

AUGUST 9, 2022

MEDIA RELEASE

Record number of visitors in July

JULY was the busiest month on record for the Big Mango Visitor Information Centre south of Bowen and the information booth at Bowen's Front Beach.

Staff and volunteers of Bowen Tourism and Business welcomed a total of 5751 visitors.

That is an average of 185 visitors per day.

The previous record for a month was in September 2020 when the team welcomed 5375 visitors.

Manager of Bowen Tourism and Business, Leanne Abernethy, said the visitors were from all states of Australia as well as overseas.

"We have noticed an increase in the number of international visitors since about February," she said.

"It has been great to see Bowen buzzing this winter and we expect the numbers to remain strong.

"Obviously, a lot of those visitors were passing through but it was really pleasing to note that 23% of our visitors were staying in Bowen, 22% were making a day trip into Bowen and a further 5% wanted information for towns to the south, meaning at least half of our visitors were spending money in our region.

"Our data shows strong forward bookings for all accommodation providers for the rest of August and then we are looking forward to the Don River Dash in early September and the next school holidays later in September."

Chair of Bowen Tourism and Business, Jenn Honnery, said the record numbers were great news for the organisation and great news for Bowen.

"We believe tourism is everyone's business," she said.

"When we have extra visitors in Bowen, everyone benefits."

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BOWEN
The Whitsundays

Accredited Visitor Information Centre 

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Whitsunday Regional Council Acting Mayor John Collins said regional tourism was booming and it was no surprise Bowen was a big part of that.

“Recent aviation statistics from the January to March quarter show record passenger numbers coming through our Whitsunday Coast Airport.

“If you pair this with the strength of the drive market, it really places the Whitsunday Region in an exciting position where visitors are not only coming in droves, but they’re spending money here as well.

“I thank the staff and volunteers at Bowen Tourism and Business for passing on their wealth of local knowledge to a record number of visitors.”

Chief Executive Officer of Tourism Whitsundays Rick Hamilton said it was fantastic to see record visitation and the return of international holidaymakers.

“Bowen attracts an array of domestic and international visitors showcasing world-class beaches, a variety of accommodation options and an incredible number of day trippers staying elsewhere in The Whitsundays.

“Congratulations to the wonderful team and volunteers at Bowen Tourism and Business. Their experience and knowledge are a testament to these results, encouraging guests to explore more, enjoying the secluded beaches, fringing reefs, stunning lookouts and of course, The Big Mango,” he said.

Bowen is located half-way between Mackay and Townville, at the top of the Whitsundays.

It is the heart of secluded beaches and is one of the only places in Queensland where you can snorkel directly off the beach.

For more information about visiting Bowen, call the Big Mango Visitor Information Centre on (07) 4786 4222 or go to tourismbowen.com.au

UPCOMING EVENTS IN BOWEN

Saturday, August 20 – Bowen Turf Club’s Ben Bolt Cup

September 9 – 11 - Don River Dash

ENDS

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