

THE *Whitsundays*

THE HEART OF THE  GREAT BARRIER REEF

# MEMBERSHIP PROSPECTUS

2026-2027



# 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 the 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 organisation's focus is to increase visitation and length of stay and drive dispersal throughout Airlie Beach, Bowen, Collinsville, Proserpine, and the Whitsunday 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, contributing to wider destination marketing, public relations and industry development. The membership also provides opportunities 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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The Whitsundays' peak marketing and industry development body, focused on growing visitation and spreading it across the region.

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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 \$3.4 billion in line with Destination 2045.

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# Our funding structure

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39% Whitsunday Regional Council

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34% Tourism and Events Queensland

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15% Membership

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8% Grants and other funding

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4% Marketing Co-Op Campaigns

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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 digital platforms provide expert guidance and booking pathways by connecting visitors with experience and accommodation providers across the region to convert brand awareness and travel interest into bookings.

Tourism Whitsundays also supports our members by providing access to research and data, industry insights and training opportunities. We facilitate tourism community building through our regular networking nights and annual Tourism Awards. 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, marketing 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.

# 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 aimed at bolstering tourism in the region, while giving 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

-  Increase your visibility and leverage Tourism Whitsundays' marketing activity through a website listing, member directory inclusion and Destination Guide advertisement.
-  Access opportunities to be included in blogs, email newsletters, social media activity, media coverage, campaigns and more.
-  Build awareness with trade partners through inclusion in trade materials, resources and email newsletters, and develop trade connections through participation in events.
-  Access additional co-operative marketing opportunities, including campaign partnerships and advertising in a range of print materials.


## 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.
-  Connect with key tourism industry contacts outside The Whitsundays, including in trade, business development and advocacy.

## Insights and industry updates

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

## Training and development

-  Access valuable training and development workshops to enhance your industry knowledge and marketing skills.

# Member testimonials

Being a member of Tourism Whitsundays has been a game-changer for our business, providing unparalleled exposure in a highly competitive market.

Being part of this proactive, industry-driven organisation keeps us informed, connected, and supported in promoting the Iconic Whitsundays as the Heart of the Great Barrier Reef, making it an essential investment for our ongoing success.

## John Linton

Owner, Portland Roads Sailing the Whitsundays

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Tourism Whitsundays has been an invaluable partner to Yangaro, consistently creating meaningful opportunities to showcase our offering to the right audience.

Their collaborative approach across media, influencer and industry initiatives has helped elevate both our brand and the region as a whole.

## Kristy Mills-Franks

Sales & Marketing Manager, Yangaro

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Working with Tourism Whitsundays to enhance Hayman Island's visibility has been a fantastic experience. Their collaborative approach and deep knowledge of the destination have helped us unlock meaningful marketing opportunities and deliver real results. We truly value our partnership.

## Shauna Barham

Digital Marketing & Communications Manager, InterContinental Hayman Great Barrier Reef

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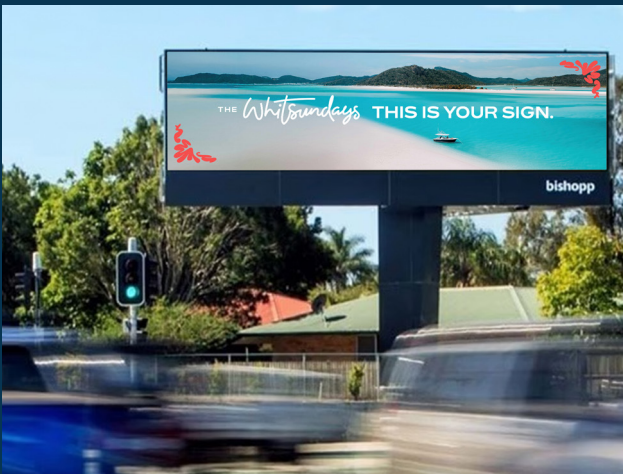
# Our work in the spotlight



Media coverage



Regional mini guides



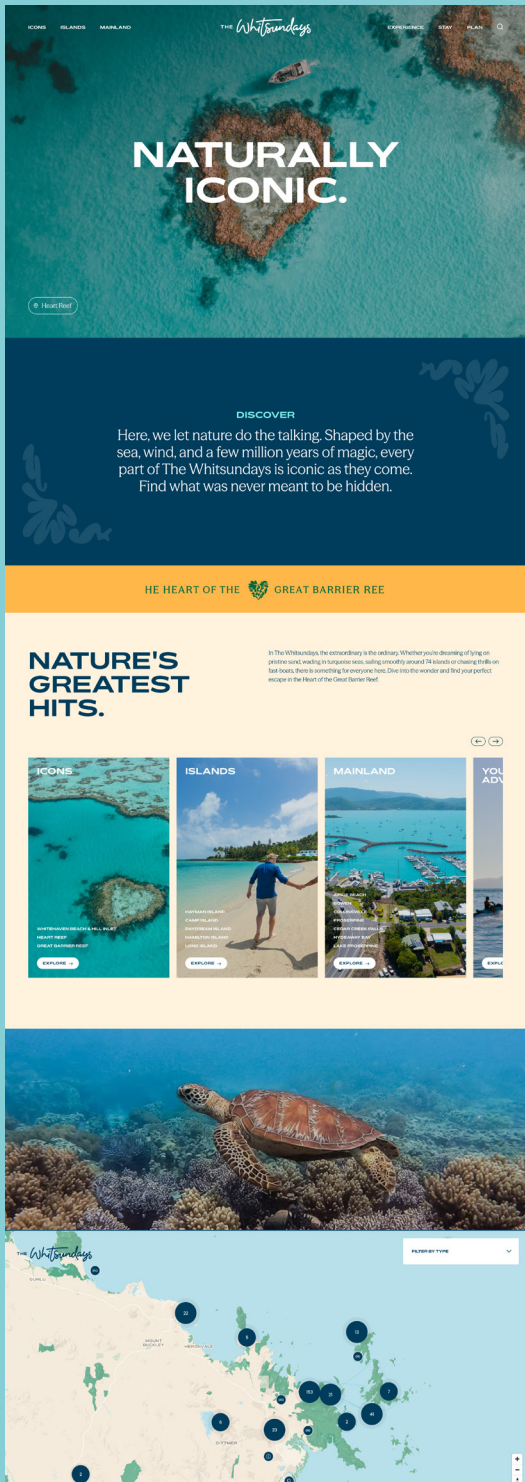
Destination guide



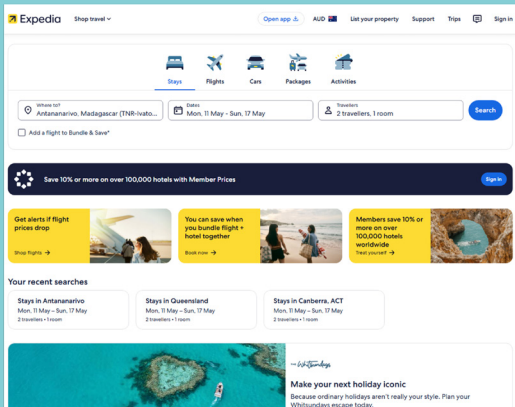
Billboard advertising



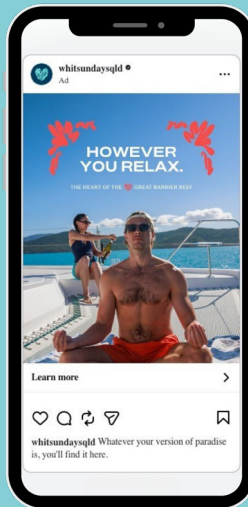
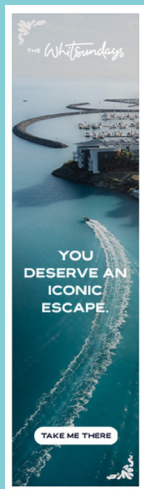
Cruise map



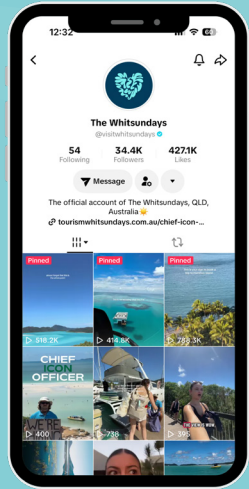
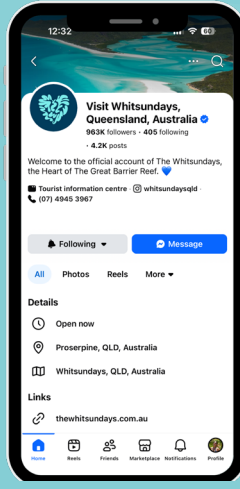
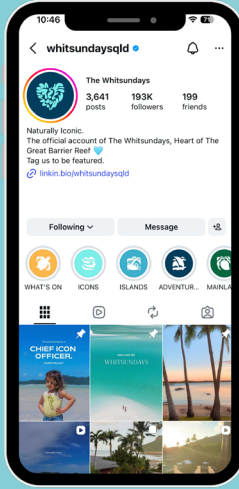
**Tourism Whitsundays website**



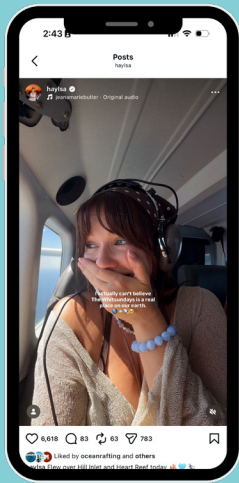
**Trade partner co-op campaigns**



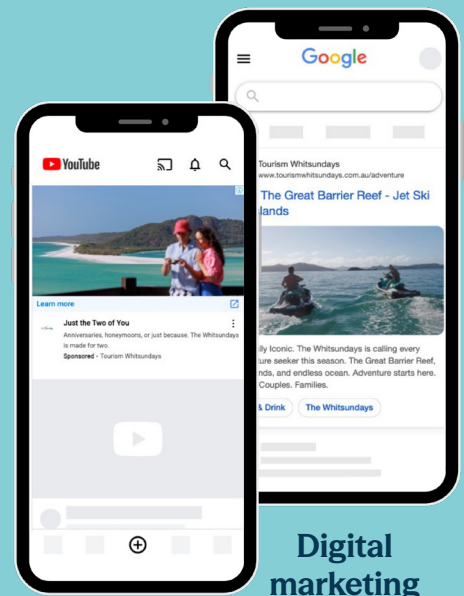
**Paid social media**



**Organic social media**



**Influencer engagement**



**Digital marketing**

# Membership levels

## Ultimate

**\$27,000 + GST**

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Ultimate membership is for operators who consider themselves major contributors and leaders in the region's tourism industry. 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 receive practical support and engage in the tourism community through Tourism Whitsundays events.





## Business

**\$665 + GST**

Includes all the benefits of a Whitsundays Chamber of Commerce and Industry membership at a discounted rate.

Business members are generally sole-traders, hospitality 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**

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

## Events

**NEW**

**\$640 + GST**

The annual event membership is tailored for events that bring visitors to The Whitsundays, with a focus on strong, targeted visibility. Your event will be featured across the 'What's On' page, events calendar, Instagram highlights and consumer emails alongside access to standard business membership benefits. It's a simple way to stay visible, connected and part of the region's tourism story.

### Inclusions

Hero Feature on our 'What's On' page

Inclusion in our Instagram 'What's On' Highlight media channels per year

Feature in Events Calendar

Inclusion in Events consumer email

Business membership level entitlements

# Membership Inclusions

	Supporter	Business	Essential	Premium	Ultimate
<b>Marketing</b>					
Listing on the Tourism Whitsundays website member directory		✓	✓	✓	✓
Inclusion in the Destination Guide directory		✓	✓	✓	✓
Opportunity to participate in campaigns		✓	✓	✓	✓
Product listing on the Tourism Whitsundays website		✓	✓	✓	✓
Support with ATDW and Best of Queensland Experience Program		✓	✓	✓	✓
Destination Guide ad inclusions and discounts for upgraded advertising			✓	✓	✓
Opportunity to be considered in media, influencer and PR activities			✓	✓	✓
Advert in The Whitsundays Destination Guide			1/8 page	1/4 page	1/2 page
AI trained on your business inside the Tourism Whitsundays website				✓	✓
Guaranteed inclusion in Tourism Whitsundays blog articles and consumer newsletters				✓	✓
Number of guaranteed placements on the Tourism Whitsundays organic social media channels per year (if suitable content is available)				3	10
Receive event membership benefits for all relevant events.					✓
First preference and right of refusal in Tourism Whitsundays marketing activity					✓
Ultimate Tourism Member tile in Tourism Whitsundays industry newsletters and a premium feature on the Tourism Whitsundays Stay/Experience website pages					✓
<b>Trade</b>					
Opportunity to participate in trade activities, including events and training		✓	✓	✓	✓
Opportunity to be considered in Tourism Whitsundays trade familiarisation programs			✓	✓	✓
Inclusion in Tourism Whitsundays presentations at international trade events				✓	✓
<b>Research and data</b>					
Access to high-level regional research and data	✓	✓	✓	✓	✓
Access listing performance data from the Tourism Whitsundays website		✓	✓	✓	✓
Login access to Localis portal for regional research and data					✓
<b>Member and industry engagement</b>					
Invitations to industry events (ticket allocations vary by membership tier)	1	2	4	6	Unlim-
Receive exclusive Tourism Whitsundays "Fortnightly Fix" newsletter emails	✓	✓	✓	✓	✓
Opportunity to vote at the Tourism Whitsundays annual general meeting and nominate for a board position	✓	✓	✓	✓	✓
Participate in the Tourism Whitsundays STARS program	✓	✓	✓	✓	✓
Opportunity to enter The Whitsundays Tourism Awards		✓	✓	✓	✓
Invitation to attend Tourism Whitsundays training sessions		✓	✓	✓	✓
Ability to host Cruise Ambassador volunteers		✓	✓	✓	✓
Ability to host Tourism Whitsundays networking events			✓	✓	✓
Opportunity to participate in a roundtable with Tourism Whitsundays CEO				✓	✓
Opportunity to participate in exclusive meetings and functions with key stakeholders including Tourism and Events Queensland, QTIC and Tourism Australia					✓

## Advocacy

Tourism Whitsundays members can take advantage of a discounted Queensland Tourism Industry Council (QTIC) partner membership, unlocking industry support, networking, and resources. Fees apply. Full details at [qtic.com.au](http://qtic.com.au).

# Destination Guide Advertising

To secure your included advertisement, complete the booking form. As a Tourism Whitsundays member you are entitled to a listing or advert as per the table below. 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 26-27 financial year you will be invoiced the full rate for advertising.

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

Destination Guide Ad Upgrade Pricing						
Membership level	Business listing (templated advert)	1/8 page (templated advert)	1/4 page (templated advert)	1/2 page (display)	Full page (display)	Full page (*priority)
Ultimate	Included			Included	\$1,500	\$2,000
Premium	Included		Included	\$1,000	\$2,000	\$2,500
Essential	Included	Included	\$1,000	\$1,500	\$2,500	\$3,000
Business	Included	\$1,000	\$1,500	\$2,000	\$3,000	\$3,500
Supporter	\$500	\$1,000	\$1,500	\$2,000	\$3,000	\$3,500

**Note:**

All prices exclude GST.

\*Inside front cover pages and back cover page.

## Destination Guide Ad Specs

### Full page

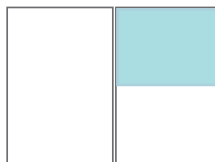
Designed by Member



Trim Size:  
148mm (W) × 210mm (H)  
Live Type (Safe) Area:  
128mm (W) × 190mm (H)  
Bleed: 158mm (W) × 220 (H)

### 1/2 page

Designed by Member



Finished art:  
128.5mm (W) × 89.5mm (H)

### 1/4 page (vertical)

Designed by Tourism Whitsundays

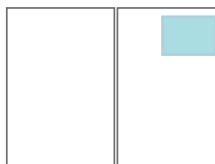


62.5mm (W) × 89.5mm (H)  
**Includes:**

- 1 image + logo
- Max. 70 words of copy (if icons are not featured)
- Contact details (phone, email, website, address)
- Relevant award/certification badges

### 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)
- Relevant award/certification badges

Rates exclude artwork production costs for full and 1/2 page ads

# Frequently asked questions

## Marketing and Media

### **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 our marketing, trade and PR activity throughout the year.

### **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, so all of our activity takes place outside of The Whitsundays. To keep our local residents and travellers up to date with the ongoing marketing, regular updates will be posted on Tourism Whitsundays' Facebook page and in the local newspapers.

### **How can I list my business on the Tourism Whitsundays website?**

Product listings on the Tourism Whitsundays website are powered by ATDW. To appear on the site, your business needs an active, up-to-date ATDW profile, and your listing must meet the relevant Tourism Whitsundays membership and website criteria. Once your ATDW profile is live, eligible listings can be pulled through to the website. Please ensure your images, descriptions, contact details, booking links and categories are current, as this is the content visitors will see. If you are unsure whether your listing is connected correctly, contact the Tourism Whitsundays team for support.

### **How do I get my business featured on Tourism Whitsundays' social media?**

Opportunities for individual business features are prioritised for Ultimate and Premium members as part of their membership benefits. However, we are always looking for quality content to share, so you can tag us on Instagram, send it via DM or email it directly to be added to our content library. Please note that we only share content that aligns with our brand aesthetic and destination positioning, so submission does not guarantee a feature.

### **How can I get Tourism Whitsundays to promote my business' news and/or updates?**

Members are encouraged to share business updates, new products, awards, milestones and story ideas through the Tourism Whitsundays STARS program. Relevant updates may be considered for member communications, media opportunities, trade updates, social media, PR activity or referral to Tourism and Events Queensland and Tourism Australia. Submission does not guarantee promotion, but every contribution helps our team understand what is happening across the region.

### **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 via our STARS program, as we regularly pass relevant information on to media, Tourism and Events Queensland, and Tourism Australia. If your story has strong potential, we may be able to recommend a PR agency for further assistance.

## Grants and Advocacy

### **Can the team at Tourism Whitsundays 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](http://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 provide access to discounted QTIC partner membership for advocacy support.

## Industry Development and Events

### **Does Tourism Whitsundays actively 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.

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

Tourism Whitsundays delivers destination marketing for The Whitsundays to increase visitation, length of stay, dispersal, and expenditure but we do not facilitate destination events. We promote destination events hosted by members on our 'What's On' page and offer an Events Membership to assist in promoting events.



# TOURISM WHITSUNDAYS

## 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:** [reception@tourismwhitsundays.com.au](mailto:reception@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



@Tourism-Whitsundays



Member  
Centre



Member  
Registration Form

Supported by

