

Faye Chapman
Secretary
Whitsunday Conservation Council
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5 November 2021

To Whom It May Concern,

Tourism Whitsundays is the lead agency responsible for destination marketing and visitor attraction, whose role is to represent, grow, promote, and advocate on behalf of The Whitsundays tourism industry. Tourism Whitsundays vision is to showcase The Whitsundays as the globally recognised Great Barrier Reef destination. We do this by promoting the destination globally to increase visitation, dispersal, expenditure and length of stay, driving the economic benefit and sustainability of the tourism industry through marketing and industry development.

Tourism Whitsundays offer support to the Whitsunday Conservation Council's vision for a Whitsunday Heart of the Reef Discovery Centre. The Whitsunday Heart of the Reef Discovery Centre's proposed strategic outline aligns with Tourism Whitsundays product and industry development objectives. As The Whitsundays tourism industry enters into the post-COVID recovery phase, Tourism Whitsundays is conscious that our competitive advantage must be built on authentic and sustainable quality visitor experiences.

The proposed project will highlight our region's assets while supporting Tourism Whitsundays activities by aligning with our goals to show the region as a globally recognised Great Barrier Reef destination. In addition, the project will promote the destination globally to increase visitation, dispersal, expenditure, and length of stay, driving the economic benefit and sustainability of the tourism industry. The Whitsundays tourism industry represents 40% of visitation for the \$6.3B Great Barrier Reef tourism market to Queensland. Tourism in The Whitsundays is a major component in the local economy, accounting for approximately 6.1% of Gross Regional Product's regions and supports 1 in 3 jobs. Tourism Whitsundays is focused on returning The Whitsundays overnight visitor expenditure to better than pre COVID19 and Cyclone Debbie figures of over \$850million and total visitation to \$1million.

Whitsunday Heart of the Reef Discovery Centre is expected to contribute direct employment opportunities, assisting in the economic recovery of The Whitsundays. Tourism Whitsundays believe that Whitsunday Heart of the Reef Discover Centre will diversify mainland products, increasing visitor length of stay and spend across the region. Visitors continuously look for new experiences to connect them to the destination. The opportunities included in the strategic outline will require commitment between the private sector, governments and local organisations.

Tourism Whitsundays commends the Whitsunday Conservation Council initiative and support the proposal for further discussion and consideration for the project.

Kind regards,



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