THE Whitsundays

THE HEART OF THE GREAT BARRIER REEF

HOW TO WORK WITH US.



TOURISM WHITSUNDAYS

Destination Marketing | Industry Development | Visitor Services

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A Simple Guide for Tourism Whitsundays Members

This guide outlines the ongoing actions you can take throughout the year to stay connected, visible, and well-supported. These steps help maximise your exposure across Tourism Whitsundays' marketing, trade, and industry development channels, ensuring your business remains front-of-mind in a competitive marketplace.

A copy of our membership prospectus can be found here, and for further information, visit the Tourism Whitsundays Members Centre here.

What Your Membership Supports

Your membership directly contributes to Tourism Whitsundays' delivery of:

Destination Marketing

Positioning The Whitsundays as the Heart of the Great Barrier Reef and a must-visit destination through targeted campaigns, brand storytelling and strategic promotion in key markets.

Industry Development

Strengthening operator capability through access to training, market insights, industry tools and practical resources that support business growth and resilience.

Sustainable Regional Growth

Driving year-round visitation and dispersal across the region, strengthening product knowledge and trade engagement, and building long-term awareness of The Whitsundays as a vibrant and diverse holiday destination.

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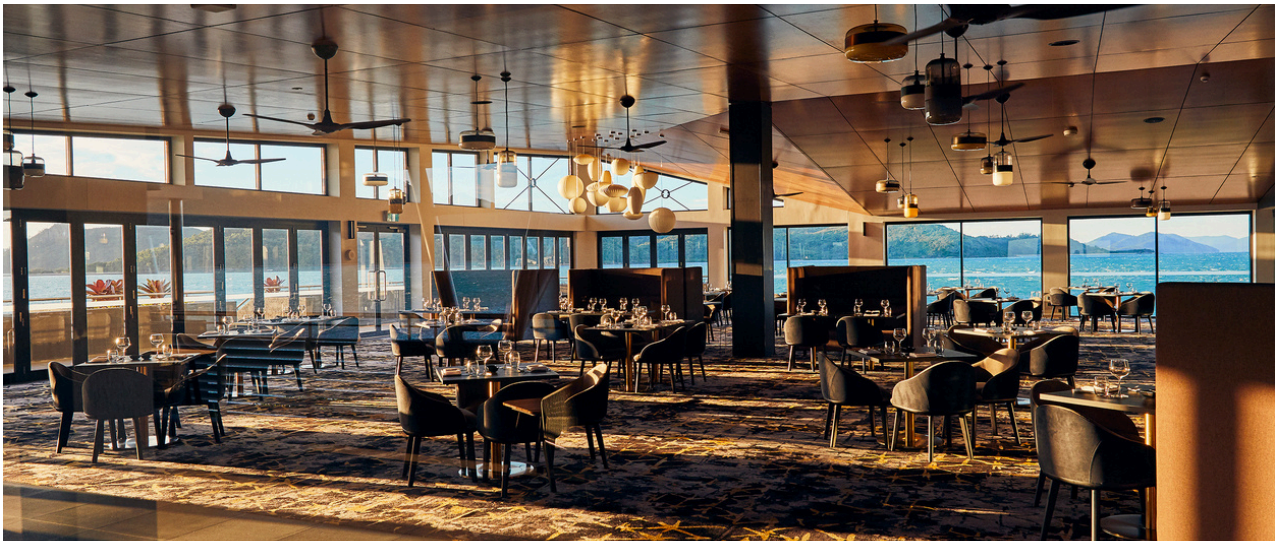
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Contact Us

To learn more about the team, click here

Tim Booth	CEO	tim.booth@tourismwhitsundays.com.au
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Emily Neil	Marketing & Administration Assistant	emily.neil@tourismwhitsundays.com.au



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Tourism Whitsundays Newsletter

Tourism Whitsundays delivers a twice-monthly member newsletter, the Fortnightly Fix, keeping our industry informed and connected. Each edition shares key updates on tourism in the Whitsundays, highlights, member opportunities, and provides news and insights from Tourism Whitsundays and relevant industry bodies.

We include information such as:

- Industry news and opportunities
- ATDW tips and health checks
- BOQ updates and key dates
- Networking nights and industry events
- Training and industry development sessions
- Campaign buy-in opportunities
- Trade and famil opportunities
- Seasonal media and PR callouts

Complete & Maintain Your ATDW Profile

Your ATDW listing powers your visibility across Tourism Whitsundays, TEQ, and national tourism platforms.

Make sure your listing includes:

- Accurate business details
- High-quality images and an up-to-date description
- Current logo and branding
- Updated offers, seasonal changes, and new products

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"Whitsunday Welcomes You" Training

This training program lifts the standard of how visitors are welcomed across Queensland's tourism regions. It's open to anyone involved in the visitor experience: from accommodation, tours, attractions and transport to hospitality, retail, visitor centres, events, volunteers and local ambassadors.

The program provides practical, easy-to-apply training that supports staff onboarding, consistent service standards and inclusive, high-quality guest experiences. Participants build confidence, strengthen regional knowledge and receive a certificate of completion to recognise their professionalism.

For events and volunteer teams, it's a fast and effective way to up-skill large groups and deliver a seamless, world-class welcome at every touchpoint; helping drive positive reviews, repeat visitation and Queensland's reputation as a leading destination.

To be considered for the Tourism Whitsundays Awards, at least one staff member must complete the training each year. Start your training here.



HOW TO WORK WITH US.

Understand the Best of Queensland (BOQ) Program

The Best of Queensland Experiences Program recognises tourism businesses that consistently deliver high-quality visitor experiences.

Run by Tourism and Events Queensland, it uses independent data such as customer reviews, online booking capabilities, and industry accreditation to highlight operators that meet best-practice standards, helping travellers easily identify trusted, world-class experiences across Queensland. You can access the guidelines here. Your BOQ score influences:

Awards Eligibility	We use your BOQ score as part of the marking criteria for the Tourism Whitsundays Awards process.
Marketing Visibility	Higher scores increase the likelihood of being featured in Tourism and Events Queensland and regional tourism campaigns, listings, and promotions.
Consumer Trust	The BOQ badge signals quality and reliability to travellers, influencing booking decisions.
Industry Credibility	Strong scores demonstrate digital maturity, customer satisfaction, and professionalism.
Eligibility & Prioritisation	Some campaigns, partnerships, and opportunities prioritise businesses with strong BOQ performance.

Every operator receives an individual BOQ report valued at over $1,000, providing powerful insights into customer sentiment and experience quality. You can learn more about BOQ through our member resources here

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Share Your Marketing & PR Updates

Keep us informed so we can amplify your story. The best way to do this is partaking in our STARS program.

You can send us:

- Upcoming events or launches
- New products & seasonal changes
- Special offers & packages
- Good-news stories or PR opportunities

These updates support:

- Social media cross-promotion
- Newsletter features
- Media pitches & PR activity
- Destination content planning

Participate in the STARS Program

The Tourism Whitsundays STARS Program showcases member achievements across key channels. If you have **new visuals to promote your business** (photos or videos) or if there is **something to celebrate or announce**, submit it under one of the STARS categories:

Submit updates under:

S Something New
T Transformation & Training
A Advertising & Articles
R Recognition & Results
S Sustainability

Your STARS can be featured on our Facebook page and in our newsletters and may be submitted to local news outlets. Every update helps tell your story and **highlights your business** across regional, state, and national platforms.

To **submit your STARS**, click here.

*You must submit **at least two STARS per year for Awards eligibility**.

HOW TO WORK WITH US.

Connect With Us on Social Media

Stay aligned with regional marketing and industry updates. Following all channels helps you stay informed about campaigns and content trends. Sharing your latest images and videos with us via the STARS form ensures we can promote your business accordingly.

Corporate Channels
Industry & Member Updates

- Facebook: @TourismWhitsundays
- LinkedIn: @TourismWhitsundays

Consumer Channels
Visitor Engagement & Marketing

- Instagram: @WhitsundaysQLD
- Facebook: @VisitWhitsundays
- TikTok: @VisitWhitsundays







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Attend Member Events & Networking

Tourism Whitsundays delivers opportunities to connect and grow.

You can:

- Attend networking nights
- Join industry workshops and training
- Meet other operators and build partnerships
- Develop industry knowledge and regional awareness

Tourism Whitsundays Awards

TW runs their own Awards ceremonies in October every year. You can view the scoring criteria overview here.

Annual Awards program assessed by:

- BOQ criteria
- TW-specific criteria

Eligibility is strengthened through:

- Updated ATDW listing
- Strong BOQ score
- TW Workshop attendance
- STARS submissions

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ARN Advertising Offer

Tourism Whitsundays has partnered with ARN, one of Australia's leading audio-led entertainment companies, to offer a $500 advertising voucher for new members. This voucher can be used across any ARN advertising services, giving you flexibility to test, scale, and strengthen your reach across trusted regional media channels (redeemable once per member).

In addition, Tourism Whitsundays members have access to a high-value discounted radio advertising campaign, designed to deliver strong reach and frequency at a significantly reduced rate.

For $1,000 per month over three months (normally $2,180+ per month), members receive a comprehensive radio package.

Radio Package includes:

- 102 x 30-second radio commercials
- Played between 5am – 10pm, seven days a week
- 45 x broadcasts on Star 101.9
- 36 x broadcasts on Star 90.7
- 21 x broadcasts on iHeart Country
- Professional radio commercial production
- $500 ARN advertising voucher included

Both offers are ideal for businesses looking to build brand awareness, promote a seasonal offer, or maintain a consistent presence in the market without the usual production and media costs.

To redeem, please contact:

Jo-Anne Ryan – ARN Mackay & Whitsundays
Phone: 0429 004 538
Email: joanneryan@arn.com.au

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Mackay & Whitsunday Life Advertising Voucher

Tourism Whitsundays members receive access to an exclusive $500 advertising voucher with Mackay & Whitsunday Life, available to both new and existing members (redeemable once per member).

This voucher can be used across any of Mackay & Whitsunday Life's publications, allowing you to choose the platform that best aligns with your audience and marketing goals.

Included Advertising Platforms:

- Tripping Magazine (travel-focused)
- Core Life Magazine (business and networking)
- One of four weekly newspapers:
  - Mackay Life
  - Whitsunday Life
  - Burdekin Life
  - Hinchinbrook Life

To redeem your voucher or explore advertising options, contact:

Trish Jandt – Sales Manager, Life Publishing Group
Phone: 0499 500 406
Email: trish@lifepublishinggroup.com

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Trade Opportunities

Tourism Whitsundays connects operators with national and international buyers through a year-round trade program.

We attend major global events, including the Australian Tourism Exchange (ATE), to meet product managers, wholesalers, inbound tour operators, online travel agents, and group tour planners across key markets (US, UK, Europe).

At these events, we promote the region and showcase member products to buyers who design itineraries and group programs. Once interest is established, we hand over the conversation to operators so they can negotiate directly on product details, pricing, logistics, and contracting.

Members gain access to benefits such as:

- Distribution networks
- Agent trainings
- Trade famils
- Campaign opportunities

Trade opportunities available to all members (priority for Ultimate & Premium):

- Attendance at the Whitsundays Tourism Exchange
- Participation in the Whitsundays East Coast Roadshow
- Inclusion in trade marketing campaigns
- Feature in itineraries for international trade campaigns
- Quarterly trade training sessions

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Working With TEQ & Tourism Australia

Tourism and Events Queensland (TEQ):

Tourism and Events Queensland provides a range of industry resources and marketing tools from business guides and fact sheets to education programs and learning opportunities, funding assistance, marketing campaigns and advertising opportunities.

You can access TEQ resources here.

Tourism Australia (TA):

Tourism Australia is the Australian Government agency responsible for driving travel demand across the country. It's role is to inspire people to visit Australia, travel widely throughout the nation, and attend events that showcase our destinations.

By encouraging both international and domestic travel, and supporting a sustainable tourism industry, Tourism Australia helps grow regional economies, create jobs, and maximise the economic benefits of tourism, positioning Australia as a world-class destination.

You can access TA guides here

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

Unsure about any of your benefits?

Contact our team:
Ph: 07 4948 5900
Email: reception@tourismwhitsundays.com.au

Website: tourismwhitsundays.comau/members-centre

Find us on socials.
#lovewhitsundays

Facebook: @TourismWhitsundays

LinkedIn: @TourismWhitsundays

Instagram: @WhitsundaysQLD

Facebook: @VisitWhitsundays

TikTok: @VisitWhitsundays

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