

For immediate release
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Growth For The Whitsundays From The North American And Domestic Market

With the International and National Visitor Survey results released today, Tourism Whitsundays is pleased to report in the year from October 2018 – September 2019 The Whitsundays experienced record growth in the domestic visitation market up 3.5% from the same period in the previous year. The most substantial year on year growth was seen in domestic total holiday visitor nights which saw a jump of 21.4%.

The International Visitor Survey results varied from market to market; however, the region saw strong growth from the North American market. Research shows this market to be a high-end traveller. With so many refurbishments and redevelopments in the area over the past 18 months, it's clear this market has taken notice.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes there are some encouraging figures, but still work to be done.

“While particularly in the domestic market there is some growth compared to this time last year, we are pleased to see growth continuing throughout the region from the North American market;

“Our focus at Tourism Whitsundays over the next five months is on driving as many people in Australia to the Whitsundays as possible and ensuring that key source markets internationally continue to be reminded of the Whitsundays diverse offering. Tourism Whitsundays will do this through dedicated campaigns and targeted marketing and PR, including:

- The Whitsundays, Heart of the Great Barrier Reef \$600K campaign
- Whitsundays East Coast Roadshow training 300+ travel agents
- Winter in The Whitsundays campaign
- Tactical local drive market campaign
- Representation at Australian Tourism Exchange
- Ongoing media and trade famils domestically and internationally”

There was also noteworthy growth in total interstate visitors, which was up 9% to 248,000 visitors.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes the growth in this sector can be attributed to the hugely successful Wonders of the Whitsundays campaign, which targeted Melbourne, Sydney, and Brisbane ran from May to August 2019.

“It's clear there is a direct correlation between the timing of the Wonders of the Whitsundays campaign, which successfully bought in well over \$3.5 million in sales to the region and the increase in interstate visitors.”

Tourism Research Australia manages the International Visitor Survey and National Visitor Surveys. The International Visitor Survey samples a snapshot of 40,000 departing, short-term

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international travellers aged 15 years and over who have been visiting Australia. The National Visitor Survey now surveys 100% via mobile phone to approximately 120,000 Australian residents aged 15 years and over. These surveys provide our tourism industry with important variables such as international and domestic visitor spend, demographics, travel party, etc.

- ENDS -

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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