



MEDIA RELEASE

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STRONGEST GROWTH IN YEARS FOR DOMESTIC VISITORS TO THE WHITSUNDAYS

Domestic visitors are flocking to the Whitsundays, with the highest number of national visitors in years choosing to holiday in the heart of the Great Barrier Reef.

Tourism Research Australia has released the latest National Visitor Statistics this morning for the year ending June 2016, revealing the Whitsundays' domestic visitor numbers are up by an impressive 30.6% to a total of 508,000 visitors.

Holiday visitors remain the Whitsundays' largest base and make up 334,000 of visitors to the region, increasing by 24.6% since the last reporting period.

Visitor expenditure figures in the Whitsundays have also increased by 20.8% to \$516 million, which means although the length of stay for the region has decreased slightly, visitation and expenditure has increased.

Queensland visitors make up over half of all domestic visitors to the Whitsundays, with an increase of 25% to 265,000 people, one of the highest intrastate results in years.

Interstate visitors from outside of Queensland have also increased by 36.5% to 243,000 visitors, another great result for the Whitsunday region.

Tourism Whitsundays' CEO, Craig Turner, said the latest figures from Tourism Research Australia prove the diversity and quality of tourism products on offer in the Whitsundays region.

"These great results reflect the ongoing hard work and innovation of our local tourism industry in the Whitsundays, and our strong partnership with Tourism and Events Queensland in marketing the region," he said.

"The Whitsundays is one of Australia's favourite holiday destinations, with amazing warm weather, 74 island wonders, sandy beaches and natural icons such as Heart Reef, Hill Inlet and Whitehaven Beach."

"Along with the recent increase in International Visitor Numbers, the continued strong growth in visitors to the region shows we have something to offer everyone."

About Us

At the heart of the Great Barrier Reef on Queensland's coast, the Whitsundays is made up of 74 island wonders in the warm waters of the Coral Sea.

The Whitsundays is the perfect place to swim and snorkel, or charter a boat and cruise the islands, and to witness the diversity of marine life including turtles, dolphins countless species of fish and whales.

To find out more about the Whitsundays and to book your next tropical escape, visit www.tourismwhitsundays.com.au

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