

A group of people, including adults and children, are fishing on a sandy beach. They are wearing colorful, patterned shirts. In the background, there is a calm body of water, a line of trees, and distant hills under a clear blue sky. Palm trees are visible on the left and right sides of the frame.

Bowen

Tourism & Business

2022 / 2023 ANNUAL REPORT

A Message from the BTB Chair

Once again Bowen has reaped the benefits of an incredibly strong domestic market over the past 12 months. There has certainly been a buzz in our town with every business realising the benefits of a busy tourist season. At the Big Mango Information Centre and Front Beach Booth, our dedicated team of staff and volunteers welcomed 47,812 visitors with approximately 58% of those visitors spending a day or longer in Bowen. These numbers smashed our previous visitor record by 5000! Local accommodation providers were consistently reporting occupancy rates of 90% and higher from May to September.

The 2022/23 year has also witnessed exceptional growth for Bowen Tourism and Business. Within the VIC the team have increased average weekly sales by 58%. This increase in centre income is directly invested in promoting Bowen as a holiday destination through television, radio, print and digital channels. Our team travelled to caravan and camping expos to promote Bowen in person, generating excitement for our destination with potential visitors. We continue to work with photographers and content creators to generate stunning new destination imagery that truly captures the heart of Bowen.

In 2023 the eyes of the nation turned to Bowen as we celebrated the Big Mango's 21st Birthday. And what a celebration it was! Our team of staff and volunteers worked tirelessly to ensure this would be a party to be remembered. We welcomed Sunrise weather to start the party, enjoyed a day as Australia's Google Doodle and celebrated into the evening with a birthday party at the Visitor Information Centre. The PR campaign behind the birthday reached every corner of Australia, generating a reach of over 4M on a budget of just \$22,000. This is an extraordinary achievement for our organisation.

A community organisation such as Bowen Tourism & Business is only ever as strong as the team involved. I'd like to thank our dedicated staff and volunteers for their expertise and friendly service, you truly make visiting Bowen a delight for every visitor.

As we move into 2024, the future is bright for Bowen Tourism and Business and our local visitor economy. We remain in a financially strong position and look forward to investing further in marketing for our town and region. Thank you to our members, the Whitsunday Regional Council and Tourism Whitsundays for your ongoing support, we look forward to continuing to work together in 2024.

Warm Bowen Regards,
Jenn Honnery

47,812 Visitors in 2022 / 2023

Our friendly staff and wonderful volunteers greeted 47,812 visitors, assisting with local and regional information, promoting our members and encouraging every one to visit Bowen. An estimated 58% of visitors to the VIC travelled into Bowen for the day or longer.

Our visitors love our range of local and regional merchandise too - with weekly sales averaging over \$8290, a 58% increase on the previous year.

Record Mango Sorbet Sales: 23,000!

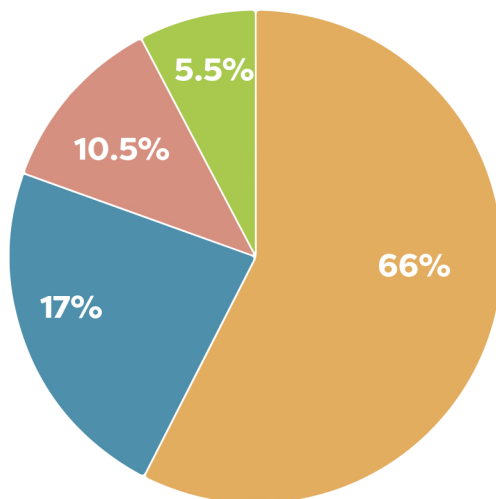


We continue to support the tourism industry in Bowen and the Whitsundays by offering a booking service for our members. In 2022/23 we generated over \$70,000 in bookings, along with thousands more in referrals to local accommodation providers, restaurants, mechanics, pet sitters and other local businesses.

BTB Funding

Our funding comes from a variety of sources - retail at the VIC and Booth, grant funding, advertising sales from highway signage, signage at the VIC and TV advertisements, bus tours, booking commission, membership fees and donations.

We increased the amount of revenue generated by the Visitor Information Centre by a huge 58% through the expansion of our range of merchandise and local produce. We will continue to expand our retail offering in 2022/23 and continue to offer all members 10% discount on our merchandise range.



Centre Income - 66%
WRC Funding - 17%
Signage & Advertising - 10.5%
Membership - 5.5%



Our Volunteers

We have 18 active volunteers with some giving more than 10 years of service to greeting our visitors. The information booth at Bowen's Front Beach is manned entirely by volunteers. We appreciate their wealth of knowledge, dedication and genuine passion for Bowen and region.

Our Members

Our members support us to promote Bowen and the greater Whitsunday region - and we support them by promoting their businesses via recommendations, brochures at the information centres, social media posts and discounted advertising opportunities. In 2022/23 we had a total of 225 members across 5 membership levels.

The Nation's Eyes turned to Bowen in 2023



Happy Birthday to the Big Mango 🥭



MARKETING & PUBLICITY

44,982 website visitors

Visit Bowen, Australia

9,303 page follows

1,219,467 reach



Visit Bowen

7,273 followers

266,917 reach



Bowen Tourism & Business

3,400 page follows

190,567 reach



Big Mango's 21st Birthday

Spend: \$22,000

Pre-publicity reach: 55,200

Event reach: 3,455,001

Post event reach: 218,553

Total reach: 4,028,754
including Sunrise weather,
TV, print, radio & social

Google Doodle: 250k reach

Weekender

3 episodes in Bowen
2 episodes in Collinsville

Today Show Weather @ Rose Bay
Dedicated Bowen Video & Images
Weekly articles in newspapers
Ads & Articles in every edition of
Core / Tripping Magazine
Weekly radio segment - ABC



Meet our Committee Members for 2024



Jenn Honnery



Natalie Lydom



Chloe Bauer



Leah Darwen



Michelle O'Regan



Karen Morton



Peter Greer



Ash-Lei Martin



Cr Mike Brunker
joint invited WRC
representative



Cr Michelle Wright
joint invited WRC
representative



Rick Hamilton
invited TW
representative



Leanne Abernethy
BTB Manager



Thank you to Whitsunday Regional Council for ongoing financial support and Tourism Whitsundays for organisational support, marketing collaboration & team spirit.

A huge thank you also to all of our members in your support for the continued success of the organisation.