

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
21 December 2022

Record Numbers Delivering For The Whitsundays

Tourism in The Whitsundays has broken all records this year, with National Visitor Survey (NVS) data released today revealing a record 923,000 domestic visitors, who spent \$1.5 billion dollars in The Whitsundays, an increase of 179% on 2019 data.

Testament to the wide variety of experiences available and unique location, visitors to The Whitsundays stayed a total of 4.9 million nights in the year to 30 September 2022, an increase of 73% based on 2019 figures.

Commenting on the survey, Tourism Whitsundays Chief Executive Officer, Rick Hamilton said these results just cement what everyone in The Whitsundays already knows, The Whitsundays is the best place to holiday.

“Select domestic markets have always known about the attraction of The Whitsundays, but the growth we are seeing in domestic visitation shows that more of Australia is now familiar and confident about this unique holiday experience.

“These results once again underline the significant contribution tourism makes here. As a region we rely on tourism for 1 in 3 jobs. We have world-class operators, accommodation options and businesses all working to deliver outstanding holidays to vacationers in The Whitsundays, whatever their budget,” Mr Hamilton said.

While there has been a record increase in interstate travellers, 274,000 up 18.9% on 2019, it is Queenslanders who are making up 69% of visitors.

“It is encouraging to see more of Australia discovering and experiencing The Whitsundays because we can compete with anywhere in the world for the range of experiences, unique attractions and location,” Mr Hamilton said. “However, Queenslanders are taking advantage of The Whitsundays, which is right on their doorstep.

Tourism Whitsundays Chair, Julie Telford understands why The Whitsundays is getting record visitation from inter and intra state travellers.

“Queensland is such a diverse State and travelling within its border can take you through the rainforest, outback, surf beaches and the wonderful Whitsundays by car, bus, train, plane and boat. It’s no wonder we’ve seen so many Queenslanders rediscover their love of The Whitsundays.

“Visitors are staying an average of 5.2 nights this year, increasing almost a day compared to results from March 2022 because there’s so much to do and enjoy in The Whitsundays that every minute of that time can be booked onto a different experience,” said Ms Telford.

The Whitsundays is the most tourism-reliant area in Queensland with 1 in 3 jobs directly related to tourism, and 40 per cent of all visitation to the Great Barrier Reef departing from within the region.

For more information on National Visitation Survey data, please [click here](#).

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To view a Word Document of this release, [click here](#).

To view The Whitsundays destination video, [click here](#).

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**Tourism
Whitsundays**

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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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