

# Domestic Tourism Snapshot

Year ending March 2023



## Domestic overnight visitors within Australia

	Visitors	Annual <sup>1</sup> change	Change vs YE Dec 2019	Avg <sup>2</sup> stay	Annual # change
<b>Total Australia <sup>3</sup></b>	<b>111,918,000</b>	<b>36.3%</b>	<b>-4.7%</b>	<b>3.7</b>	<b>-0.2</b>
Holiday	48,955,000	32.4%	5.9%	3.8	-0.2
VFR <sup>4</sup>	36,644,000	35.9%	-8.3%	3.3	-0.1
Business	22,554,000	53.9%	-16.6%	3.6	-0.5
<b>Intrastate <sup>3</sup></b>	<b>79,115,000</b>	<b>20.7%</b>	<b>-2.8%</b>	<b>2.9</b>	<b>-0.3</b>
Holiday	35,889,000	17.3%	5.5%	3.0	-0.4
VFR <sup>4</sup>	26,088,000	26.3%	-8.1%	2.5	-0.1
Business	13,489,000	23.8%	-8.5%	3.5	-0.3
<b>Interstate <sup>3</sup></b>	<b>35,019,000</b>	<b>95.6%</b>	<b>-8.7%</b>	<b>5.0</b>	<b>-0.8</b>
Holiday	14,192,000	103.7%	7.5%	5.6	-0.6
VFR <sup>4</sup>	10,981,000	68.1%	-8.0%	5.1	-0.6
Business	9,276,000	131.7%	-26.2%	3.6	-0.9

## Domestic overnight visitor expenditure in Australia

	Expenditure	Annual <sup>1</sup> change	Change vs YE Dec 2019
<b>Total Australia <sup>5</sup></b>	<b>\$108,103.6m</b>	<b>70.7%</b>	<b>34.0%</b>
Holiday <sup>6</sup>	\$56,055.1m	59.4%	56.3%
VFR <sup>6</sup>	\$18,600.8m	73.8%	31.9%
Business <sup>6</sup>	\$18,829.3m	103.1%	2.1%

## Visitors spending big all over Australia

Domestic overnight visitors in Australia spent a record \$108.1 billion, which is up 70.7 per cent year on year. The record expenditure is due both to Australians taking more trips and visitors spending more on average. Total visitation grew 36.3 per cent to 111.9 million and the average spend per visitor increased 25.2 per cent year on year to \$966. However, visitation has not yet reached pre-COVID-19 levels, with visitation still 4.7 per cent below the numbers seen in year ending December 2019. The growth in overnight visitor expenditure (OVE) occurred across the nation, with all of the states and territories reaching record levels of OVE except for the Northern Territory.

There was also record spend for all purposes of travel. Year on year, the biggest growth was for business spend (up 103.1 per cent to \$18.8 billion), followed by Visiting Friends and Relatives (VFR, up 73.8 per cent to \$18.6 billion) and holiday travel (up by 59.4 per cent to \$56.1 billion). Australians also took a record 49.0 million holiday trips, which is up 32.4 per cent over the year and 5.9 per cent above the pre-COVID-19 period. This was due to both a record number intrastate (35.9 million, up 17.3 per cent year on year) and interstate holiday visitors (14.2 million, up 103.7 per cent year on year).

Holiday visitation is the only travel purpose that is larger than the pre-COVID-19 period. While business visitation has grown particularly strongly over the year, up 53.9 per cent to 22.6 million, it is still 16.6 per cent lower than 2019. There were 36.6 million VFR visitors which was up by 35.9 per cent year on year, but still 8.3 per cent lower than 2019.

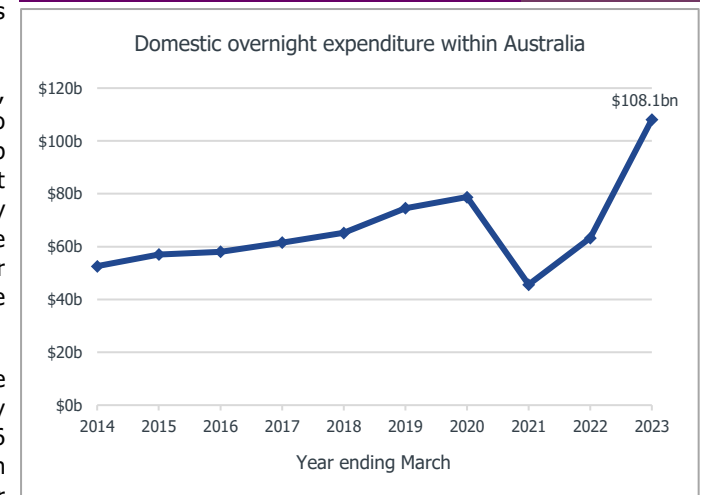
There were record levels of both intrastate and interstate OVE. Intrastate OVE reached \$58.5 billion, which is up 38.6 per cent year on year. Interstate OVE is up by 134.8 per cent year on year to \$49.6 billion.

## Growth continues with no travel restrictions

Total domestic OVE in Australia was significantly higher in the March quarter 2023 (up 33.4 per cent) compared to the March quarter 2022. The March quarter 2022 was the first quarter that most COVID-19 related travel restrictions had been removed. The growth in quarterly OVE year on year is due to both increased visitation (up 15.1 per cent) and higher spend per visit (up 16.0 per cent).

## March quarter 2023 overnight visitors in Australia

	Visitors Mar QTR 2023	Visitors Mar QTR 2022	Change vs Mar QTR 2022
<b>Total Australia</b>	<b>28,330,000</b>	<b>24,623,000</b>	<b>15.1%</b>
Holiday	13,450,000	12,141,000	10.8%
VFR <sup>4</sup>	9,207,000	8,084,000	13.9%
Business	4,781,000	3,654,000	30.9%



PALM COVE, TROPICAL NORTH QUEENSLAND



CARNARVON GORGE NATIONAL PARK, CAPRICORN

# Domestic Tourism Snapshot

Year ending March 2023



## Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Queensland</b>	<b>25,964,000</b>	<b>25.0%</b>	<b>0.2%</b>	<b>4.0</b>	<b>0.0</b>
Holiday	11,268,000	24.3%	12.6%	4.5	-0.1
VFR	8,423,000	26.0%	-5.8%	3.6	0.1
Business	5,309,000	32.5%	-13.4%	3.6	-0.4

<b>Intrastate</b>	<b>17,865,000</b>	<b>7.5%</b>	<b>0.5%</b>	<b>3.2</b>	<b>-0.2</b>
Holiday	7,337,000	3.3%	10.2%	3.2	-0.4
VFR	5,972,000	10.9%	-7.5%	2.8	0.0
Business	3,712,000	16.5%	-5.6%	3.6	-0.4

<b>Interstate</b>	<b>8,099,000</b>	<b>95.4%</b>	<b>-0.4%</b>	<b>5.9</b>	<b>-0.9</b>
Holiday	3,931,000	100.3%	17.3%	6.8	-1.0
VFR	2,451,000	88.8%	-1.6%	5.7	-1.1
Business	1,597,000	94.8%	-27.2%	3.6	-0.2

## Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b> <sup>5</sup>	<b>\$29,318.1m</b>	<b>64.2%</b>	<b>50.8%</b>
Holiday <sup>6</sup>	\$16,732.4m	58.3%	74.6%
VFR <sup>6</sup>	\$4,713.7m	66.2%	43.0%
Business <sup>6</sup>	\$4,453.4m	90.5%	12.7%



LADY ELLIOT ISLAND, BUNDABERG

### More domestic visitors than ever to Queensland

Queensland welcomed a record 26.0 million visitors to the state (up 25.0 per cent over the year). Among these visitors, Queensland welcomed a record number of holiday visitors (11.3 million, up 24.3 per cent over the year). Total visitation was in line with 2019 levels (up 0.2 per cent) and holiday visitation was 12.6 per cent higher.

This record level of visitation ensured that once again Queensland reached record levels of expenditure across all purposes of travel, i.e. holiday, VFR, business and total OVE respectively. Domestic OVE in Queensland totalled \$29.3 billion, up 64.2 per cent over the year or 50.8 per cent higher than 2019. The average amount spent by domestic visitors also grew extremely strongly (up 31.3 per cent to \$1,129 per visitor). More than half of the growth in spend could be attributed to increased spend on accommodation and food and drink.

Across purposes, business OVE had the strongest growth (up 90.5 per cent over the year to \$4.5 billion), followed by VFR OVE (up 66.2 per cent to \$4.7 billion). Holiday OVE was 58.3 per cent higher over the year to \$16.7 billion; this was the seventh consecutive record for holiday OVE in Queensland.

Queensland reached record levels of OVE from both the intrastate (\$15.0 billion up 30.8 per cent year on year) and interstate (\$14.4 billion, up 123.7 per cent) markets. Interstate OVE growth reflects the large influx of interstate visitors enjoying the ability to travel to Queensland without any border restrictions. Interstate visitation grew 95.4 per cent over the year to 8.1 million. These visitors also spent more on average, with the average spend per visitor increasing 14.5 per cent over the year to \$1,774. On the other hand, the growth in intrastate OVE mostly reflects the increase in spend per visitor. Average intrastate spend per visitor increased 21.7 per cent over the year to \$837. Intrastate visitation increased 7.5 per cent to 17.9 million.

### Another quarter of growth

Domestic tourism into Queensland continued to grow in the March quarter 2023. Total visitation was up 6.9 per cent compared to the March quarter 2022 and total OVE was up 29.5 per cent. The growth in OVE was in near equal measure due to both the intrastate market (up 29.2 per cent) and the interstate markets (up 29.8 per cent). Intrastate visitation was also up over the year (up 9.7 per cent). On the other hand, interstate visitation had little change compared to the March quarter 2022 (up 0.8 per cent).

Based on travel by purpose, business OVE was up 52.6 per cent compared to the same period in the previous year, holiday OVE was up 29.9 per cent and VFR OVE was up 14.9 per cent.

### Records around the regions

All Queensland regions except for one (Tropical North Queensland) reached record levels of OVE in the year ending March 2023. These records have largely reflected growth in average spend. However, the Gold Coast region also welcomed a record number of total visitors (4.2 million up 29.3 per cent). Record levels of holiday visitation were reached in Brisbane (up 62.3 per cent to 2.5 million), Sunshine Coast (up 14.5 per cent to 2.5 million) and Fraser Coast (up 37.6 per cent to 460,000).

While Tropical North Queensland did not reach record OVE in the year ending March 2023, the region previously reached six consecutive records in OVE up to and including the year ending December 2022.

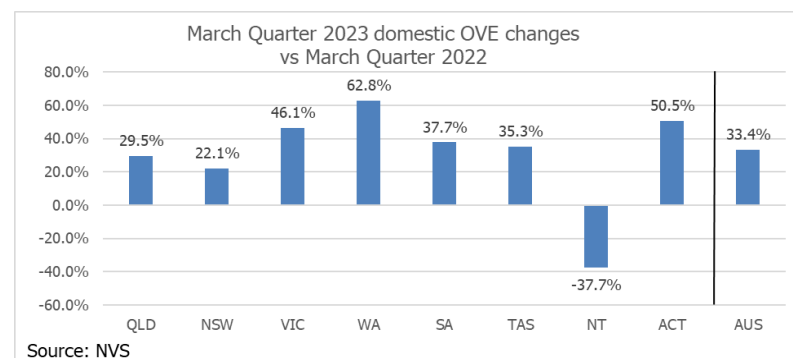
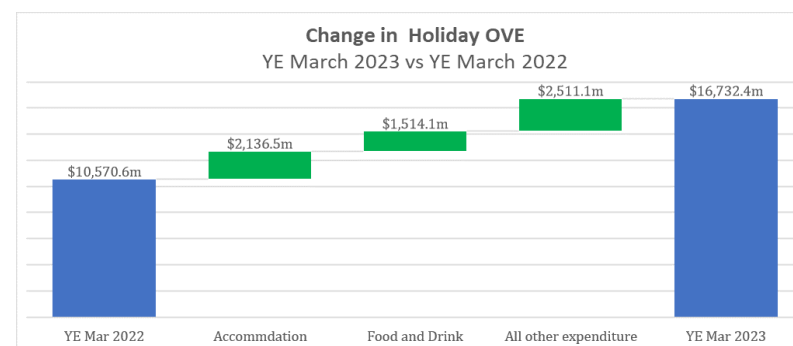
Looking specifically at the March quarter, three out of the seven (Brisbane, Gold Coast and Southern Great Barrier Reef) regions with publishable results saw visitation grow compared to March 2022.

## March quarter 2023 overnight visitors in Queensland

	Visitors Mar QTR 2023	Visitors Mar QTR 2022	Change vs Mar QTR 2022
<b>Total Queensland</b>	<b>5,805,000</b>	<b>5,432,000</b>	<b>6.9%</b>
Holiday	2,644,000	2,407,000	9.8%
VFR <sup>4</sup>	1,913,000	1,863,000	2.7%
Business	1,032,000	940,000	9.8%
<b>Overnight Visitor Expenditure</b>	<b>\$6,804.7m</b>	<b>\$5,255.7m</b>	<b>29.5%</b>

## March quarter 2023 Queensland interstate vs intrastate

	Visitors Mar QTR 2023	Visitors Mar QTR 2022	Change vs Mar QTR 2022
<b>Visitation</b>			
Interstate	1,722,000	1,708,000	0.8%
Intrastate	4,084,000	3,724,000	9.7%
<b>Overnight Visitor Expenditure</b>			
Interstate	\$3,174.0m	\$2,444.5m	29.8%
Intrastate	\$3,630.7m	\$2,811.2m	29.2%



Source: NVS

# Domestic Tourism Snapshot

Year ending March 2023



## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b>	<b>25,964,000</b>	<b>25.0%</b>	<b>0.2%</b>	<b>11,268,000</b>	<b>24.3%</b>	<b>12.6%</b>
Brisbane	7,407,000	47.0%	-7.5%	2,460,000	62.3%	7.7%
Gold Coast	4,222,000	29.3%	0.5%	2,241,000	20.5%	3.6%
Sunshine Coast	4,125,000	11.2%	1.9%	2,479,000	14.5%	12.1%
SQC <sup>7</sup>	2,699,000	17.8%	12.5%	937,000	9.8%	34.5%
SGBR <sup>8</sup>	2,339,000	17.6%	1.0%	806,000	-1.6%	9.5%
Townsville	1,144,000	-0.7%	-11.8%	444,000	1.6%	10.1%
TNQ <sup>9</sup>	2,496,000	20.7%	12.6%	1,490,000	30.1%	29.6%

	Visitors <sup>1</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	850,000	5.3%	460,000	9.9%
Mackay	1,207,000	3.5%	260,000	5.3%
Outback	1,058,000	-2.2%	365,000	2.3%
Whitsundays	862,000	12.0%	589,000	16.6%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$29,318.1m</b>	<b>64.2%</b>	<b>50.8%</b>	<b>100%</b>	<b>\$1,129</b>
Brisbane	\$6,869.3m	108.0%	30.4%	23%	\$927
Gold Coast	\$5,621.4m	79.5%	52.3%	19%	\$1,331
Sunshine Coast	\$4,411.5m	52.0%	60.7%	15%	\$1,069
SQC	\$1,284.9m	41.8%	52.9%	4%	\$476
SGBR	\$1,660.4m	31.9%	38.6%	6%	\$710
Townsville	\$1,116.5m	46.9%	41.4%	4%	\$976
TNQ	\$4,300.0m	44.4%	71.5%	15%	\$1,723

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$736.3m	27.4%	3%	\$867
Mackay	\$726.8m	15.9%	2%	\$602
Outback	\$865.0m	8.8%	3%	\$818
Whitsundays	\$1,588.7m	41.4%	5%	\$1,842

## March Quarter 2023 overnight visitors and nights, by region

	Visitors Mar QTR 2023	Visitors Mar QTR 2022	Change vs Mar QTR 2022	Nights Mar QTR 2023	Nights Mar QTR 2022	Change vs Mar QTR 2022
<b>Total Queensland</b>	<b>5,805,000</b>	<b>5,432,000</b>	<b>6.9%</b>	<b>23,110,000</b>	<b>23,617,000</b>	<b>-2.1%</b>
Brisbane	1,666,000	1,429,000	16.6%	5,344,000	4,974,000	7.4%
Sunshine Coast	1,037,000	1,127,000	-8.0%	4,010,000	4,425,000	-9.4%
SQC	494,000	538,000	-8.3%	1,539,000	1,619,000	-4.9%
Gold Coast	1,101,000	1,000,000	10.1%	4,287,000	4,387,000	-2.3%
SGBR	482,000	412,000	17.1%	1,841,000	1,418,000	29.8%
TNQ	451,000	480,000	-6.1%	2,106,000	2,648,000	-20.5%
Townsville	205,000	269,000	-23.8%	794,000	990,000	-19.8%

### Brisbane

Domestic OVE grew by 108.0 per cent year on year to a record \$6.9 billion in the year ending March 2023. OVE was 20.4 per cent higher than 2019. The growth over the year was due in equal parts to an increase in visitation as well as an increase in average spend per visitor. Brisbane welcomed 7.4 million visitors (up 47.0 per cent) who spent \$927 per visitor on average (up 41.5 per cent). Brisbane welcomed a record 2.5 million holiday visitors (up 62.3 per cent). The strongest growth over the year was for business visitation (up 76.9 per cent to 1.6 million), while VFR is the largest purpose for travel to Brisbane (2.9 million visitors, up 31.3 per cent). By market, there was particularly strong growth in interstate visitation (up 122.5 per cent to 3.2 billion) as people were once again able to travel without COVID-19 restrictions. Visitation from New South Wales was up 110.3 per cent to 1.7 million and visitation from Victoria was up 164.1 per cent to 834,000. Brisbane welcomed 4.2 million intrastate visitors, up 17.3 per cent. Among intrastate markets, the strongest growth was from Southern Great Barrier Reef up 71.9 per cent to 488,000. Brisbane's largest intrastate market is intraregional travel with 1.2 million visitors, up 1.3 per cent.

In the March quarter of 2023, nights (up 7.4 per cent) and visitation (up 16.6 per cent) were both up compared to the March quarter 2022.

### Fraser Coast

Annual OVE reached a record \$736.3 million in the year ending March 2023, which was up 27.4 per cent on average over the past three years. This was due to higher spend per visitor and growth in visitors. Spend per visitor grew 17.3 per cent on average to \$867 over the past three years. Total visitation grew by 5.3 per cent on average to 850,000 over the same period. Holiday visitation reached a new record (up 9.9 per cent over the past three years to 460,000), while VFR visitation also grew (up 2.2 per cent over the past three years to 273,000). Intrastate visitation grew by 5.5 per cent on average to 654,000 over the same period. Fraser Coast welcomed a record 196,000 interstate visitors, but interstate visitation growth was not publishable due to a small visitor survey sample size in previous periods.

### Gold Coast

Domestic OVE for the year ending March 2023 reached a record \$5.6 billion, which was up 79.5 per cent year on year and 52.3 per cent higher than 2019. This growth was due to a record number of visitors (4.2 million, up 29.3 per cent) who spent more on average. The average spend per visitor increased 38.8 per cent year on year to \$1,331.

Holiday travel is the most common reason for visiting the Gold Coast and it increased 20.5 per cent year on year to 2.2 million trips. Business (up 48.5 per cent to 506,000) and VFR (up 40.6 per cent to 1.4 million) visitation recorded the strongest growth over the year. More than half of the Gold Coast's domestic visitors were from interstate (2.2 million interstate visitors, up 65.3 per cent). This included 1.3 million visitors from New South Wales (up 75.7 per cent) and 584,000 visitors from Victoria (up 30.4 per cent). There were 2.1 million visitors from intrastate, up 5.3 per cent. Brisbane was the Gold Coast's largest intrastate source market with 1.5 million visitors, up 2.9 per cent.

Visitation in the March quarter 2023 was up 10.1 per cent, but nights down 2.3 per cent compared to the March quarter 2022. Visitors to the Gold Coast shortened their stay by 0.5 of a night on average. The growth in visitation was due to intrastate visitors (up 54.3 per cent). In the March quarter 2023 interstate visitation decreased 15.5 per cent.

### Mackay

Annual OVE reached a record \$726.8 million in Mackay, which was up 15.9 per cent on average over the past three years. This was driven by growth in both visitation (up 3.5 per cent on average over the past three years to 1.2 million) and spend per visitor (up 10.5 per cent on average to \$602 over the past three years). Both holiday (up 5.3 per cent on average over the past three years to 260,000) and visiting friends and relatives (up 8.0 per cent on average over the past three years to 234,000) travel have grown. Business visitation is steady over the three-year trend (up 0.7 per cent on average to 617,000). The region's visitation is predominantly from the intrastate market (92 per cent of trips), which grew by 4.9 per cent on average over the past three years to 1.1 million.

### Outback Queensland

Annual OVE reached a record \$865.0 billion, which was up 8.8 per cent on average over the past three years. This is due to the average spend per visitor increasing 9.9 per cent on average to \$818. However total visitation is still down slightly (down 2.2 per cent on average) at 1.1 million. This is despite holiday visitation increasing by 2.3 per cent on average over the past three years to 365,000. The decrease in total visitation reflects lower business visitation (down 9.5 per cent on average to 446,000). Before COVID-19 business visitation accounted for more than half of visitors to Outback Queensland, it currently accounts for 42 per cent of visitors. There were 847,000 intrastate visitors (down 2.3 per cent on average) and 210,000 interstate visitors (down 4.7 per cent on average).

### Southern Great Barrier Reef (SGBR)

Domestic OVE grew by 31.9 per cent over the year to a record \$1.7 billion. This reflects an increase in the number of visitors (up 17.6 per cent to 2.3 million). It also is the result of these visitors spending more on average, spend per visitor increased 12.1 per cent over the year to \$710. The increase in visitation over the year was due to the business (up 44.7 per cent to 695,000) and visiting friends and relatives markets (up 28.1 per cent to 687,000). Holiday visitation was down slightly (down 1.6 per cent) over the year to 806,000. With no restrictions to interstate travel, SGBR welcomed a record 323,000 interstate visitors (up 98.4 per cent). Intrastate visitation was also up over the year (up 10.4 per cent to 2.0 million).

Visitation in the March quarter of 2023 was up 17.1 per cent compared to the March quarter of 2022 and nights were up by 29.8 per cent. Intrastate visitation was up 8.6 per cent but interstate market numbers are not reportable due to a small sample size.

## Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total intrastate</b>	<b>17,865,000</b>	<b>7.5%</b>	<b>0.5%</b>
Brisbane	4,240,000	17.3%	-4.4%
Gold Coast	2,059,000	5.3%	1.6%
Sunshine Coast	2,966,000	-2.5%	1.2%
SQC	2,197,000	7.1%	13.0%
SGBR	2,017,000	10.4%	-0.2%
Townsville	864,000	-14.4%	-18.9%
TNQ	1,513,000	-2.0%	0.8%

	Visitors	3-yr trend
Fraser Coast	654,000	5.5%
Mackay	1,107,000	4.9%
Outback	847,000	-2.3%
Whitsundays	494,000	5.8%

## Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total interstate</b>	<b>8,099,000</b>	<b>95.4%</b>	<b>-0.4%</b>
Brisbane	3,166,000	122.5%	-11.4%
Gold Coast	2,164,000	65.3%	-0.6%
Sunshine Coast	1,159,000	73.8%	3.8%
SQC	502,000	110.5%	10.6%
SGBR	323,000	98.4%	9.4%
Townsville	280,000	97.0%	20.5%
TNQ	983,000	87.5%	37.1%

	Visitors	3-yr trend
Fraser Coast	196,000	np
Mackay	np	np
Outback	210,000	np
Whitsundays	368,000	np



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## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b>	<b>25,964,000</b>	<b>25.0%</b>	<b>0.2%</b>	<b>11,268,000</b>	<b>24.3%</b>	<b>12.6%</b>
Brisbane	7,407,000	47.0%	-7.5%	2,460,000	62.3%	7.7%
Gold Coast	4,222,000	29.3%	0.5%	2,241,000	20.5%	3.6%
Sunshine Coast	4,125,000	11.2%	1.9%	2,479,000	14.5%	12.1%
SQC <sup>7</sup>	2,699,000	17.8%	12.5%	937,000	9.8%	34.5%
SGBR <sup>8</sup>	2,339,000	17.6%	1.0%	806,000	-1.6%	9.5%
Townsville	1,144,000	-0.7%	-11.8%	444,000	1.6%	10.1%
TNQ <sup>9</sup>	2,496,000	20.7%	12.6%	1,490,000	30.1%	29.6%

	Visitors <sup>10</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	850,000	5.3%	460,000	9.9%
Mackay	1,207,000	3.5%	260,000	5.3%
Outback	1,058,000	-2.2%	365,000	2.3%
Whitsundays	862,000	12.0%	589,000	16.6%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$29,318.1m</b>	<b>64.2%</b>	<b>50.8%</b>	<b>100%</b>	<b>\$1,129</b>
Brisbane	\$6,869.3m	108.0%	30.4%	23%	\$927
Gold Coast	\$5,621.4m	79.5%	52.3%	19%	\$1,331
Sunshine Coast	\$4,411.5m	52.0%	60.7%	15%	\$1,069
SQC	\$1,284.9m	41.8%	52.9%	4%	\$476
SGBR	\$1,660.4m	31.9%	38.6%	6%	\$710
Townsville	\$1,116.5m	46.9%	41.4%	4%	\$976
TNQ	\$4,300.0m	44.4%	71.5%	15%	\$1,723

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$736.3m	27.4%	3%	\$867
Mackay	\$726.8m	15.9%	2%	\$602
Outback	\$865.0m	8.8%	3%	\$818
Whitsundays	\$1,588.7m	41.4%	5%	\$1,842

## March Quarter 2023 overnight visitors and nights, by region

	Visitors Mar QTR 2023	Visitors Mar QTR 2022	Change vs Mar QTR 2022	Nights Mar QTR 2023	Nights Mar QTR 2022	Change vs Mar QTR 2022
<b>Total Queensland</b>	<b>5,805,000</b>	<b>5,432,000</b>	<b>6.9%</b>	<b>23,110,000</b>	<b>23,617,000</b>	<b>-2.1%</b>
Brisbane	1,666,000	1,429,000	16.6%	5,344,000	4,974,000	7.4%
Sunshine Coast	1,037,000	1,127,000	-8.0%	4,010,000	4,425,000	-9.4%
SQC	494,000	538,000	-8.3%	1,539,000	1,619,000	-4.9%
Gold Coast	1,101,000	1,000,000	10.1%	4,287,000	4,387,000	-2.3%
SGBR	482,000	412,000	17.1%	1,841,000	1,418,000	29.8%
TNQ	451,000	480,000	-6.1%	2,106,000	2,648,000	-20.5%
Townsville	205,000	269,000	-23.8%	794,000	990,000	-19.8%

### Southern Queensland Country (SQC)

Domestic OVE grew by 41.8 per cent over the year to a record \$1.3 billion, which is 52.9 per cent higher than 2019. The annual growth was because of both an increase in visitation (up 17.8 per cent to 2.7 million) and average spend per visitor (up 20.4 per cent to \$476). Visitation grew across purposes including visiting friends and relatives (up 28.6 per cent to 1.1 million), business (up 15.3 per cent to 530,000) and holiday (up 9.8 per cent to 937,000). By source market, interstate visitation reached a new record of 502,000 (up 110.5 per cent). Intrastate visitation was up 7.1 per cent over the year to 2.2 million.

Visitation in the March quarter of 2023 was down 8.3 per cent and nights were down 4.9 per cent compared to the March quarter of 2022. Intrastate visitation was down 12.7 per cent compared to the March quarter of 2022. Interstate visitation results were not publishable on the quarterly basis.

### Sunshine Coast

Sunshine Coast's domestic OVE grew 52.0 per cent over the year to a record \$4.4 billion, which is 60.7 per cent higher than 2019. The growth over the year was largely due to a 36.6 per cent increase in the average spend per visitor to \$1,069. In addition, the total number of visitors grew by 11.2 per cent over the year to 4.1 million. Holiday visitation reached a record 2.5 million trips (up 14.5 per cent). Over the same time period, both business (up 20.2 per cent to 236,000) and VFR (up 9.3 per cent to 1.3 million) also grew. The interstate market drove the increase in visitation. There were 1.2 million interstate visitors which is up by 73.8 per cent over the year. This included 556,000 visitors from New South Wales (up 71.4 per cent) and 415,000 visitors from Victoria (up 70.5 per cent). Intrastate visitation was down slightly over the year (down 2.5 per cent to 3.0 million). Visitation from the Sunshine Coast's largest market, Brisbane, drove this decrease in visitation (down 3.7 per cent to 2.0 million). However, the Sunshine Coast welcomed a record 302,000 visitors from the Gold Coast (up 39.1 per cent).

In the March quarter of 2023 visitation was down 8.0 per cent compared to the March quarter 2022 and nights were down 9.4 per cent. Intrastate visitation was down 6.2 per cent and interstate visitation increased 12.7 per cent.

### Townsville

Domestic OVE grew by 46.9 per cent year on year (and up 41.4 per cent compared to 2019) to a record \$1.1 billion. This was because of an increase in both nights and the average spend per night. Visitor nights grew 9.5 per cent to 4.7 million and spend per night increased 34.1 per cent to \$238. Total visitation to Townsville was steady (down 0.7 per cent) at 1.1 million. Nights grew due to the average length of stay increasing by 0.4 nights to 4.1 nights. By purpose both holiday (up 1.6 per cent to 444,000) and business (up 9.3 per cent to 307,000) visitation increased. This was offset by a decrease in VFR (down 11.1 per cent to 307,000 visitors). Interstate visitation increased by 97.0 per cent to 280,000. On the other hand, intrastate visitation was down 14.4 per cent over the year to 864,000.

In the March quarter 2023, visitation to Townsville was down by 23.8 per cent compared to the March quarter 2022 and nights were down 19.8 per cent. Intrastate visitation was 26.3 per cent lower than the March quarter 2022. Interstate visitation was not reportable due to small sample sizes.

### Tropical North Queensland (TNQ)

Domestic visitors spent a total \$4.3 billion, up 44.4 per cent over the year. This was also well above pre-COVID-19 levels of OVE (up 71.5 per cent). Growth in OVE over the year was due to both an increase in visitation (up 20.7 per cent to 2.5 million) and spend per visitor (up 19.6 per cent to \$1,723). Holidays account for 60 per cent of visitors and this market leads domestic growth in the region. Tropical North Queensland welcomed 1.5 million holiday visitors (up 30.1 per cent). On top of this, both VFR (up 26.5 per cent to 489,000) and business visitation (up 5.5 per cent to 428,000) grew. The growth over the year was due to interstate visitation which was up 87.5 per cent to 983,000. This included a record number of visitors from New South Wales (up 82.3 per cent to 384,000). There was also very substantial growth in Victorian visitation (up 130.3 per cent to 448,000). On the other hand, intrastate visitation decreased slightly over the year (down 2.0 per cent to 1.5 million).

In the March quarter 2023, visitation was down by 6.1 per cent and nights were down 20.5 per cent lower than the March quarter 2022. Intrastate visitation decreased 4.9 per cent and interstate visitation was 8.5 per cent lower.

### Whitsundays

Whitsundays domestic OVE reached a record \$1.6 billion, up 41.4 per cent on average over the three-year trend. This mostly reflects growth in the total number of visitor nights (up 23.7 per cent on average to 4.7 million), with visitors' average length of stay up 9.1 per cent on average over the past three years. It also reflects growth in the average spend per night (up 13.5 per cent on average to \$336). Whitsundays visitation grew by 12.0 per cent on average over the past three years to 862,000. Holiday visitation accounts for 68 per cent of domestic visitors to the region and this grew by 16.6 per cent on average over the past three years to 589,000. The Whitsundays welcomed a record 368,000 interstate visitors, although the three-year trend growth rate is unpublishable due to small sample sizes in previous years. There were 494,000 intrastate visitors which is up 5.8 per cent on average over the past three years.

## Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total intrastate</b>	<b>17,865,000</b>	<b>7.5%</b>	<b>0.5%</b>
Brisbane	4,240,000	17.3%	-4.4%
Gold Coast	2,059,000	5.3%	1.6%
Sunshine Coast	2,966,000	-2.5%	1.2%
SQC	2,197,000	7.1%	13.0%
SGBR	2,017,000	10.4%	-0.2%
Townsville	864,000	-14.4%	-18.9%
TNQ	1,513,000	-2.0%	0.8%

	Visitors	3-yr trend
Fraser Coast	654,000	5.5%
Mackay	1,107,000	4.9%
Outback	847,000	-2.3%
Whitsundays	494,000	5.8%

## Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total interstate</b>	<b>8,099,000</b>	<b>95.4%</b>	<b>-0.4%</b>
Brisbane	3,166,000	122.5%	-11.4%
Gold Coast	2,164,000	65.3%	-0.6%
Sunshine Coast	1,159,000	73.8%	3.8%
SQC	502,000	110.5%	10.6%
SGBR	323,000	98.4%	9.4%
Townsville	280,000	97.0%	20.5%
TNQ	983,000	87.5%	37.1%

	Visitors	3-yr trend
Fraser Coast	196,000	np
Mackay	np	np
Outback	210,000	np
Whitsundays	368,000	np



TUGUN, GOLD COAST

# Domestic Tourism Snapshot



Year ending March 2023

## State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$108,103.6m</b>	<b>70.7%</b>	<b>34.0%</b>	<b>100%</b>	<b>\$966</b>
Queensland	\$29,318.1m	64.2%	50.8%	27%	\$1,129
New South Wales	\$29,847.1m	78.5%	26.1%	28%	\$828
Victoria	\$22,252.4m	109.3%	31.1%	21%	\$808
Other States	\$26,683.4m	47.3%	29.5%	25%	\$1,026

## State visitation comparison

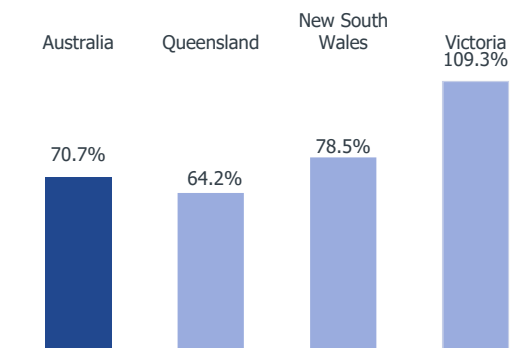
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Australia</b>	<b>111,918,000</b>	<b>36.3%</b>	<b>-4.7%</b>	<b>3.7</b>	<b>-0.2</b>
Queensland	25,964,000	25.0%	0.2%	4.0	0.0
New South Wales	36,052,000	48.0%	-7.5%	3.2	-0.3
Victoria	27,545,000	51.7%	-7.4%	3.0	-0.1
Other States	26,019,000	24.5%	-2.8%	4.1	-0.2

<b>Total holiday</b>	<b>48,955,000</b>	<b>32.4%</b>	<b>5.9%</b>	<b>3.8</b>	<b>-0.2</b>
Queensland	11,268,000	24.3%	12.6%	4.5	-0.1
New South Wales	15,546,000	49.1%	5.1%	3.3	-0.4
Victoria	13,120,000	53.1%	5.4%	3.0	-0.1
Other States	10,856,000	11.6%	2.8%	4.3	0.0

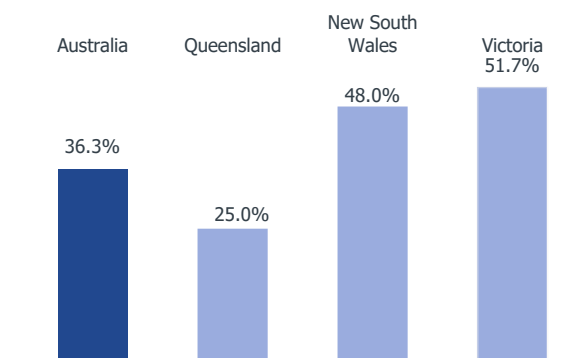
<b>Total VFR</b>	<b>36,644,000</b>	<b>35.9%</b>	<b>-8.3%</b>	<b>3.3</b>	<b>-0.1</b>
Queensland	8,423,000	26.0%	-5.8%	3.6	0.1
New South Wales	12,237,000	41.4%	-13.0%	3.1	-0.2
Victoria	9,248,000	43.5%	-10.1%	2.8	-0.1
Other States	7,390,000	33.0%	0.6%	3.5	-0.1

<b>Total Business</b>	<b>22,554,000</b>	<b>53.9%</b>	<b>-16.6%</b>	<b>3.6</b>	<b>-0.5</b>
Queensland	5,309,000	32.5%	-13.4%	3.6	-0.4
New South Wales	6,738,000	63.8%	-19.2%	2.9	-0.3
Victoria	4,331,000	87.5%	-25.5%	2.9	0.0
Other States	6,635,000	43.5%	-11.9%	4.5	-0.8

Annual change in visitor expenditure by state  
Year ending March 2023



Annual change in visitation by state,  
Year ending March 2023



Data Source:

The information included in this report refers to overnight visitor data extracted from the National Visitor Survey (NVS), managed by Tourism Research Australia (TRA) a federally-funded body based in Canberra. Approximately 120,000 Australian residents aged 15+ are surveyed annually using a telephone interview. The statistics included in this report depict rolling annual data and are updated each quarter. The use of rolling annual data removes seasonality from the data allowing the measurement of real growth and decline.

For this publication, data has been adjusted to conform to Tourism and Events Queensland's (TEQ) tourism region definitions.

In 2019, TRA transitioned to 100 per cent mobile phone interviewing, after previously doing 50 per cent of the sample from landlines. 97 per cent of the Australian population aged 15 years or more owning a mobile phone. This change will improve the accuracy of national, state and territory estimates.

Please visit [tra.gov.au](http://tra.gov.au) for more information on the methodology, back-casting process and impact on results.

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Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior.
2. Avg stay = Average length of stay.
3. Total includes visitors classified as 'Other' purpose. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
4. VFR = Visiting friends or relatives.
5. Expenditure including airfares and long distance transport costs.
6. Expenditure excluding airfares and long distance transport costs.
7. SQC = Southern Queensland Country. Region is inclusive of the Toowoomba, South Burnett, Southern Downs and Western Downs regions.
8. SGBR = Southern Great Barrier Reef. Region is inclusive of Capricorn, Gladstone and Bundaberg.
9. TNQ = Tropical North Queensland.
10. Trend change refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

n/p = Not publishable

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