, trade, business development, and advocacy.

## Insights and industry updates

-  Stay informed on The Whitsundays tourism trends through data, reporting, and regular updates.

## Visitor Information Centre

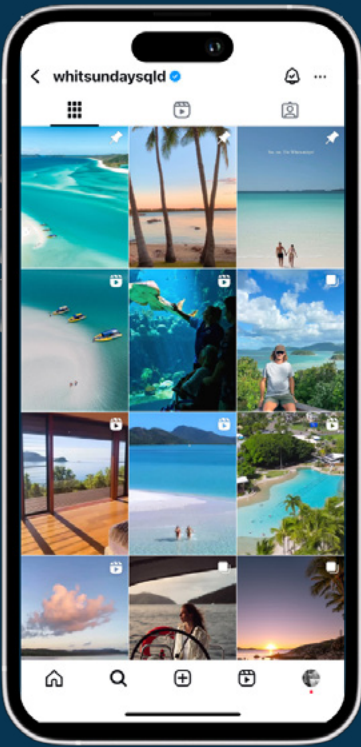
-  Promotional opportunities at The Whitsundays Visitor Information Centre to reach potential customers.

## Training and development

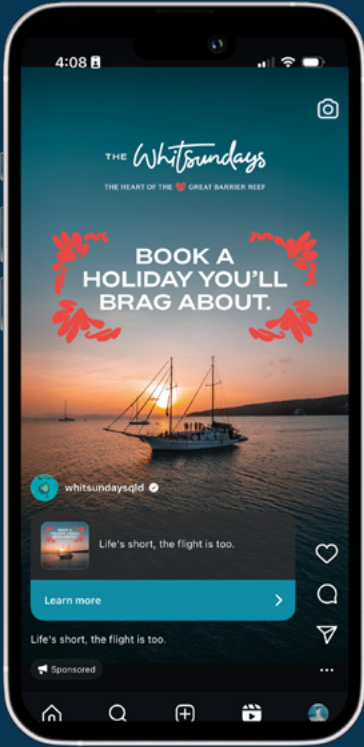
-  Access valuable training and development workshops to enhance your business skills.



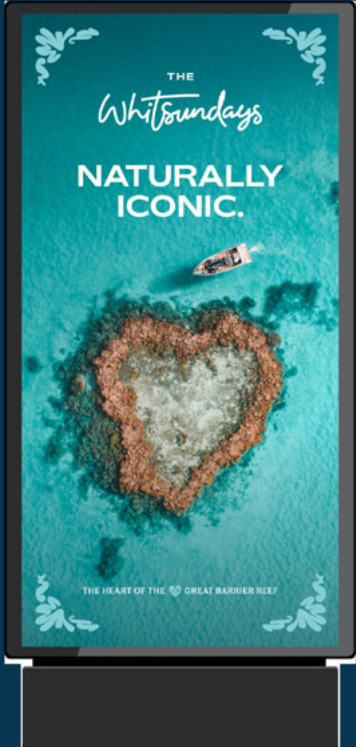
# Our work in the spotlight



The Whitsundays Instagram



Digital advertising



Billboard advertising

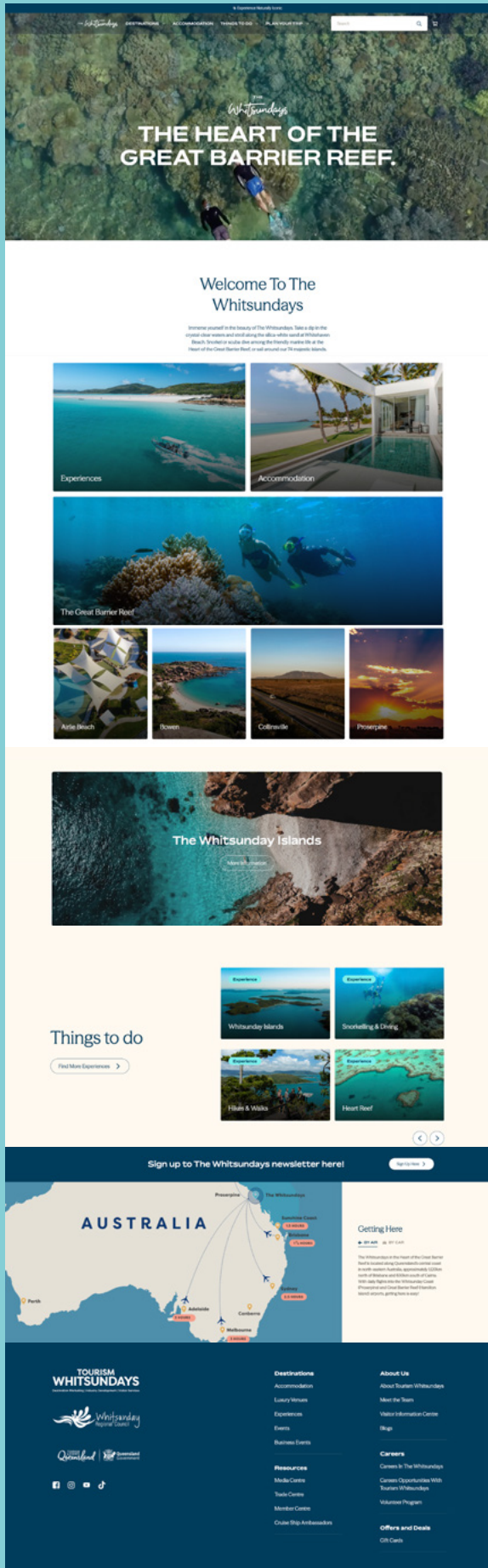


Airlie Beach cruise ship map

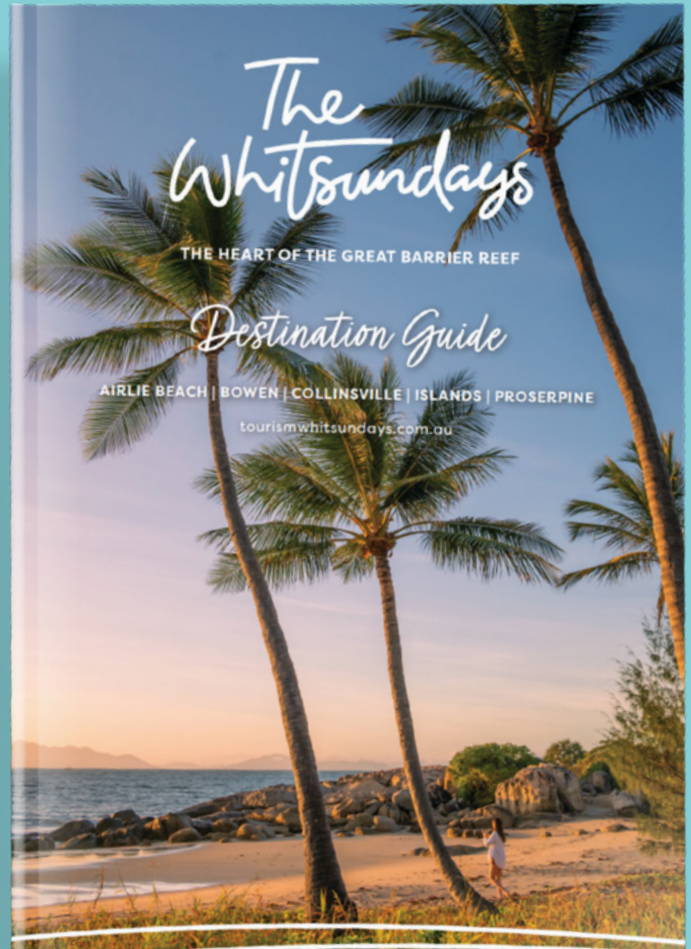


Media coverage





Tourism Whitsundays website



The Whitsundays Destination Guide



Town Guide & Tourist Map

# Member testimonials

*I can not begin to explain the benefits and opportunities my business has been exposed to since becoming a member of Tourism Whitsundays. This membership has doubled my business exposure and has given my brand further reach in the Whitsunday region, allowing new connections and collaborations I would not have thought possible for a small business like mine. Outside the many new clients, marketing and neTourism Whitsundaysorking opportunities they provide, the team at Tourism Whitsunday are one in a million who are so nice, caring and willing to help and support you and your needs. I can not recommend them enough!*

**Will Finley Owner and Operator Finley Films**

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*Working with Tourism Whitsundays has been fantastic for promoting and uplifting the Hamilton Island brand. Their deep knowledge of this beautiful destination has helped us harness many opportunities and grant valuable insight. The team is professional, friendly, and always ready to support us. We truly appreciate our partnership with Tourism Whitsundays and continue looking forward to achieving even more together.*

**Hamilton Island, Great Barrier Reef Australia**

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*Tourism Whitsundays has been an invaluable partner in supporting SeaLink Whitsundays and the broader tourism industry. Their dedication to promoting our region, driving visitation, and advocating for local businesses has made a genuine difference to our success.*

*Beyond their incredible marketing initiatives and industry insights, the team at Tourism Whitsundays has been nothing short of amazing; always approachable, passionate, and willing to go the extra mile. Through our membership, we've not only gained valuable business support but also built lasting friendships. We're excited about what the future holds and proud to be part of such a dynamic and forward-thinking organisation.*

**Heather Thatcher - Sales and Marketing Coordinator, SeaLink Whitsundays**

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*Azure Sea Whitsunday Resort has been honoured to be part of the Tourism Whitsundays Group for the past year under Stuart and Nicole's management. As newcomers to the region, we approached this partnership with a sense of cautious optimism, but what we have experienced has far exceeded our expectations. The overwhelming positivity and unwavering support we've received have been nothing short of inspiring. By actively participating in events such as neTourism Whitsundaysorking nights and prestigious Tourism Whitsunday gatherings, alongside powerful marketing collaborations, we've seen our journey flourish in ways we never thought possible.*

*Through our membership, we've not only expanded our business exposure but also elevated our brand's reach across the Whitsundays region. The team at Tourism Whitsundays has been a constant source of professionalism, warmth, and dedication. Their support has been invaluable, and we are incredibly grateful for this partnership. With a shared vision for success, we look forward to an even brighter future, where together, we will continue to achieve great things and make a lasting impact on the region.*

**Nicole Morris - Azure Sea Whitsunday Resort**



# Our member community





# Membership levels

## Ultimate

**\$27,000 + GST**

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Ultimate membership is for those operators who believe themselves to be major contributors and leaders to the region's tourism. Ultimate members will have the highest level of exposure, with calls to action (outside of campaigns) linked directly to their business for maximum conversion.

As an Ultimate member, you will be offered exclusive opportunities and priority placement in all activity. You will have a strong voice in shaping activity and be highly involved with Tourism Whitsundays in all aspects. With only 4 packages available, these are highly sought after.

## Premium

**\$5,400 + GST**

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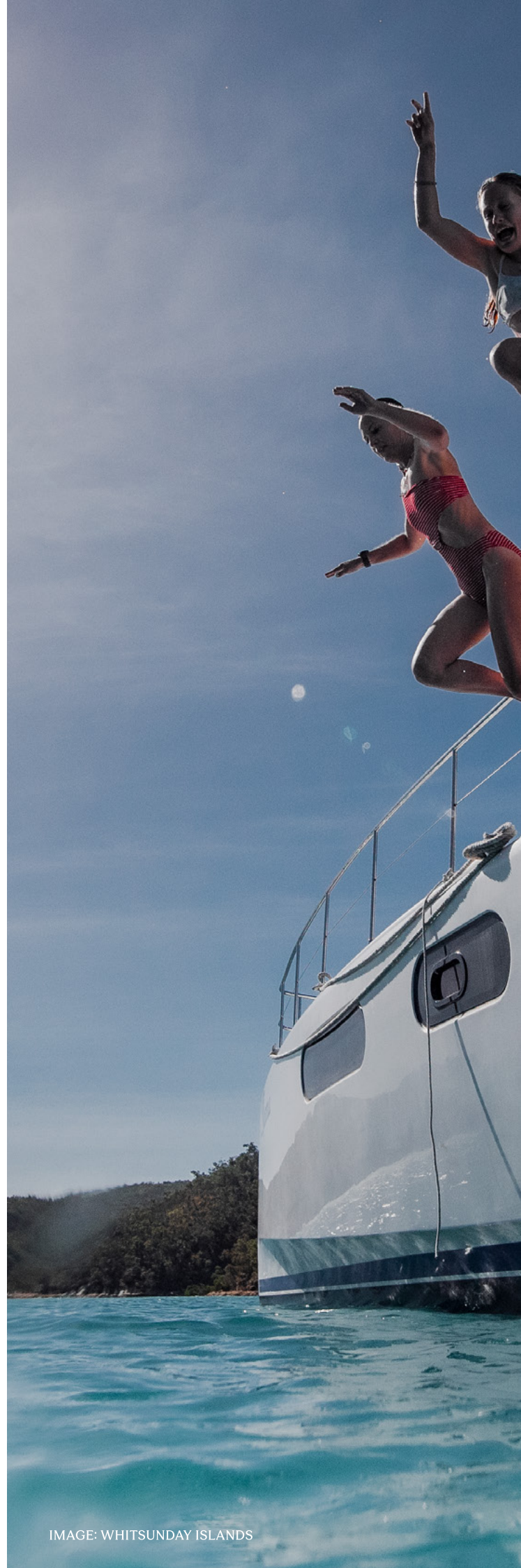
Premium members are well established in the tourism industry and are looking for more opportunities to continue to grow their business. As a Premium member, you will be offered a range of opportunities across all aspects of Tourism Whitsundays and the potential to engage with Tourism Whitsundays on marketing, trade, public relations and practical support.

## Essential

**\$1,620 + GST**

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Essential members are businesses that are directly interacting with visitors to The Whitsundays. It is best suited to new, or small tourism operators. As an Essential member, you will gain access to the support of Tourism Whitsundays across marketing and public relations. You may also like to receive practical support and engage in the tourism community through Tourism Whitsundays events.







## Business

**\$665 + GST**

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Business members are generally sole-traders or small businesses that are not a tourism operator, however have strong interests in the business community, connectivity and promoting the region. As a Business member, you will gain exposure and access to our 350+ tourism operator members and networking, as well as a subscription with Whitsundays Chamber of Commerce and Industry.

## Supporter

**\$110 + GST**

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A supporter level of membership is for individual, non-business owners, who have a personal interest in supporting the Whitsundays' tourism industry.

## Out of region

**\$399 + GST**

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Out of region membership offers opportunity for businesses outside of the Whitsunday region to promote their business through The Whitsundays Visitor Information Centre. The key benefits include brochure display space at the Visitor Information Centre, ability to be booked by the Visitor Information Centre staff when loaded onto Bookeasy and opportunity to attend the Tourism Whitsundays monthly networking events.



# Membership inclusions



	Out of region	Supporter	Business	Essential	Premium	Ultimate
<b>Marketing</b>						
Product listing on the Tourism Whitsundays website			✓	✓	✓	✓
Support with ATDW and Best of Queensland Experience Program			✓	✓	✓	✓
First preference and right of refusal in Tourism Whitsundays marketing activity						✓
Opportunity to sell products on the Tourism Whitsundays website				✓	✓	✓
Visitor Guide ad inclusions and discounts for upgraded advertising				✓	✓	✓
Number of guaranteed placements on the Tourism Whitsundays organic social media channels per year					3	10
Opportunity to be considered in media and PR activities				✓	✓	✓
Opportunity to participate in campaigns			✓	✓	✓	✓
Ultimate Tourism Member tile placed at the bottom of Tourism Whitsundays EDMs and premium feature on stay/experience page of Tourism Whitsundays website						✓

<b>Trade</b>						
Opportunity to be considered in Tourism Whitsundays trade familiarisation programs				✓	✓	✓
Opportunity to participate in trade activities, including events, training and educational programs				✓	✓	✓

<b>Visitor Information Centre</b>						
Brochure display at The Whitsundays Visitor Information Centre	✓		✓	✓	✓	✓
Primary placement of brochures at The Whitsundays Visitor Information Centre						✓
Advert in The Whitsundays Destination Guide			Listing	1/8 page	1/4 page	1/2 page

<b>Research and data</b>						
Access to high-level regional research and data	✓	✓	✓	✓	✓	✓
Login access to Localis portal for regional research and data						✓

<b>Member and industry engagement</b>						
Access to Tourism Whitsundays invitations to industry events <i>*Limited tickets to events for Supporter and Business members</i>	1	1	2	4	6	Unlimited
Ability to host Tourism Whitsundays networking events and/or volunteer events				✓	✓	✓
Opportunity to participate in Tourism Whitsundays Out and About segment, highlighting product and business to local audience				✓	✓	✓
Access to exclusive Tourism Whitsundays member EDMs	✓	✓	✓	✓	✓	✓
Opportunity to update Tourism Whitsundays staff on new products			✓	✓	✓	✓
New member onboarding – Meet and greet with the Tourism Whitsundays Team				✓	✓	✓
Opportunity to vote at Tourism Whitsundays's annual general meeting and the ability to nominate for a board position		✓	✓	✓	✓	✓
Opportunity to participate in a roundtable with Tourism Whitsundays CEO					✓	✓
Opportunity to participate in exclusive meetings and functions with key stakeholders from Tourism and Events Queensland and Tourism Australia						✓

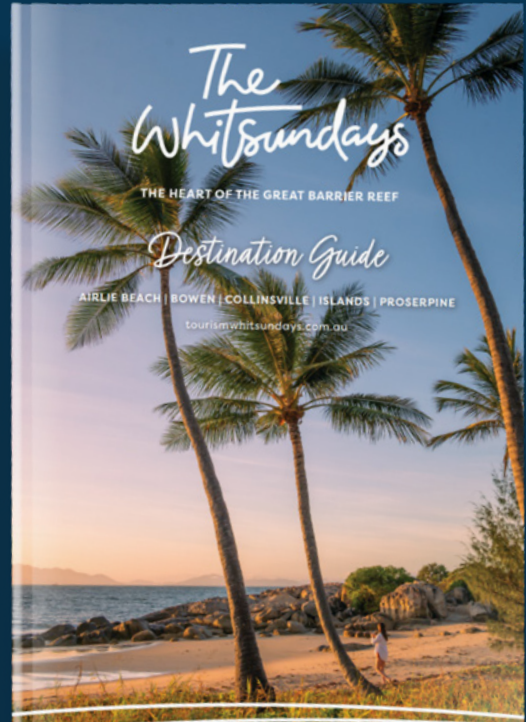
<b>Advocacy</b>						
Tourism Whitsundays members can take advantage of a discounted QTIC partner membership, unlocking industry support, networking, and resources. Fees apply. Full details at <a href="http://qtic.com.au">qtic.com.au</a> .						

# Member advertising opportunities

**Tourism Whitsundays would like to invite our members to participate in some of the exciting advertising opportunities available through our marketing assets.**

The Whitsundays Visitor Information Centre (Visitor Information Centre) offers lightbox advertising, TV screen advertising and additional brochure spaces, and our partnership with Whitsunday Transit will enable members to advertise on the screens of transfers between Airlie Beach and the Whitsunday Coast Airport.

To participate in these opportunities, all you need to do is submit your artwork to the specifications listed opposite, and return with your booking form.





Advertising option	Artwork specifications			Cost
TV display advertising	1 x still slide supplied in high resolution jpeg format, HDTV standard (minimum size 1920 width x 1080 height 16:9 aspect ratio). Keep any relevant text or logos inside the safe margins. All accommodation and tour adverts must not include the product phone number, email addresses, product website or direct booking call to action.			<b>\$350 + GST (12 months)</b> <b>\$200 + GST (6 months)</b>
Lightboxes	A2 skin printed on a lightbox film or similar supplied to the Visitor Information Centre for install. Important text/image/logo to be kept within 5-10mm of the border. 2-month booking minimum.			<b>\$125 + GST (1 month)</b>
Whitsunday Transit bus advertising	Members of Tourism Whitsundays have the opportunity to advertise on the screens of Whitsunday Transit transfers between Airlie Beach and the Whitsunday Coast Airport. Whitsunday Transit transports travellers to and from Whitsunday Coast Airport several times daily, with numbers set to continue growing.			<b>\$490 + GST (6 months)</b>
Brochure display	Membership level	Inclusion	Price	Additional brochures
	Ultimate	Unlimited	No cost	No cost
	Premium	Two brochures	No cost	\$90 + GST
	Essential	One brochure	No cost	\$115 + GST
	Business	One brochure	No cost	\$130 + GST
	Not for profit	On application only		
	<b>Brochure display requirements:</b>  Each brochure display includes an A4, A5, or DL sized brochure in quantities specified above. Additional brochure displays are available upon request and will be approved by the Visitor Information Centre Manager. Please send through your interest to <b>info@tourismwhitsundays.com.au</b> . Please indicate your size brochure on the application form. Brochure delivery must be made to the Visitor Information Centre during business hours 9am to 4pm.			

\*All prices above are excluding GST.

\*\*Artwork production costs are not included, graphic design can be provided at an additional cost.

\*\*\*As per the membership benefits, Essential, Premium and Ultimate receive % discounts based on their level.

# Destination Guide - Advertising costs

As a Tourism Whitsundays member you are entitled to a listing or advert as per the table. Non Tourism Whitsundays members are not eligible to advertise in the Destination Guide. If you are not a financial member at the time this Destination Guide goes to print, then you will be invoiced the full rate for the size of your placement. If you cancel your membership throughout the 25-26 financial year you will be invoiced the full rate for advertising.

We will be in contact to coordinate Visitor Guide placements once your membership has been processed.

Free advertisement: 2025-26 membership inclusions				
Membership level	Business listing (template)	1/8 page (template)	1/4 page (template)	1/2 page
Ultimate	✓			✓
Premium	✓		✓	
Essential	✓	✓		
Business	✓			

Your membership with TW entitles you to the below advertising free of charge.

**Note:** Free advertisements still require a booking form to be completed. No booking = no advertisement.

2025-26 pricing (discounts applied)						
Membership level	Business listing (template)	1/8 page (template)	1/4 page (template)	1/2 page (display*)	Full page (display*)	Full page (**priority*)
Ultimate		\$750	\$1,100	\$1,800	\$2,500	\$3,000
Premium		\$900	\$1,320	\$2,160	\$3,000	\$3,600
Essential		\$1,050	\$1,540	\$2,520	\$3,500	\$4,200
Business		\$1,200	\$1,760	\$2,880	\$4,000	\$4,800

All prices exclude GST.

**Note:** If ads are upgraded the original ad size based on membership is not included.

\*Products must suit a category within the guide.

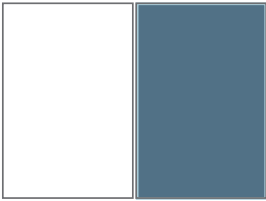
\*\*Inside front cover pages and back cover page.

+Rates for 1/2, full and priority pages do not include artwork production costs.



# Specs - display adverts

## Full page



**Designed by Member**  
Trim Size: 148mm (W) × 210mm (H)  
Live Type (Safe) Area: 128mm (W) × 190mm (H)  
Bleed: 158mm (W) × 220 (H)  
*Rates do not include artwork production costs*

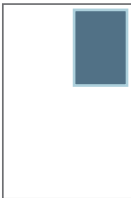
## 1/2 page



**Designed by Member**  
Finished art: 128.5mm (W) × 89.5mm (H)  
*Rates do not include artwork production costs*

# Specs - templated adverts

## 1/4 page (vertical)

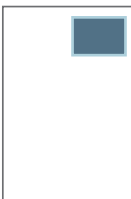


**Designed by Tourism Whitsundays**  
62.5mm (W) × 89.5mm (H)  
**Includes:**

- 1 image + logo
- Max. 70 words of copy (if icons are not featured)
- Contact details (phone, email, website, address)
- Up to 6 icons to showcase business features (select icons in booking form)



## 1/8 page (horizontal)



**Designed by Tourism Whitsundays**  
62.5mm (W) × 42.5mm (H)  
**Includes:**

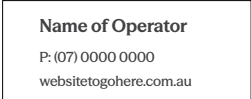
- 1 image
- Max. 30 words of copy (if icons are not featured)
- Contact details (phone, website, address)
- Up to 4 icons to showcase business features (select icons in booking form)



## Business listing

**Designed by Tourism Whitsundays**  
**Includes:**

- Company name
- Phone number
- Website
- A category that suits the type of business



# Frequently asked questions

## **Can Tourism Whitsundays do the marketing for my business?**

Tourism Whitsundays drives visitation to the region and markets the destination to our key domestic and international markets. The opportunities to promote your individual business through Tourism Whitsundays come through inclusion in campaign, trade and PR activity throughout the year.

## **Will Tourism Whitsundays write a media release about my business and distribute it to your database?**

Tourism Whitsundays does not typically write or distribute media releases but may review and assess their significance to the region on a case-by-case basis. We encourage members to share their latest news and updates with us, as we regularly pass relevant information on to media, Tourism and Events Queensland, and Tourism Australia. If your story has strong potential, we may also be able to facilitate an introduction to our external PR agency for further assistance.

## **Does Tourism Whitsundays organise destination events?**

Tourism Whitsundays deliver destination marketing for The Whitsundays to increase visitation, length of stay, dispersal, and expenditure. This includes supporting events that help to deliver on this goal through in kind cooperative marketing agreements.

## **Why don't we ever see marketing activity by Tourism Whitsundays locally?**

Tourism Whitsundays role is to drive visitation from our key domestic and international markets from outside of the Whitsundays region. To keep our local residents and travellers up to date with the marketing that is happening, regular updates will be made via Tourism Whitsundays' Facebook page and the local newspapers.

## **Does Tourism Whitsundays drive new infrastructure or development opportunities for the region?**

The organisation will have a position on priority projects for The Whitsundays, however the role of Economic Development is managed by Whitsunday Regional Council (WRC). Tourism Whitsundays works closely with WRC on various projects and initiatives.

## **Can you write a funding application for my business?**

While our team do not write funding applications, we can guide you to relevant funding opportunities and provide resources to support your application process. Members can access grant information and resources through the Tourism Whitsundays Member Centre: [tourismwhitsundays.com.au/members-centre](https://tourismwhitsundays.com.au/members-centre).

## **When we have issues within the tourism industry, can you lobby government for a solution?**

Tourism Whitsundays does not directly lobby the government but works closely with Queensland Tourism Industry Council (QTIC), which advocates on behalf of the industry at a state level. Certain levels of Tourism Whitsundays membership provides access to discounted QTIC partner membership for advocacy support.





IMAGE: WHITSUNDAY SANDS RESORT, BOWEN



# TOURISM WHITSUNDAYS

Destination Marketing | Industry Development | Visitor Services

## Connect with us.

We like to think of your membership as a gym membership; those that take up their membership benefits are the ones that gain the most! Take note of your membership inclusions in the table above and make sure you access all of the relevant opportunities available to you.

**Unsure about any of your member benefits?  
Contact your membership officer.**

**Ph:** 07 4948 5900

**Email:** [membership@tourismwhitsundays.com.au](mailto:membership@tourismwhitsundays.com.au)

**Website:** [tourismwhitsundays.com.au/members-centre](http://tourismwhitsundays.com.au/members-centre)

## Find us on social.

#lovewhitsundays



@tourismwhitsundays (corporate)



@WhitsundaysQLD (consumer)



@WhitsundaysQLD



@VisitWhitsundays

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