

EXPRESSION OF INTEREST

Whitsunday Major Events & Conferences



Whitsunday Regional Council invites Expressions of Interest (EOIs) from organisers of major events and conferences that grow the Whitsundays' visitor economy, showcase the region's identity, and build a vibrant annual events calendar.

What We're Looking For

Events that:

- Attract out-of-region visitors and generate economic impact,
- Align with Council's tourism and economic development priorities,
- Promote the Whitsundays as a premier events destination.

Eligibility

To be considered, events must:

- Be held within the Whitsunday Regional Council area,
- Attract measurable out-of-region visitation
- Be open to the public (ticketed), and
- Demonstrate sound financial and risk management.

Events that are charitable, political, religious, or already funded by Council are ineligible.

How to Apply

Submit a two-page EOI including:

Event Summary - outline the concept, target markets, expected visitor draw, and why the Whitsundays is the ideal destination.

Vision Board – a visual snapshot of the event's look and feel (photos or examples).

Expressions of Interest

EOIs will close on 2 February 2026. Successful EOIs will be invited to submit a full application under Council's Major Events and Conferences Sponsorship Policy.

For full policy details or enquiries email: business@whitsundayrc.qld.gov.au

New, touring and existing events, including those seeking to expand or relocate, are encouraged to apply.

