

For Immediate Release
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The Whitsundays, Australia's Premier Holiday Destination, Continues to Hold Holidaymakers

The Whitsundays, known as Australia's premier holiday destination, remains a favourite for holidaymakers, achieving remarkable results in the National and International Visitor Survey (NVS and IVS) data as of 30 June, 2023. These results underscore the region's enduring appeal and status as a must-visit destination.

The latest results reveal that domestic travellers are still drawn to The Whitsundays for business and leisure, with 765,000 domestic visitors for the year ending June 2023, marking an 11.7% increase over the past three years. These visitors to The Whitsundays are still choosing to extend their stay to 5.5 nights, immersing themselves in the region's breathtaking landscapes and world-class offerings. The total number of domestic visitor nights reached an impressive 4.2 million as of 30 June, 2023, marking a substantial 19.5% increase over the past three years.

In the year to 30 June 2023, The Whitsundays delivered \$1.3 billion in Overnight Visitor Expenditure (OVE), down from a record-breaking \$1.6 billion. The latest result of \$1.3 billion represents a remarkable increase of 29.3% over the past three years, and a 51% increase on pre-pandemic OVE.

The diverse range of activities and attractions available to visitors on their trip to The Whitsundays is reflected in the spend per visitor figure of \$1,724 per person to the year ending 30 June 2023, marking a 19% increase over the past three years.

While international visitor numbers are still in recovery mode, the region welcomed 68,000 visitors as of 30 June, 2023. This figure represents a notable improvement, although it remains down by 31.9% compared to 2019.

International visitors coming to The Whitsundays are choosing to spend more time exploring, with the average international visitor's stay increased to an impressive 8.6 nights, up by 1.7 nights compared to the same period in 2019.

International Regional Origin

- Visitors from the UK have returned above pre-pandemic numbers, with 20,000 arrivals, up by 2.9% compared to 2019.
- European visitors remain on the path to recovery, with 27,000 arrivals, although still down by 30.4% compared to 2019.
- North American visitors are also in the process of recovery, with 11,000 arrivals, down by 29.8% compared to 2019.

Tourism Whitsundays CEO Rick Hamilton expressed his excitement about these remarkable achievements, stating,

"These results, while not record-breaking this time, underscore The Whitsundays' status as an unmatched holiday destination. As the economy tightens, we are seeing a slight decrease in expenditure, directly related to holiday spend in region. However, the length of stay and visitor numbers remain strong.

"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," Mr Hamilton said.

These outstanding accomplishments further solidify 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 its contribution to the broader travel industry.

MEDIA RELEASE



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For more information on NVS and IVS data, please [click here](#).

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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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