By 2020 the Whitsundays will be globally recognised as one of the world’s leading tropical island and marine leisure holiday destinations.

Visitor economy in the Whitsundays Region

$1.57m Visitors daily spend in local economy
$574m Visitors spend per year
$1.2b 2020 potential

599,000 Visitors per year
3.6m Overnights stays per year

Why tourism matters to the Whitsundays

Tourism in Whitsundays region contributes $0.7b¹ to Queensland’s GSP

7,100 Tourism jobs in the region
40% of the jobs in the region

Every dollar tourism earns, adds an additional 87 cents to other parts of the economy

What do Whitsundays residents think about tourism?

95% Recognise the important economic benefits of tourism
68% Recognise tourism stimulates new infrastructure
99% See the greater cultural diversity tourism generates
75% Agree that tourism produces increased local pride
92% Are happy with continued 6% are happy with the same level of tourism growth

¹ Estimated contribution of the region’s visitors economy to total tourism Gross State Product.