



MEDIA RELEASE

For immediate release

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INTERNATIONAL VISITORS ARE SOARING INTO THE WHITSUNDAYS

More visitors from around the world are continuing to visit the Whitsundays as their holiday destination of choice, according to the latest international visitor numbers released from Tourism Research Australia today.

Covering a 12 month period ending March 2016, the results show a very positive strong upward trend with an increase of 5.8% in overall visitors, with a total of 222,000 visitors to the Whitsundays.

Most of these visitors were on holiday, showing a 6.2% increase from the previous reporting period.

The Whitsundays' key international markets of the United Kingdom, Germany and the United States all showed fantastic growth.

The United States of America in particular showed strong growth, with visitors up by 29.1% to a total of 21,000 people.

Germany also had a strong result this reporting period, with a total of 34,000 Germans visiting the Whitsundays, up by 15.7%.

Visitors from the United Kingdom were up by 2% to a total of 50,000 Brits visiting the pristine beaches of the Whitsundays.

The Whitsundays' fastest growing market, China, was also up by 40% to a total of 16,000, proving this market continues to enjoy the unique natural environment on offer in the region.

And international holiday expenditure also increased for the Whitsundays by 2.1% to a total of \$1.2m per night.

Tourism Whitsundays' CEO, Craig Turner, was pleased with the results but recognises there is still a lot of work to do to fulfil the potential of the destination.

"From talking with industry it has been a busy and successful year for tourism operators in the Whitsundays," he said.

"The quality of our iconic experiences such as Heart Reef, Whitehaven Beach and Hill Inlet, and easy access to the Great Barrier Reef, are all part of reason why the Whitsundays is a destination of choice."

To find out more details about the latest international travel statistics from Tourism Research Australia, visit the Tourism and Events Queensland website at www.teq.queensland.com and search for 'International Summary Snapshots'.

At the heart of the Great Barrier Reef on Queensland's coast, the Whitsundays has 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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