



## **MEDIA RELEASE**

*For immediate release*

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### **THE WHITSUNDAYS CONTINUES TO SEE STRONG GROWTH IN INTERNATIONAL VISITORS**

More and more international travellers are visiting the Whitsundays every year, according to the latest round of international visitor statistics.

Released by Tourism Research Australia this morning, the latest statistics show strong upward growth in international visitor numbers to the Whitsundays over the last 12 month reporting period, ending March 2016.

A total of 220,000 overseas visitors arrived in the Whitsundays over the past year, up 5.3% on the previous reporting period.

Dominated by the holiday market, up 6.5% with 212,000 visitors into the region, the Whitsundays has proven itself to be one of Australia's top scenic destinations.

The region's top international market, the United Kingdom, remained consistent at 49,000 visitors, while Germany recorded a 10.8% increase to 34,000 visitors.

North America showed some exciting increases, with the USA recording a significant growth of 46.9% up to 22,000 visitors, and Canadian visitors up by 11.2% to 12,000 visitors.

In fact, the Whitsundays was one of the only regions in Queensland to show an increase in Canadian visitors.

Chinese visitor numbers continue to skyrocket, with the latest statistics showing an increase of 60.3%, reflecting a small but growing base of 16,000 people.

Overall results in Queensland also reflect this upward trend, showing an increase of 10.1% in international visitors over the year, and a 10.7% increase in holiday visitation to the sunshine state.

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](http://www.teq.queensland.com) and search for 'International Summary Snapshots'.

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 the Great Barrier Reef, charter a boat and cruise the islands, or witness the incredible diversity of marine life including turtles, whales, dolphins and tropical fish.

To find out more about the Whitsundays and to book your next tropical escape, visit [www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)

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