

Media release - July 7, 2023

TOURISM TRIFECTA IN BOWEN

Three records smashed at information centre

Bowen Tourism and Business is celebrating after having the biggest day, biggest month and biggest year on record.

A total of 6763 people visited the Visitor Information Centre next to the Big Mango in June, with a further 1124 travellers welcomed at the information booth at Bowen's Front Beach.

This takes the total number of visitors at the information centre and booth in the 2022/23 financial year to a whopping 47,812 people – smashing the previous record of 42,945 two years ago by more than 11 per cent.

One of the highlights of the year was on June 28 when the Visitor Information Centre alone welcomed more than 512 visitors in one day – smashing the previous daily record of 439 from September 2020.

Chair of Bowen Tourism and Business, Jenn Honnery said this result was fantastic and meant that the organisation had not only reached pre-covid levels but had fully recovered and continued to grow since the pandemic.

“Our presence online, on TV, radio and in print regionally and nationally has been strong in the past two years and we are now reaping the benefits,” she said.

“The campaign around the Big Mango's 21st birthday in May reached more than four million people and this was just the icing on the cake,” she said.

Mrs Honnery said the biggest increase was in international visitors year on year.

“We welcomed more than 3600 international visitors to Bowen in the past 12 months, compared to just 664 the year prior,” she said.

“We have also recorded an increase in the number of day visitors to Bowen – about 34 per cent compared to 22 per cent in previous years.

“Add the 23% staying in Bowen and the 2 per cent seeking information about the Whitsundays and we are proud to report that almost 60 per cent of our total visitors are spending money in the region,” she said.

Whitsunday Regional Council Mayor Julie Hall said Bowen has always been a destination that captures the hearts of travellers from around the globe.

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Visit: The Big Mango, Bruce Highway, Mt Gordon, Bowen.

BOWEN
The Whitsundays

Accredited Visitor Information Centre 

“From our stunning beaches and the iconic Horseshoe Bay to the breathtaking views from Flagstaff Hill, Bowen offers a unique experience, so it is no surprise that more tourists are choosing to explore our little slice of paradise.

“The record visitor numbers at the Visitor Information Centre are not simply a reflection of our region’s natural wonders, but a testament to the exceptional efforts of the team at Bowen VIC and their tireless work and innovative ideas,” she said.

Manager of Bowen Tourism and Business, Leanne Abernethy said the team’s marketing plans had obviously made an impact nationally and she was proud of the efforts of the staff and very valuable volunteers who welcomed every visitor with a smile.

The number of delicious mango sorbets sold at the two centres also broke previous records.

“More than 23,000 people tasted one of our delicious treats in the past financial year, meaning almost every second person who walked into the centre bought a sorbet,” she said.

Tourism Whitsundays CEO, Rick Hamilton said the records reached in Bowen were excellent news for The Whitsundays.

“We’ve seen record-breaking visitation to the whole region in the last 12 months, a testament to our combined marketing efforts and the enduring attraction of The Whitsundays.

“The national coverage of the Big Mango’s 21st Birthday was a great addition to an already impressive year marketing the region and gave more Australians a glimpse of what Bowen and The Whitsundays have to offer,” he said.

AT A GLANCE

*22/23 year the biggest on record with 47,812 visitors – an average of 919 per week

*23 % of visitors staying in Bowen and 34% making a day visit

*International visitors increase from 664 in 21/22 to 3647 in 22/23

*Sorbet sales increase from 18,500 in 21/22 to 23,250 in 22/23

*June 28, 2023 was the biggest day on record at Big Mango Visitor Information centre with 512 visitors