

For Immediate Release
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The Whitsundays Continues to Come Out on Top

The Whitsundays, Australia's premier holiday destination, has come out on top of the tourism industry with a series of record-breaking achievements. The latest release of visitor data for the year ending in March 2023 showcases remarkable growth in visitor expenditure, interstate visitation, and an increase in the average length of stay.

The Whitsundays experienced an unprecedented surge in visitor expenditure in 2022 and now into 2023, reaching a record-breaking \$1.6 billion for the year ending in March 2023. This represents an impressive increase of 41.4% over the span of three years, underlining the region's appeal as a must-visit destination.

Interstate travellers cannot resist The Whitsundays, according to the latest results, with a record number of visitors from outside Queensland. The year ending in March 2023 saw a remarkable increase of 59.6% compared to 2019, in interstate visitors, with a staggering 368,000 individuals choosing The Whitsundays as their preferred getaway.

Travellers from New South Wales have taken out the record in March 2023. The Whitsundays welcomed a record-breaking 200,000 visitors from NSW during this period, representing an impressive increase of 46% compared to the same period in 2019.

The variety of activities and attractions on offer for visitors to The Whitsundays is reflected in the record spend per visitor. In the year ending in March 2023, visitors to The Whitsundays spent an average of \$1842 per person, representing a 24% increase over the three-year trend.

Visitors to The Whitsundays are also opting for longer stays, immersing themselves in the region's breathtaking landscapes and world-class offerings. The average length of stay for visitors reached an impressive five and a half nights, an increase of one night over a three-year period.

Tourism Whitsundays CEO Rick Hamilton is thrilled with the results The Whitsundays has once again achieved.

"These remarkable records in visitor expenditure and interstate visitation underscore The Whitsundays' status as an unmatched holiday destination. We are immensely proud of our region's world-class tour operators, accommodations, and businesses that contribute to delivering outstanding experiences for all visitors, regardless of their budget.

"Further to the records, for the first time since 2020, we have international visitor numbers. The region has welcomed 36,000 visitors, mostly from the UK and Europe, in the first quarter of 2023. These numbers show us that the international demand for The Whitsundays is strong, and we expect that demand to continue to grow in coming months," Mr Hamilton said.

These outstanding achievements further cement The Whitsundays' position as the most tourism-reliant area in Queensland. With one in three jobs directly linked to tourism, the region continues to showcase its economic significance and contribution to the broader travel industry.

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

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MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

To view a Word Document of this release and supporting images, [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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