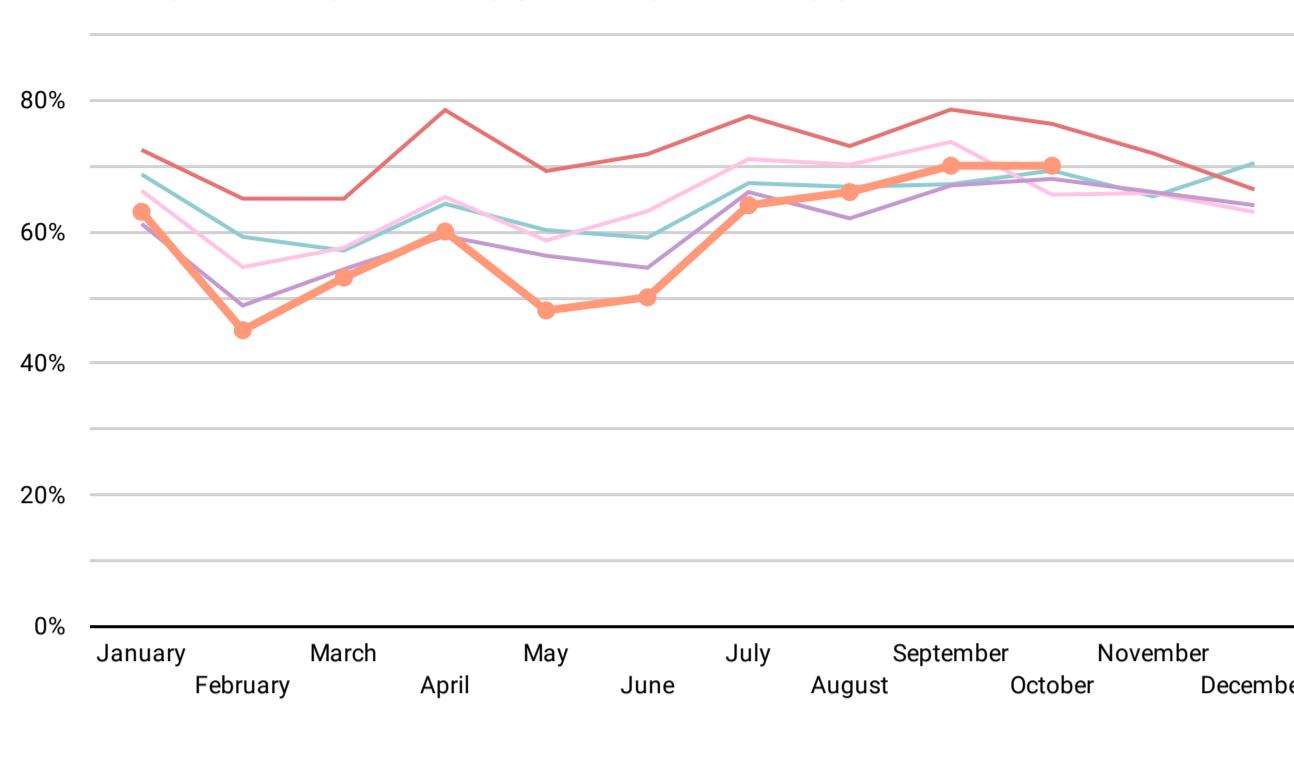


October 2025

WHITSUNDAYS SNAPSHOT

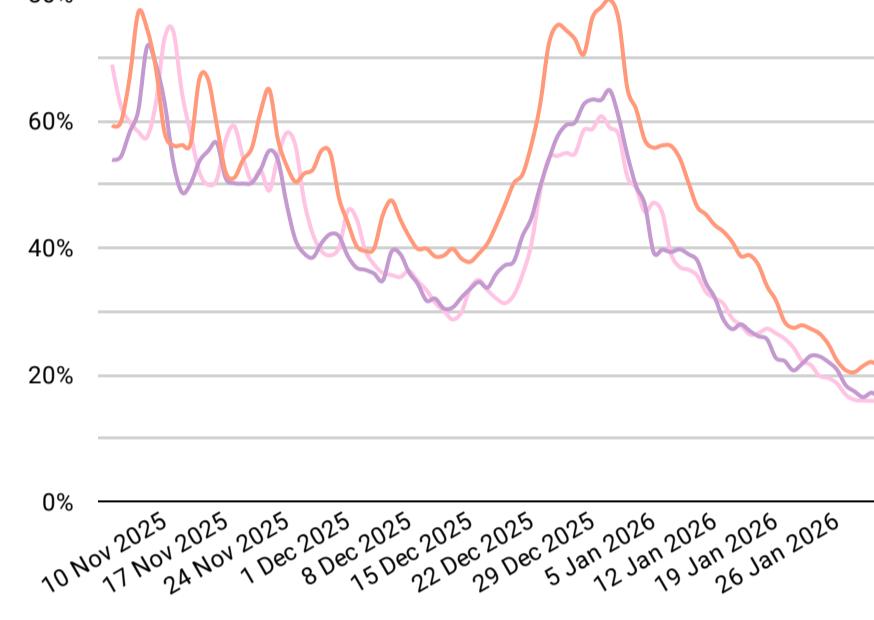
The Whitsundays
THE HEART OF THE GREAT BARRIER REEF

WHAT WAS OUR AVERAGE OCCUPANCY?

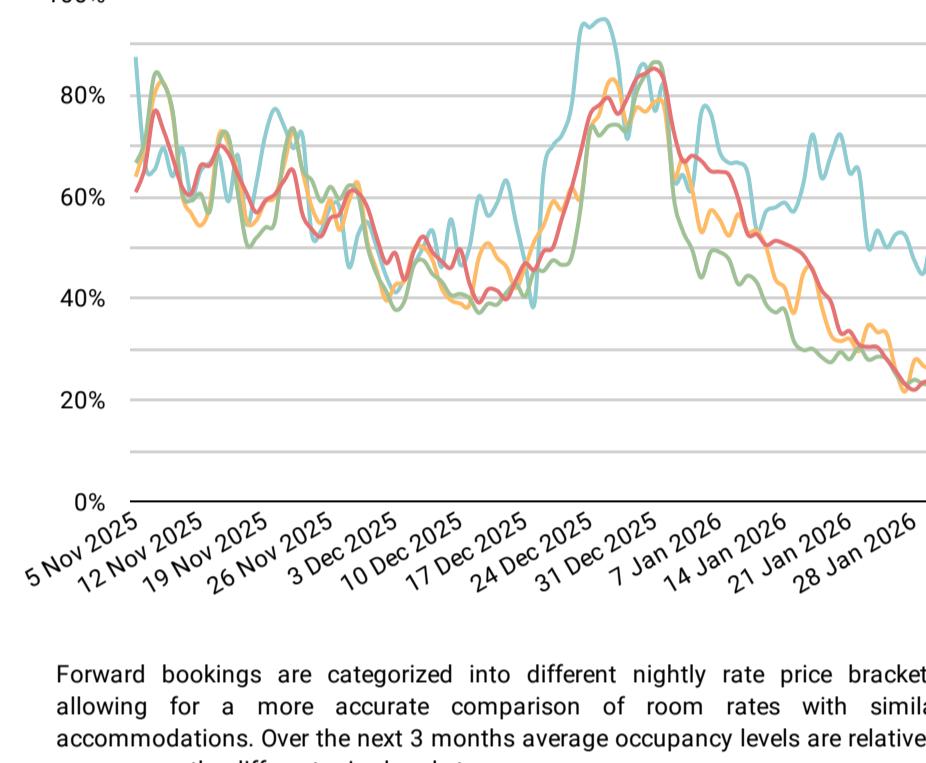


In October 2025, the Whitsundays recorded an average occupancy rate of 70%, unchanged from both the previous month and the same period in 2024.

FORWARD BOOKINGS - 90 DAY OUTLOOK



Future occupancy for the Whitsundays over the next three months is trending slightly higher than previous years, peaking this weekend on the 7th of November at 77% occupancy for the Airlie Beach Festival of Music. Occupancy remains higher than previous years during the Schoolies Festival from 22 to 28 November, leading into stronger and more sustained occupancy rates over the summer and Christmas holiday period.



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.

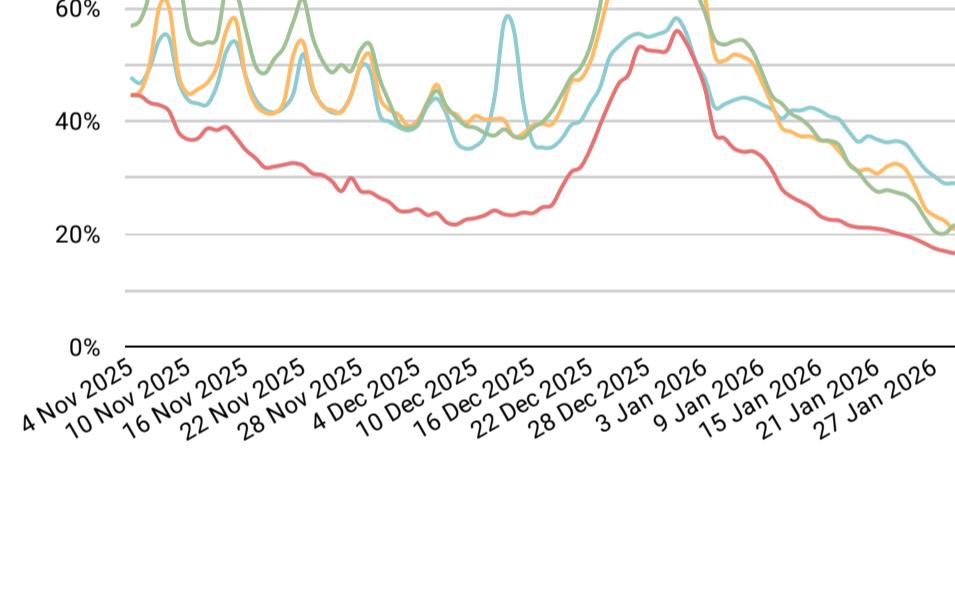
HOW FAR OUT ARE VISITORS BOOKING?

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

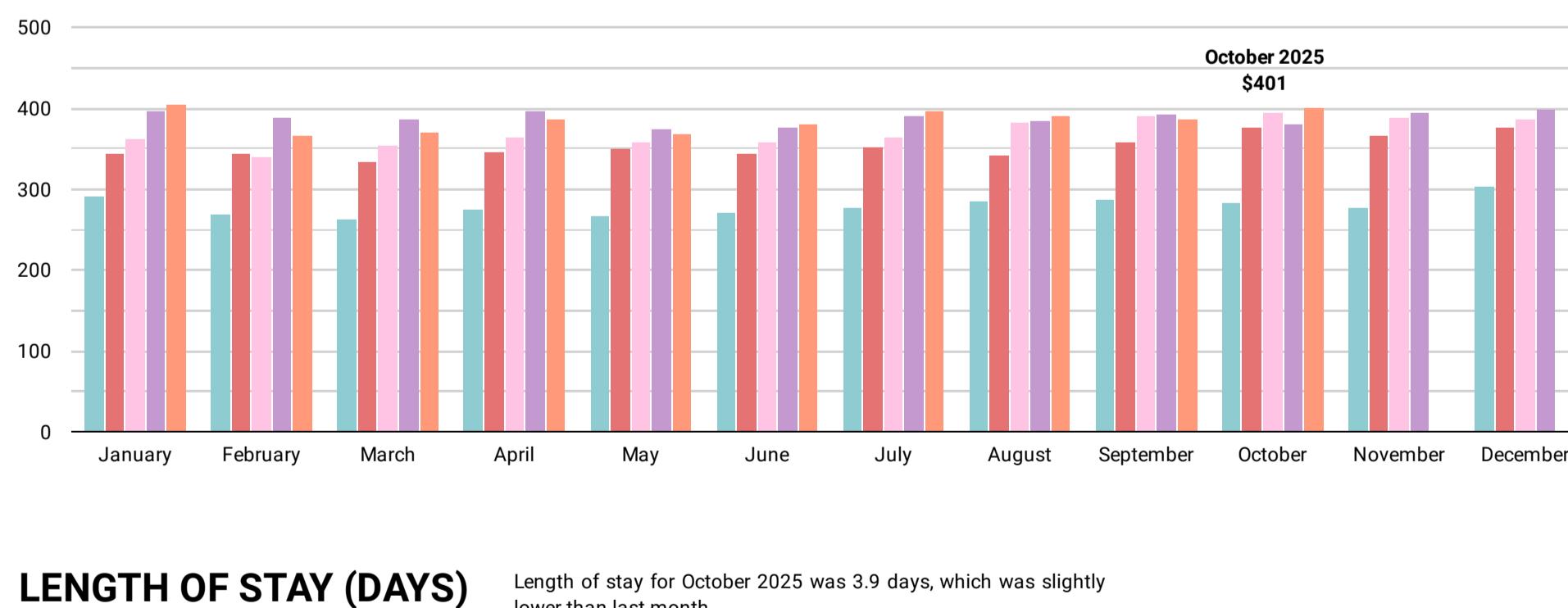


October 2025 had a reservation window of 88 days which is a 20% increase compared to 2024 and a 144% increase when compared to 2019.

HOW ARE OUR COMPETITORS GOING?



AVERAGE DAILY RATE (ADR)



LENGTH OF STAY (DAYS)

Length of stay for October 2025 was 3.9 days, which was slightly lower than last month.

