

Meet our Committee Members for 2023



Jenn Honnery



Kerry Meier



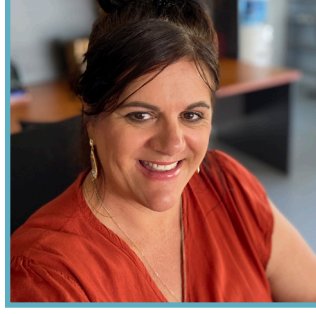
Chloe Bauer



Leah Darwen



Michelle O'Regan



Karen Morton



Peter Greer



Cr Mike Brunner
invited WRC
representative



Rick Hamilton
invited TW
representative



Leanne Abernethy
BTB Manager

Thank you to Kyli McCrae, Ruth Morton and Emily Harvey
for their service in 2021/22 financial year.



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.



A Message from the BTB Chair

2022 certainly reinforced that tourism really is everybody's business! An incredibly strong domestic market over the past 12 months has injected an enthusiasm and buzz into our town with every business realising the benefits of a busy tourist season. At the Big Mango Information Centre and Front Beach Booth, our dedicated team of staff and volunteers welcomed 41,650 visitors with approximately 45% of those visitors spending a day or longer in Bowen.

The 2021/22 year has also witnessed the ongoing growth of Bowen Tourism and Business as an organisation. Strong visitor numbers have meant an increase in centre income that we can then reinvest in our community. In conjunction with an increased membership base, BTB has been able to increase our marketing budget to promote Bowen through television, radio, print and digital channels. We have stunning new destination imagery and a new video that truly captures the heart of Bowen. Three episodes of Weekender explore the diversity of our region we all love, discovering the rich history in Collinsville, Bowen's tasty food bowl and our gorgeous beaches. Regular print and radio appearances ensure Bowen remains front of mind for travellers across Central and North Queensland.

In 2022, the BTB team embarked on our most ambitious project, producing the ever-popular Bowen & Collinsville Visitor Guide in-house. Distributed across Queensland and through VICs in New South Wales, the new-look guide gives visitors a comprehensive tour of everything to do in Bowen and offers our members valuable advertising opportunities.

A community organisation such as Bowen Tourism & Business is only ever as strong as the team involved. I'd like to thank our dedicated staff and volunteers for their expertise and friendly service, you truly make visiting Bowen a delight for every customer.

As we move into 2023, the future is bright for Bowen Tourism and Business. We remain in a financially strong position and look forward to investing further in marketing for our town and region. Thank you to our members, the Whitsunday Regional Council and Tourism Whitsundays for your ongoing support.

Warm Bowen Regards,
Jenn Honnery

41,650 Vistors in 2021 / 2022

Our friendly staff and wonderful volunteers greeted 41,650 visitors, assisting with local and regional information, promoting our members and encouraging every one to visit Bowen. An estimated 18,700 visitors to the VIC travelled into Bowen for the day or longer.

Our visitors love our range of local and regional merchandise too - with weekly sales averaging over \$2400, a 17.4% increase on the previous year.

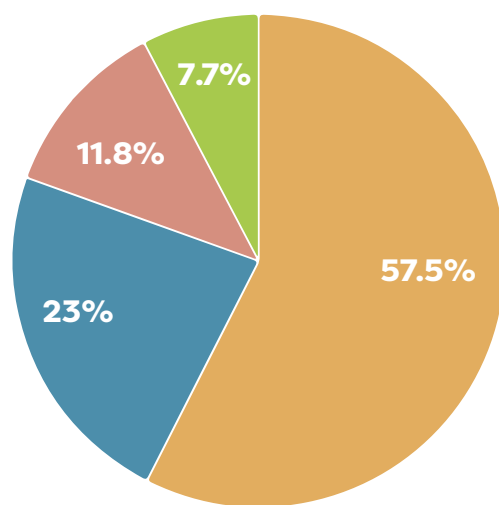
Record Mango Sorbet Sales: 18,500!

We continue to support the tourism industry in Bowen and the Whitsundays by offering a booking service for our members. In 2021/22 we generated over \$80,000 in bookings, along with thousands more in referrals to local accommodation providers, restaurants, mechanics, pet sitters and other local businesses.

BTB Funding

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

We increased the amount of revenue generated by the Visitor Information Centre by 9.1% through the expansion of our range of merchandise and local produce. We will continue to expand our retail offering in 2022/23 and now offer all members 10% discount on our merchandise range.



Centre Income - 57.5%
WRC Funding - 23%
Signage & Advertising - 11.8%
Membership - 7.7%

Sharing Bowen's Beauty with the World

During 2021/22 we continued to promote Bowen through print, television, radio and digital media. With increased income through the VIC we were able to grow our marketing budget significantly with outstanding results.

Our partnership with the team at Tourism Whitsundays remains strong and we are proud to work alongside TW to promote Bowen and her many beautiful assets.



Television

Weekender - 3 Episodes covering Bowen Food, Collinsville and Bowen's Beaches - 594,981 combined reach.

Radio

Weekly interviews on ABC Tropical North

Print

Weekly columns & articles in Whitsunday News, Mackay & Whitsunday Life & Core / Tripping Magazine. Bowen Visitor Guide - distributed far & wide including over 100 Visitor Information Centres

Digital

New Bowen Video - Discover Your Moment in Bowen
New Destination Imagery by Mark Fitz
Media famils with travel writers & influencers
Discover Bowen website - 42,809 new visitors
Visit Bowen Facebook - 429,028 reach
Visit Bowen Instagram - 213,998 reach.
Bowen Tourism & Business Facebook - 195,485 reach.



Our Volunteers

We have 15 active volunteers with some giving more than 10 years of service to greeting our visitors. The information booth at Bowen's Front Beach is manned entirely by volunteers. We appreciate their wealth of knowledge, dedication and genuine passion for Bowen and region.

Our Members

Our members support us to promote Bowen and the greater Whitsunday region - and we support them by promoting their businesses via recommendations, brochures at the information centres, social media posts and discounted advertising opportunities. In 2021/22 we had a total of 245 members across 5 membership levels, an increase from 183 in previous year.



Bowen Visitor Guide

Produced in-house for the first time, this 5 month project produced 55,000 copies of the new look 60 page A4 guide. The Bowen VG is distributed throughout Queensland and interstate.



Big Mango Turns 20

Celebration with QBSS choir, ABC radio live broadcast from the Big Mango and local media coverage. Plans are underway to celebrate 21st birthday in May 2023.