

## 2017 / 2018 REPORT CARD



### At the Big Mango VIC & Front Beach Booth

- 44,193 Visitors - 48% Qld - 30% Australia - 22% International
- Assisted by 6 Staff - 4 Juniors - 20 Volunteers - 2 Tour Guides
- Our Volunteers provide 5,500 hours per year valued at \$120,000/ year



### 2018/19 INCOME

39.5% Sales 26.5% WRC Contribution 14.3% Signage & Advertising  
11.3% Other Income 8.4% Membership

11% increase  
on bookings

Sales Income: Food & Drink 50% Merchandise 31% Commission 17% Donations 2.2%

### REACHING POTENTIAL VISITORS



296 Posts reaching 693,587 +19%  
3577 Page Likes +32%

615 Posts +38%

1286 Followers +56%

#visitbowen 5643 posts



4236 emails heading for inboxes

**BTB Attendance at Whitsundays Tourism Exchange & Whitsundays East Coast Roadshow**  
presenting Bowen to product managers, travel agents, writers, event planners and more

### DESTINATION AWARENESS THROUGH MEDIA OPPORTUNITIES

Channel 7 Sunrise Breakfast Show (6 x 2 minute segments)  
& Channel 10 Places We Go - combined publicity value \$4.2M

### 11 media & digital influencer famils resulting in

3 Radio segments - \$40,200 pr value      8 Printed articles - \$171,000 pr value  
9 Online Articles - \$70,000 pr value      Digital Influencer Reach - \$690,000 pr value

