



MEDIA RELEASE

For immediate release

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Record High for International Visitor Expenditure in the Whitsundays

Visitors from overseas spent a record \$214.9 million in the Whitsundays in the year ending March 31, 2017.

The expenditure figure is up 6.8 per cent on the same period last year and is welcome news for the region, which is one of the most tourism-dependent regions in Australia.

Overall, total visitation to the region was 243,000, up 10 per cent year-on-year, and 237,000 of these visitors were holidaymakers (up 11.6 per cent), demonstrating the region's reliance on tourism.

All of the region's top international markets except one were up, with only the U.S. down on the same period last year.

Tourism Whitsundays CEO Craig Turner said the figures were welcome news for the region, especially the record expenditure figure.

"Tourism numbers are important of course but it's their expenditure while here that really gives a boost to the industry and, indeed, the whole community," he said.

"One in four jobs in the Whitsundays is in tourism, plus there are all the other industries that exist because of tourism – the marine industry for example – so a record figure such as this is great news for everyone.

"Total visitor nights per person is also up by 12.6 per cent for holidaymakers – to a total of 1.25m nights for the year – which is also great news and is a good sign for the region."

The Whitsundays' top markets were all up except the U.S. with the UK up 9.3 per cent, Germany up one per cent, China up 30 per cent, Scandinavia up 24 per cent, New Zealand up 31.5 per cent, France up 23.4 per cent and Japan up 59.5 per cent.

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