

Meet our Committee Members for 2026



Jenn Honnery



Natalie Lydom



Chloe Bauer



Bernie Mackie



Michelle O'Regan



Erika Schmid



Amanda Brockbank



Cr Michelle Wright
invited WRC
representative



Tim Booth
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.

Bowen

Tourism & Business

2024/ 2025 ANNUAL REPORT

A Message from the BTB Chair

As the chair of Bowen Tourism and Business, It is a pleasure to write this following another strong and successful year for Bowen Tourism and Business. Our team welcomed a record number of visitors again in the 2024/25 financial year – 56,360 at the Visitor Information Centre and 3477 at the Front Beach booth. That's a total of 59,837, an increase of 9% on last year. In a world with rapid changing technology, some visitor information centres are facing the challenge of declining numbers, but we just go from strength to strength.

Of those visitors, 60% spent a day or more in Bowen – a fantastic effort by our team who continue to encourage every visitor to take the detour into Bowen and to explore the entire Whitsundays region.

I am very proud to report that 64% of our revenue in the past financial year came from our own sales at the VIC and the booth, allowing us to keep membership levels affordable and provide advertising at discounted rates. The revenue we raise through sales at the Big Mango VIC, your membership fees and Whitsunday Regional Council's support, is invested directly back into our community through our ongoing marketing efforts.

In the past financial year, we hosted "Travel Oz" which was filmed on Channel 7-Two and on international networks. We are proud to continue to promote Bowen as a holiday destination through television, radio, print and digital channels.

Among the highlights this year was Bowen being named the Top Tourist Town in Queensland and the Big Mango being named the "Best Big Thing" in the Queensland Day awards. To top it off, we won the award for "VIC of the Year" at the Queensland Information Centre's conference. None of this happens without a lot of hard work, dedication and passion.

I sincerely thank the entire team of staff and volunteers who work tirelessly to ensure all visitors have a memorable experience. We have already started the new financial year strongly, smashing previous records of visitor numbers. In the first quarter of this financial year, we welcomed 24,730 to the VIC – a huge increase on last year and an average of 268 people every day!

To our members, the Whitsunday Regional Council, and Tourism Whitsundays, thank you for your ongoing support. Together, we have built a strong foundation, and the year ahead promises continued growth for our region's visitor economy.

Warm Bowen Regards,
Jenn Honnery

59,837 Vistors in 2024 / 2025

Our friendly staff and wonderful volunteers greeted 59,837 visitors, assisting with local and regional information, promoting our members and encouraging everyone to visit Bowen. Our stats show that 60% of our total visitors spend a day or longer in Bowen. This is also a record number and has been steadily increasing over recent years. We are proud to encourage more people to take the detour into Bowen.

Our visitors love our range of local and regional merchandise - with weekly sales averaging over \$9,282 in the 2024/25 financial year.

We continue to support the tourism industry in Bowen and the Whitsundays by offering a booking service for our members. We also provide destination marketing for the region through social media and mainstream media channels. We certainly finished the year on a high with a record-breaking day on June 30 - 442 visitors.

BTB Funding

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

Our biggest funding source is retail sales at the Visitor Information Centre which provided 64% of our revenue in the 2024/25 financial year.

We continue to expand the range of merchandise and local produce, and we will continue to support members in the next financial year with a 10% discount on our merchandise range.



Centre Income - 64%
WRC Funding - 18%
Signage & Advertising - 10%
Membership - 5.5%
Marketing Sponsorship - 2.5%

Our Volunteers

We could not do what we do without the incredible work of our volunteers. They are dedicated, knowledgeable and very passionate about Bowen. We increased the number of volunteers in the 2024/25 financial year to 20 and really appreciate everything they do from greeting every visitor with a smile to providing information, pricing merchandise, ensuring the brochure displays are full, packing the shelves and helping our staff with mundane chores including cleaning! We love our volunteers!

Our Members

We appreciate the support of our members and always endeavour to keep the membership fees affordable for all business sectors as we believe the "tourism is everybody's business". This is reflected in the numbers which show that 46% of our members are from non-tourism sectors. These members benefit because when our visitors are in town, they are part of our community and they often do such things as get a haircut, stock up on travel supplies, get their car serviced, get their pet groomed or buy new clothes.



Top Tourism Town Gold Award



Big Mango wins Best Big Thing in Queensland



Bronze Award for Information Services at Qld Tourism Awards

MARKETING & PUBLICITY

Visit Bowen, Australia

14,000 followers



Visit Bowen

8,000 followers

Bowen Tourism & Business

5,700 followers

701,000 reach



TV

- Travel Oz - Channel 7-Two & International networks
- Several Interviews on Ch 7 Mackay & Townsville

Print Media

Weekly articles in Mackay and Whitsunday Life
Half page advertisement and editorial in every edition of Core/ Tripping Magazine
Weekly radio segment - ABC

Bowen Collinsville Visitor Guide

Produced every 2 years and distributed widely through:
100 accredited VICs in Qld,
6 Trade Shows & Expos,
Bowen & Regional Businesses.
The VG will be produced again in 25/26 with the print run increasing to 65,000 copies

