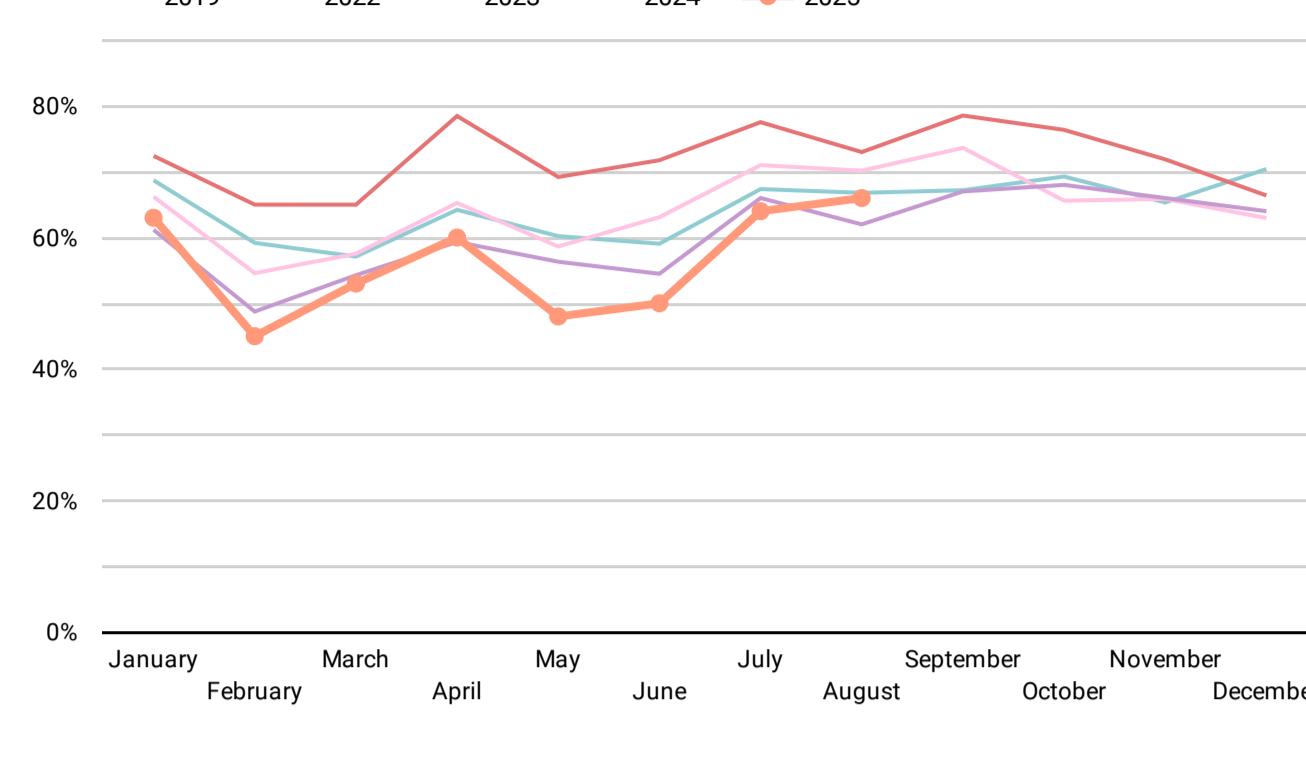


August 2025

WHITSUNDAYS SNAPSHOT

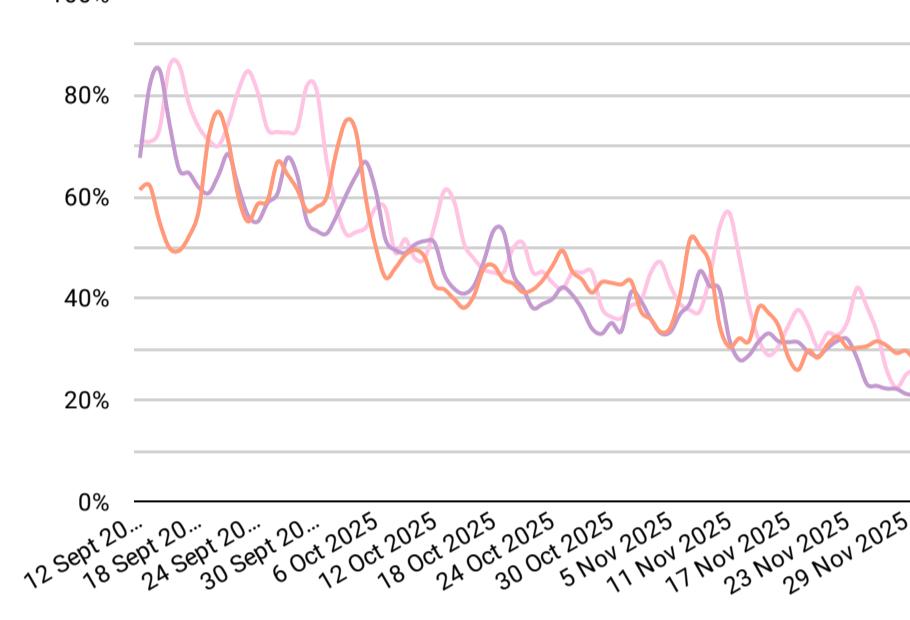
The Whitsundays
THE HEART OF THE GREAT BARRIER REEF

WHAT WAS OUR AVERAGE OCCUPANCY?

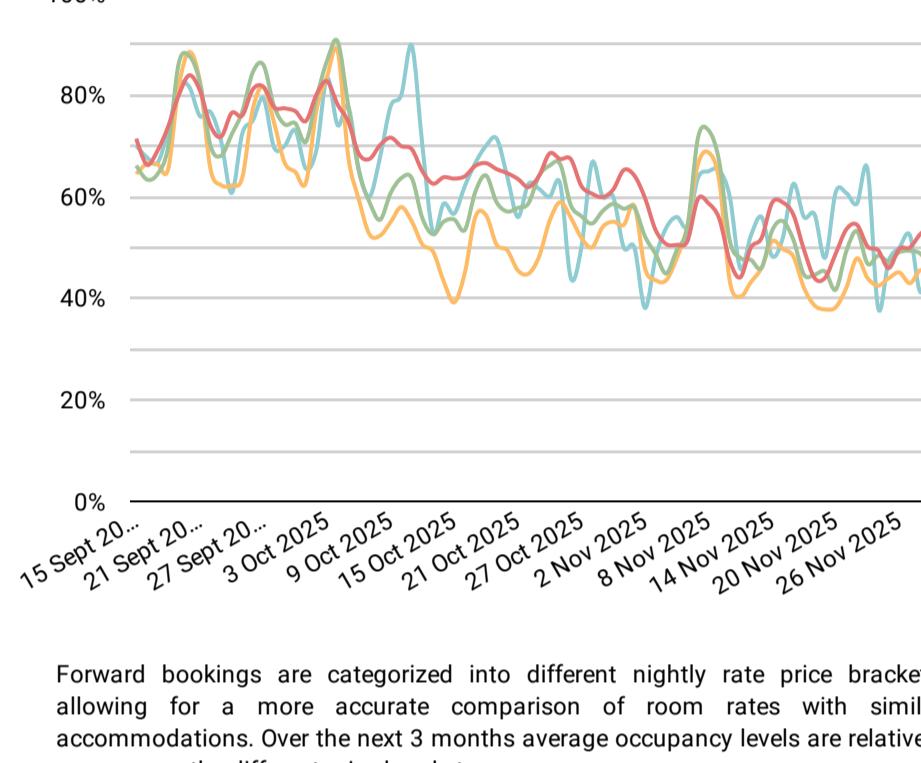


The Whitsundays in August 2025 had an average occupancy of 66%, experiencing a slight increase of 3% in comparison to last month and a 6% in comparison to 2024.

FORWARD BOOKINGS - 90 DAY OUTLOOK



Future occupancy for the Whitsundays over the next 3 months is showing a very similar pattern to the past two years. The biggest spike over the coming months is on the 3rd of October at 75%.



Forward bookings are categorized into different nightly rate price brackets, allowing for a more accurate comparison of room rates with similar accommodations. Over the next 3 months average occupancy levels are relatively even across the different price brackets.

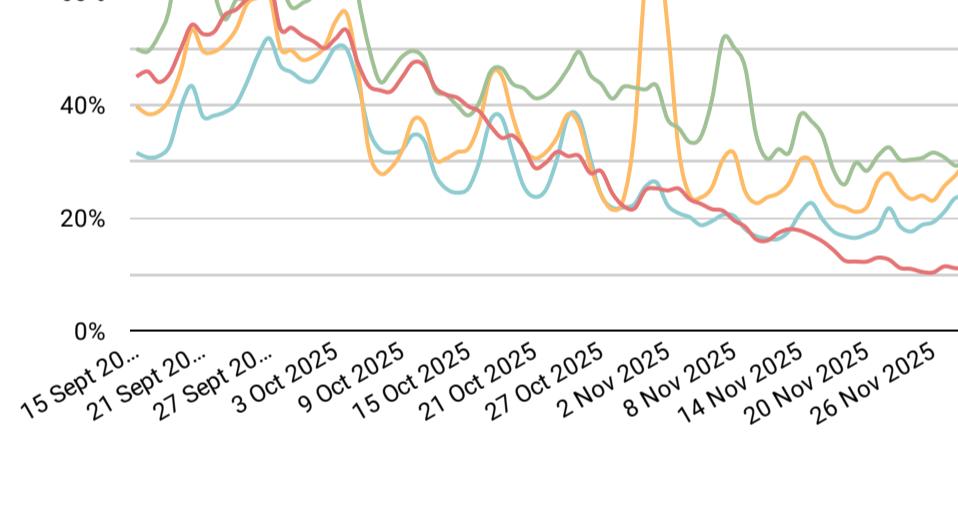
HOW FAR OUT ARE VISITORS BOOKING?

The reservation window is the period of time between when a guest makes a reservation and the actual check-in date.

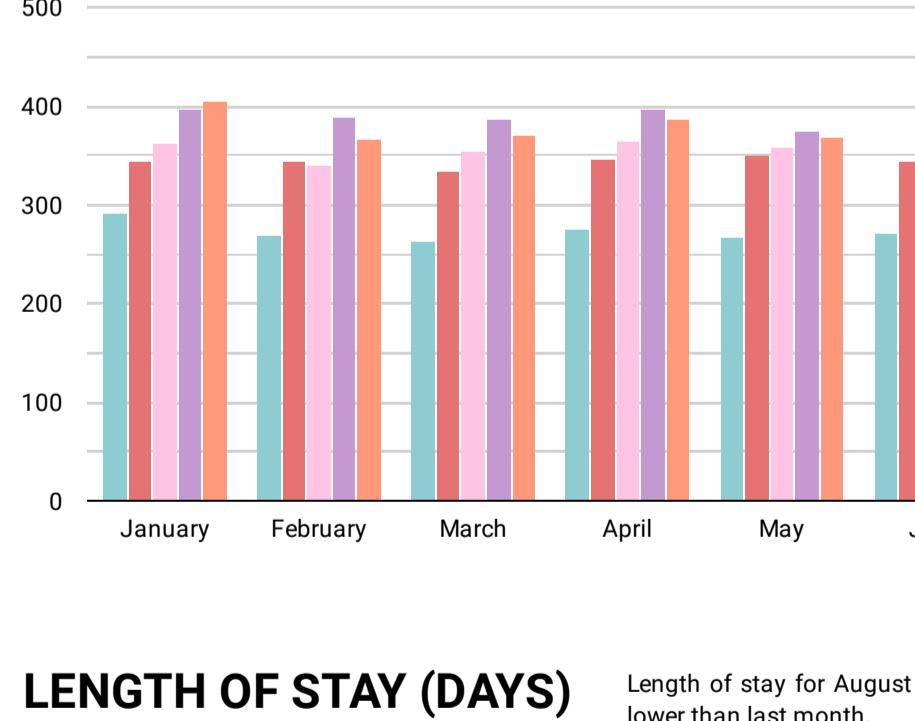


August 2025 had a reservation window of 74 days which is a 5% increase compared to 2024 and a 115% increase when compared to 2019.

HOW ARE OUR COMPETITORS GOING?



AVERAGE DAILY RATE (ADR)

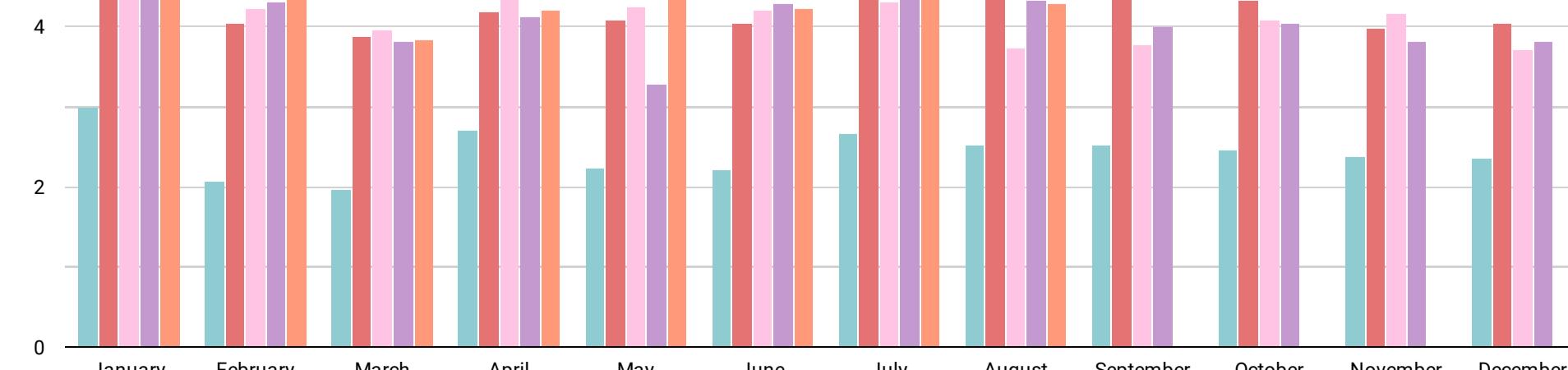


August 2025
\$391

LENGTH OF STAY (DAYS)

Length of stay for August 2025 was 4.3 days, which was slightly lower than last month.

2019 2022 2023 2024 2025



August 2025
4.3 Days