

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
28 September 2022

Record Visitation to The Whitsundays

It seems Aussies are less excited about overseas travel and have chosen The Whitsundays as their favourite Queensland destination, with the latest National Visitor Survey (NVS) revealing visitors to the region welcomed a record 811,000 domestic visitors, who spent a collective \$1.3 billion in the year to June 2022, an increase of 31.2%.

Commenting on the survey findings, Tourism Whitsunday's Chief Executive Officer, Rick Hamilton said the broad appeal of The Whitsundays helped it outshine other destinations domestically and overseas, with the gateway to the Great Barrier Reef once again delivering record numbers of visitors and spend.

"We are clearly the stand-out region in Queensland, with the highest percentage increase of overnight visitor expenditure, along with record increases in domestic holiday visitors.

"Domestic visitors enjoyed 3.7 million nights in our world-class destination with an average spend per visitor of \$1,613. This underlines the significant contribution that tourism makes here, as we are a region that relies on tourism for 1 in 3 jobs. These results are excellent validation of our unparalleled product offering and the investment our operators have been making in new experiences for all visitor demographics, after what has been a difficult 2 ½ years," Mr Hamilton said.

Mr Hamilton said that intrastate visitors are still the largest demographic of visitor but it's encouraging to see the strong increase in interstate visitors, with Whitsunday Coast Airport continuing to deliver record growth mainly from Melbourne and Sydney domestic markets.

"The results released yesterday show that The Whitsundays is one of the most desirable destinations in Australia and we're looking forward to continued growth in the interstate and international markets.

"We have had a year of record visitation and the forward projections we're looking at suggest this trend will continue through until late January 2023."

The Whitsundays is the most tourism-reliant area in Queensland with 1 in 3 jobs directly related to tourism, and 40 per cent of all visitation to the Great Barrier Reef departing from within the region.

For more information on National Visitation Survey data, please [click here](#).

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To view a Word Document of this release, [click here](#).

To view The Whitsundays destination video, [click here](#).

About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

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**Tourism
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

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