

For Immediate Release
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Bumper year for Bowen

More than 42,000 visitors were welcomed to Bowen in the past 12 months by the friendly staff and volunteers of Bowen Tourism and Business (BTB).

BTB operates the Big Mango Visitor Information Centre on the Bruce Highway south of Bowen and the Little Mango Visitor Information Booth at Bowen's Front Beach.

This was a record year for the organisation and represents a 40 per cent increase on the previous year.

Chairperson of the BTB committee, Jenn Honnery, said this was an amazing result – particularly given the year we have had with the challenges of international and domestic border closures and COVID-19 restrictions.

“To help a total of 42,945 people to arrange their holiday to experience the beauty of Bowen with its fringing reefs and secluded beaches along with the island and land-based experiences in the greater Whitsunday region is something we are extremely proud of,” she said.

In June alone, there was an average of 205 people per day visiting the two centres to find out what was on offer in the region, booking tours and accommodation and many also enjoying a delicious mango sorbet.

Sorbets have been more popular than ever this year with more than 100 sold on most days!

Ms Honnery said the boost to visitor numbers in recent months was a direct result of increased media exposure arranged in collaboration with Tourism Whitsundays.

She thanked Tourism Whitsundays for their partnership, along with the Whitsunday Regional Council for their funding contribution and the members for their continued support.

Whitsunday Regional Council Mayor Andrew Willcox praised the BTB team for their passion in promoting the region to visitors.

“The staff and the amazing volunteers are the faces of Bowen and always provide a warm north Queensland welcome to the wonderful Whitsundays.

“They are magnificent ambassadors for Bowen passing on their wealth of local knowledge to a record number of travellers,” he said.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler said Accredited Visitor Information Centres played an integral role in promoting the region and she thanked the staff and volunteers at Bowen Tourism & Business for their dedication in ensuring every visitor at both Bowen Visitor Information Centre's were aware of everything on offer in the entire Whitsundays region.

“Tourism Whitsundays works closely with BTB and appreciates the contribution of the organisation to the promotion of The Whitsundays,” she said.

The newly appointed Sales and Marketing Manager, Leanne Abernethy, said she was amazed at how busy it had been at both information centres since she took on the role at the end of May.

“Bowen's natural beauty has attracted thousands of people, particularly from the southern states during winter, and they have been very impressed with what we have to offer from Collinsville to Conway and from Bowen to Airlie Beach, Proserpine and the Whitsunday Islands.

“I am proud to be part of a team so passionate about the region and so dedicated to ensuring every visitor enjoys their experience in our very own piece of paradise,” she said.

Leanne made special mention of the team of about 20 volunteers who work tirelessly every week at both centres.

“Their local knowledge and passion adds another dimension to what we do. We are very appreciative that they are prepared to give up their own time every week to ensure the visitor experience for every traveller is an exceptional one.” She said.

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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