



MEDIA RELEASE

*For immediate release
December 21, 2016*

DOMESTIC VISITOR ARRIVALS INTO THE WHITSUNDAYS SOAR

The good news continues to flow for the Whitsundays with figures released yesterday [Wednesday] showing that domestic visitor arrivals were up by an impressive 25.5 per cent to the year ending September 30, 2016.

This increase was the highest recorded across the state and means the Whitsundays has seen the highest growth in visitation of any destination in Queensland for the last two consecutive quarters.

Of the 516,000 visitors arriving into the Whitsundays in the 12-month period, 271,000 came from within Queensland itself and 244,000 came from elsewhere in Australia. The total amount spent in the region by the visitors was \$517.1 million.

Tourism Whitsundays CEO Craig Turner said the continuing growth of the region was something to be proud of.

“All stakeholders involved should reflect favourably on their performance, especially the tourism operators and the organisations that support them, including Whitsunday Regional Council and Tourism and Events Queensland,” he said.

“These fantastic arrival results follow on from the international visitor figures released two weeks ago, which showed a record number of international visitors arrived in the Whitsundays in the same period, with a total of 229,000 overseas visitors coming to the region, representing an increase of 10.3 per cent on the previous year.

“As we head into the busy Christmas and New Year period it is great to know that we are obviously doing a lot right as a region, as we continue to attract increased visitation from both overseas and within Australia.”

Tourism and Events Queensland CEO Leanne Coddington said it was an exciting time for Queensland and the Whitsundays.

“The Whitsundays is really benefitting and making the most of what is an exciting period of tourism growth across the state. It’s great to see the region performing well in the latest survey, along with the very strong growth from the last international visitor survey.”

- ENDS -

FOR MEDIA ENQUIRIES, CONTACT:

Deborah Friend

PR & Communications Specialist

Tourism Whitsundays

Ph: (07) 4948 5917 or 0417 765 736

Email: pr@tourismwhitsundays.com.au