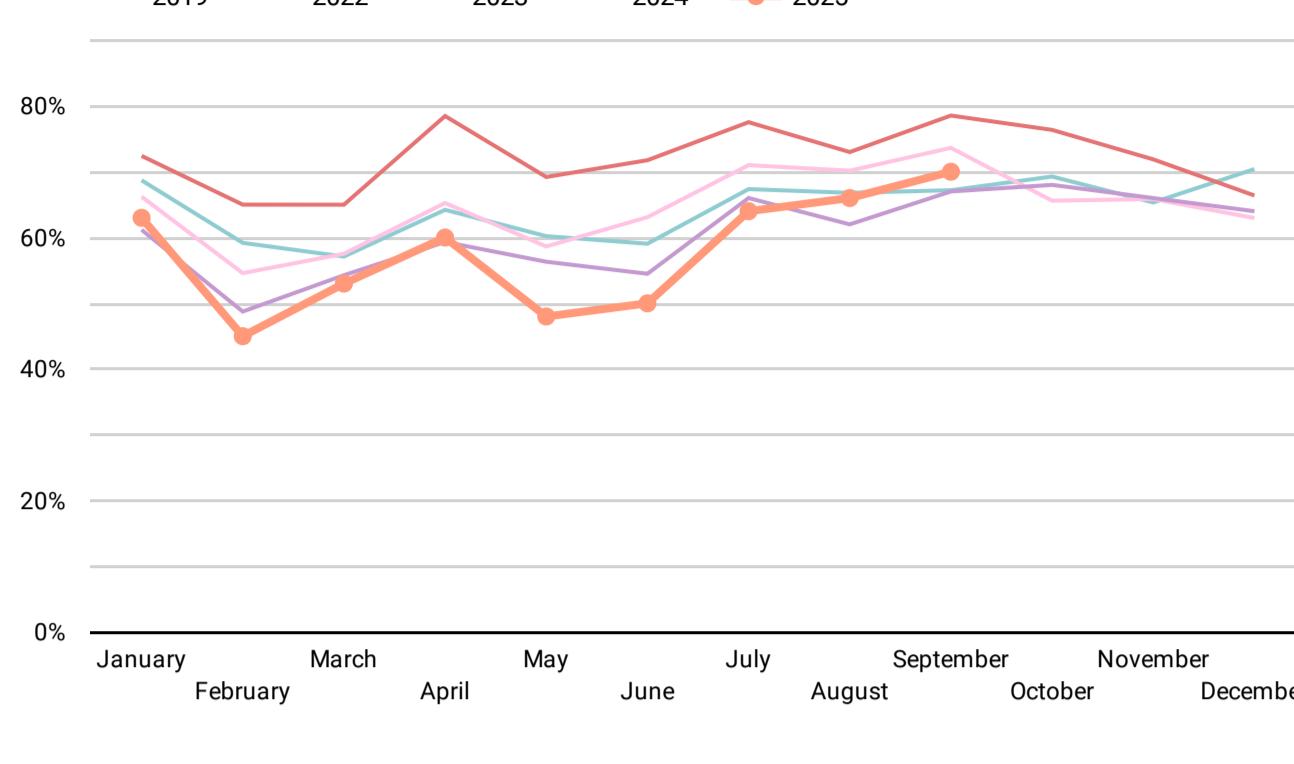


September 2025

# WHITSUNDAYS SNAPSHOT

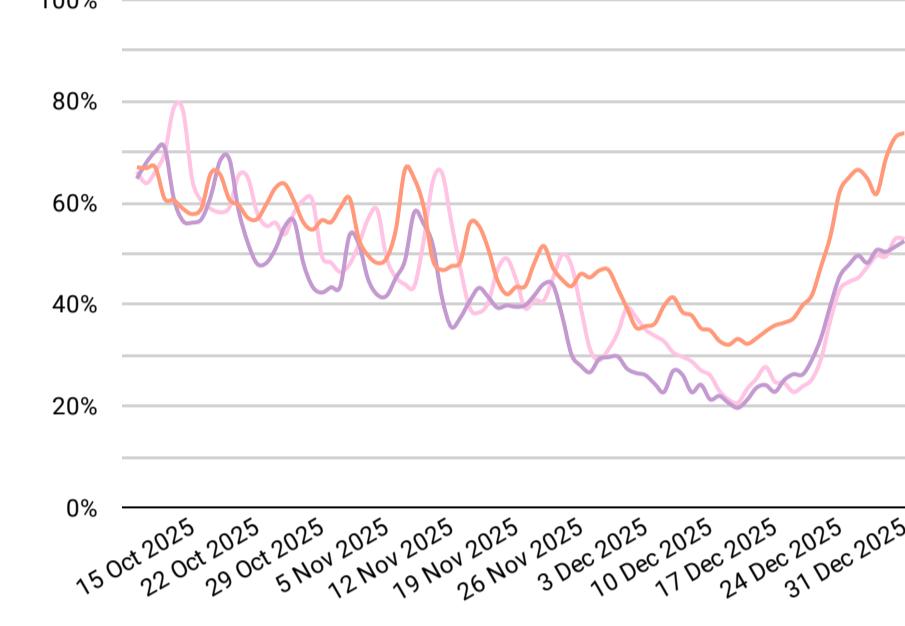
The Whitsundays  
THE HEART OF THE GREAT BARRIER REEF

## WHAT WAS OUR AVERAGE OCCUPANCY?



The Whitsundays in September 2025 had an average occupancy of 70%, experiencing a slight increase of 6% in comparison to last month and a 4.5% in comparison to 2024.

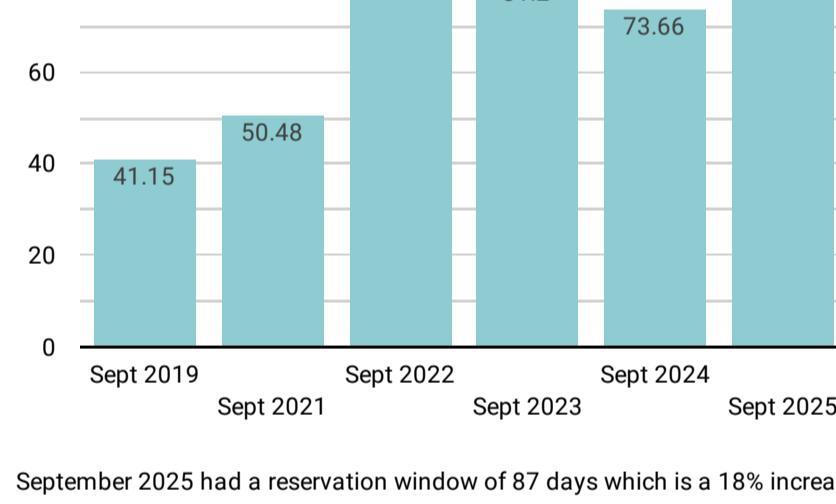
## FORWARD BOOKINGS - 90 DAY OUTLOOK



Future occupancy for the Whitsundays over the next three months is following a similar trend to previous years, peaking around 7 November in line with 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.

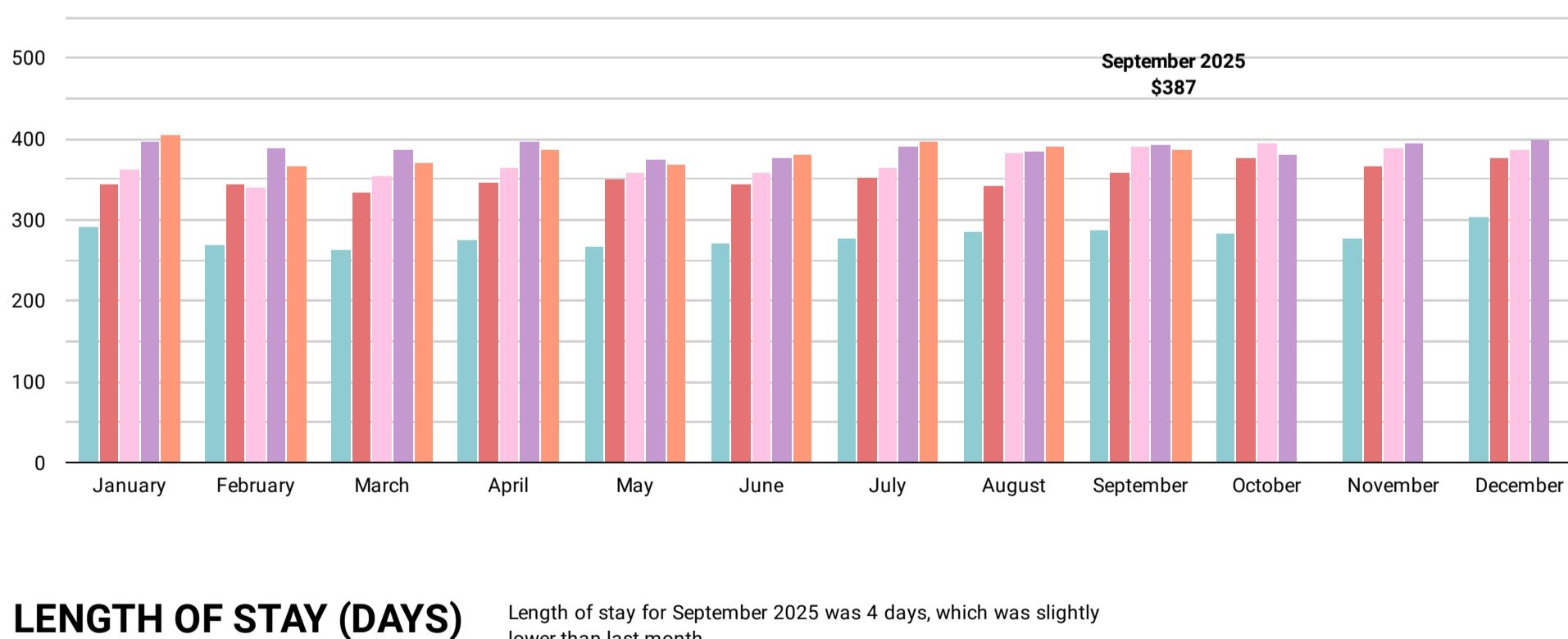
## HOW FAR OUT ARE VISITORS BOOKING?

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



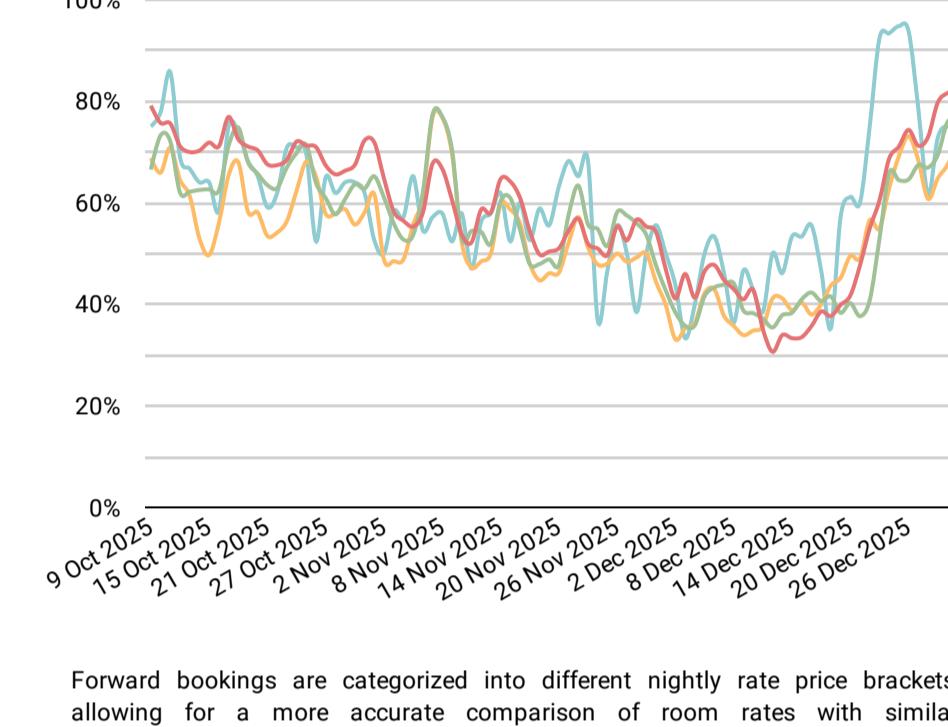
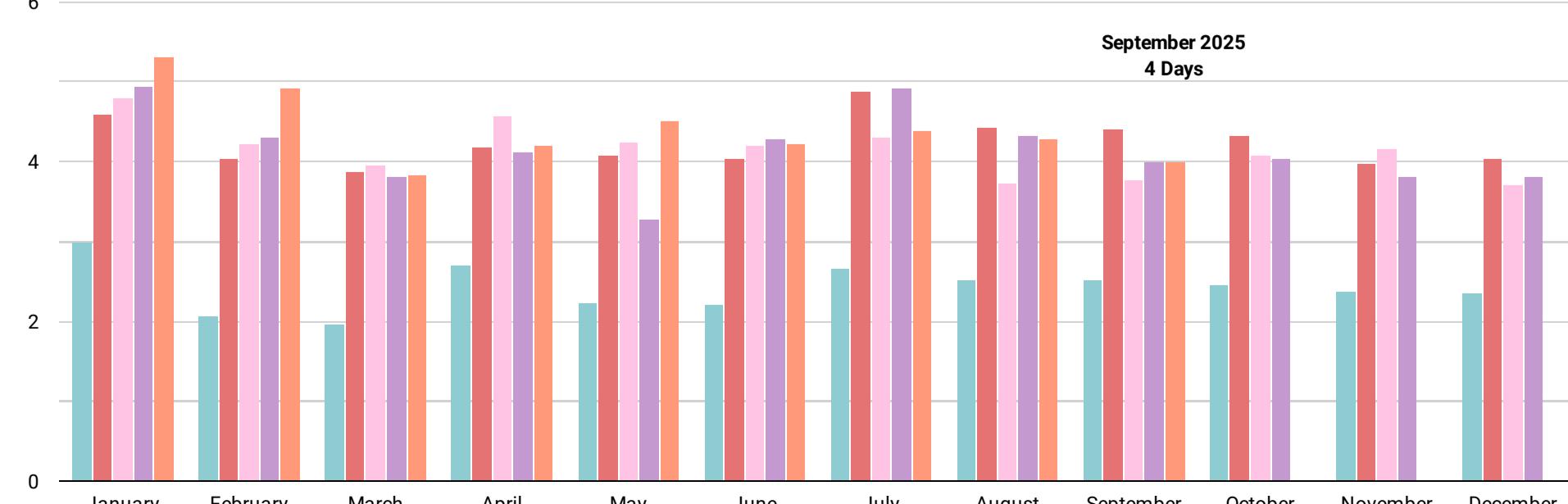
September 2025 had a reservation window of 87 days which is a 18% increase compared to 2024 and a 112% increase when compared to 2019.

## AVERAGE DAILY RATE (ADR)



## LENGTH OF STAY (DAYS)

Length of stay for September 2025 was 4 days, which was slightly lower than last month.



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 ARE OUR COMPETITORS GOING?

