

# Press Release

12<sup>th</sup> November 2007



*Broadcasting the Whitsundays to the World*

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## For Immediate Release

### ChannelWhitsunday.com recognised at Queensland Tourism Awards

At the 2007 Queensland Tourism Awards held in Townsville, 10<sup>th</sup> November, ChannelWhitsunday.com was commended with a “Directors Award for Encouragement”. ChannelWhitsunday.com were entrants in the “New Business Venture” category, placing the fledgling cottage business against the likes of industry heavyweights Fantasea, Dreamworld and eventual winners, Great Tropical Drive from Townsville Enterprise.

Charles Sanhueza, co-founder of ChannelWhitsunday.com, was buoyed by the result, “It is terrific to be supported by the industry at state level. We know that the power of online video coupled with a value based pricing model is a winner. To have others recognise our efforts for promoting the Whitsundays as an awesome destination is a bonus.”

John Nayler, “the face” of ChannelWhitsunday.com went further. “ChannelWhitsunday.com was started and continues to support community efforts by Charles and myself. The small business opportunity was overlooked initially, as our respective video and Internet businesses provided the freedom to simply enjoy setting up the online channel. It was only through encouragement from local business contacts that we commercialised.” Never short for words, John continued, “Our customers have already reaped large rewards by incorporating professional video into their online marketing. The likes of luxury cruise vessel “Pacific Sunrise” has had a measured increase in their online strike rate since advertising with ChannelWhitsunday.com. With a 2 minute video on their home page they currently enjoy top placement on YouTube.com for the search result “sailing whitsundays”.

The pair celebrated in typical ChannelWhitsunday.com style with a naked victory run into the Coral Sea at Whitehaven Beach. This celebratory display was totally unsanctioned by the relevant marine authorities.

ChannelWhitsunday.com is an online Television station for the Whitsundays. Broadcasting its promotional and magazine style video content to the world via the Internet, ChannelWhitsunday.com is a unique blend of video, internet and tourism promotion. Watch ChannelWhitsunday.com by logging on to [www.ChannelWhitsunday.com](http://www.ChannelWhitsunday.com).

John Nayler is proprietor of eCentral, an internet consulting business based in the Whitsundays. Learn more at [www.eCentral.com.au](http://www.eCentral.com.au)

Charles Sanhueza is director and owner of Spot On Video Productions and Mosquito Blue Studios Pty Ltd, the leading video production house in the Whitsundays. Learn more at [www.SpotOnVideos.com](http://www.SpotOnVideos.com)

The Queensland Tourism Awards are a state based awards program from Tourism Queensland, the Queensland Government and the Queensland Tourism Industry Council.

Release ends.

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