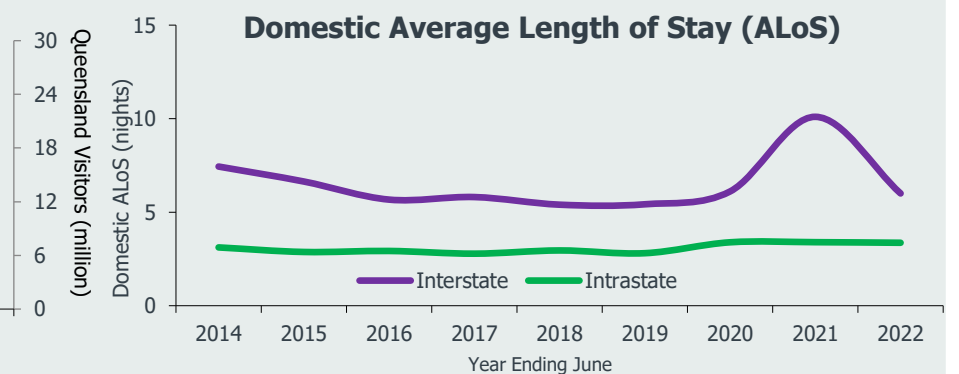
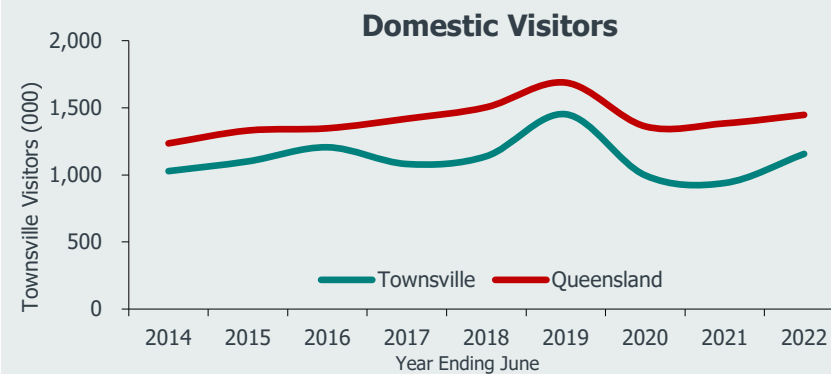


Year Ending June 2022



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	1,156,000	447,000	309,000	299,000	\$830.0m
Annual % change ¹	▲ 23.1%	▲ 14.2%	▲ 12.7%	▲ 38.7%	▲ 22.4%
3-yr trend % change ²	▼ -8.7%	▲ 1.8%	▼ -13.6%	▼ -16.7%	▼ -1.7%
Change vs Dec 2019	▼ -10.9%	▲ 10.8%	▼ -22.0%	▼ -20.4%	▲ 5.1%
TOTAL OVERNIGHT	1,175,000	462,000	311,000	300,000	\$849.4m
Annual % change	▲ 24.9%	▲ 18.1%	▲ 13.2%	▲ 38.7%	▲ 25.1%
3-yr trend % change	▼ -11.3%	▼ -5.5%	▼ -14.7%	▼ -16.9%	▼ -4.0%
Change vs Dec 2019	▼ -17.5%	▼ -8.9%	▼ -24.4%	▼ -21.0%	▼ -4.1%



Total Overnight Visitors (Domestic and International)

• The year ending June 2022 (i.e. 1 July 2021 – 30 June 2022) includes a full two quarters where Queensland's borders were open to all interstate travellers after borders were reopened to Victoria and New South Wales on 13 December 2022. For most of the September and December quarter 2021 borders were closed to Queensland's largest domestic markets (Victoria and New South Wales) and some Queensland regions experienced lockdowns. With the international borders closed until January 2022, the domestic market accounted for 98 per cent of visitors and overnight visitor expenditure (OVE) to Townsville.

• In the year ending June 2022, 1.2 million visitors travelled to Townsville which was 17.5 per cent lower compared to the pre-COVID-19 year ending December 2019. On the back of this, total OVE declined by 4.1 per cent to \$849.4 million.

• In the **June quarter 2022**, visitation was lower by 7.1 per cent compared to the pre-COVID-19 June quarter 2019, but visitor nights were up by 25.0 per cent. After state borders reopened, there also appeared to have been some leakage from the domestic intrastate market, detailed below.

Domestic Visitors

Domestic - change against Year Ending December 2019

• In the year ending June 2022, domestic visitor numbers declined by 10.9 per cent to 1.2 million. However, OVE held up better (up 5.1 per cent to \$830.0 million), due to an increase in spend per night (up 15.2 per cent to \$190).

• With the decline in visitation, the number of visitor nights was 8.8 per cent lower to 4.4 million. However, the average length of stay was higher by 0.1 to 3.8 nights.

• Increases in domestic visitor numbers were driven by the holiday market (up 10.8 per cent to 447,000). However, this was offset by declines in visiting friends and family (VFR) (down 22.0 percent to 309,000) and business (down 20.4 per cent to 299,000) travellers.

• While total intrastate visitation was lower compared to 2019 (down 8.4 per cent to 976,000), intrastate holiday visitors increased by 23.3 per cent to 370,000. Brisbane visitors also grew by 13.3 per cent to 208,000. However, over the same period, there were declines in intraregional visitors (down 26.3 per cent to 289,000) and from Tropical North Queensland (down 16.2 per cent to 159,000).

• Reflecting the border closures in the first half of the year ending June 2022, interstate visitation was significantly lower (down 22.3 per cent compared to 2019 to 181,000).

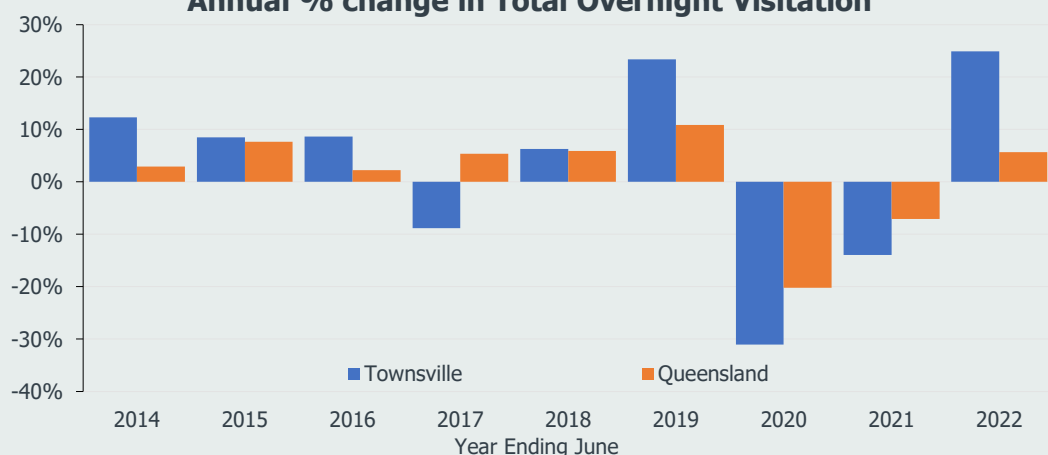
Domestic - change against year ending June 2021

• Compared to the year ending June 2021, domestic OVE increased 22.4 per cent, visitation was up 23.1 per cent and visitor nights were 11.7 per cent higher.

Domestic - quarterly change compared to June quarter 2019

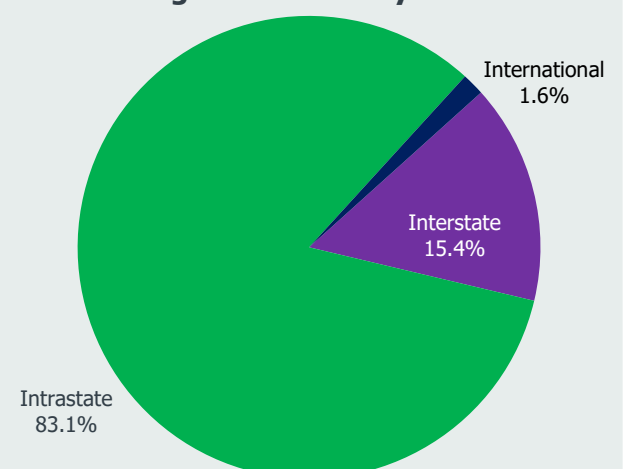
• In the **June quarter 2022**, visitor numbers remained lower by 4.8 per cent, but visitor nights were up 22.7 per cent when compared to same period 2019. With interstate borders reopened there were signs of leakage from the intrastate market. As a result, the intrastate market performance was lower this quarter than earlier in the year (down 13.0 per cent). However, visitors stayed longer with intrastate nights 31.7 per cent higher.

Annual % change in Total Overnight Visitation



*Shows change compared to the immediately prior year

Overnight visitation by market



Townsville North Queensland Regional Snapshot

Year Ending June 2022

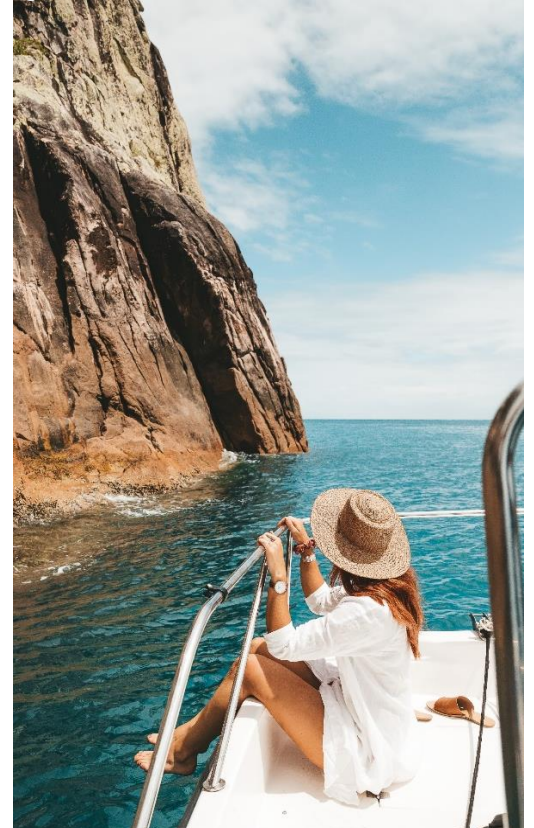
Domestic overnight visitors to Townsville

	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019	Length of Stay	Year # Chg	Change vs YE Dec 2019
Holiday	447,000	14.2%	10.8%	1,316,000	-6.8%	4.8%	2.9	-0.7	-0.2
VFR	309,000	12.7%	-22.0%	1,427,000	6.7%	1.1%	4.6	-0.3	1.1
Business	299,000	38.7%	-20.4%	1,366,000	39.3%	18.2%	4.6	0.0	1.5
Domestic³	1,156,000	23.1%	-10.9%	4,366,000	11.7%	-8.8%	3.8	-0.4	0.1
Intrastate									
Holiday	370,000	6.4%	23.3%	912,000	-22.0%	32.1%	2.5	-0.9	0.2
VFR	259,000	14.4%	-19.6%	939,000	34.4%	-2.1%	3.6	0.5	0.7
Business	259,000	28.4%	-20.2%	1,205,000	50.8%	40.4%	4.6	0.7	2.0
Intrastate	976,000	17.2%	-8.4%	3,281,000	16.1%	-2.3%	3.4	0.0	0.2
Interstate									
Holiday	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
VFR	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	181,000	68.7%	-22.3%	1,084,000	0.3%	-24.0%	6.0	-4.1	-0.1

June quarterly Data

	Townsville	Queensland
Overnight Visitors	328,000	6,763,000
Change over the year	1.4%	16.1%
Change vs 2019	-4.8%	3.4%
Nights	1,357,000	25,691,000
Change over the year	5.9%	16.8%
Change vs 2019	22.7%	5.5%

HINCHINBROOK ISLAND NATIONAL PARK, TOWNSVILLE NORTH QUEENSLAND



Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Change vs YE Dec 2019	Expenditure (\$) million	Year % Chg	Change vs YE Dec 2019
Townsville North Queensland	1,332,000	4.1%	-14.5%	\$191.2m	25.9%	-19.1%
Queensland	37,732,000	-9.5%	-28.6%	\$4,895.7m	8.8%	-16.1%
Australia	160,896,000	-7.4%	-35.2%	\$20,446.3m	7.9%	-22.4%

State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	21,709,000	4.6%	-16.2%	88,670,000	7.0%	-13.9%
NSW	24,887,000	-17.5%	-36.1%	85,357,000	-17.5%	-30.4%
Victoria	19,861,000	19.6%	-33.2%	61,350,000	13.8%	-26.5%
Australia	85,828,000	-1.8%	-26.9%	327,173,000	-1.9%	-21.7%

Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	9,393,000	4.7%	-6.2%	41,897,000	10.4%	-3.4%
NSW	10,501,000	-21.5%	-29.0%	37,601,000	-20.2%	-25.8%
Victoria	9,681,000	26.0%	-22.3%	30,816,000	22.0%	-14.0%
Australia	38,480,000	-2.7%	-16.8%	151,770,000	0.3%	-12.3%

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For tourism region definitions, [click here](#)



MAGNETIC ISLAND, TOWNSVILLE NORTH QUEENSLAND

Regional Comparison

Year Ending June 2022

Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Change vs 2019	Nights	Year % Chg	Change vs 2019	Length of stay	Nights change	Change vs 2019	% Proportion of Travel Purpose			% Share of Total Visitors
										Holiday %	VFR %	Business %	
Brisbane	5,839,000	3.8%	-28.6%	18,213,000	9.2%	-23.1%	3.1	0.2	0.2	31%	42%	19%	27%
Gold Coast	3,196,000	0.5%	-23.9%	11,777,000	3.5%	-28.9%	3.7	0.1	-0.3	55%	31%	10%	15%
TNQ	2,061,000	6.9%	-7.0%	11,452,000	21.8%	2.4%	5.6	0.7	0.5	57%	19%	18%	9%
Sunshine Coast	3,870,000	2.7%	-4.4%	13,527,000	1.0%	-7.0%	3.5	-0.1	-0.1	59%	31%	6%	18%
SGBR	2,065,000	-1.6%	-10.8%	7,394,000	-6.3%	-18.3%	3.6	-0.2	-0.3	39%	28%	25%	10%
SQC	2,299,000	10.7%	3.1%	6,210,000	0.6%	5.3%	2.7	-0.3	0.1	34%	40%	20%	11%
Townsville North Queensland	1,156,000	23.1%	-10.9%	4,366,000	11.7%	-8.8%	3.8	-0.4	0.1	39%	27%	26%	5%
Outback Queensland *	796,000	-10.6%	-30.9%	3,990,000	-13.2%	-34.6%	5.0	n/p	-0.3	37%	18%	39%	4%
Whitsundays*	811,000	8.8%	28.5%	3,747,000	9.1%	34.4%	4.6	n/p	0.2	73%	n/p	n/p	4%
Fraser Coast*	762,000	0.6%	-0.7%	2,979,000	1.8%	-2.8%	3.9	n/p	-0.1	48%	35%	n/p	4%
Mackay*	1,189,000	3.0%	11.8%	4,797,000	3.6%	9.5%	4.0	n/p	-0.1	20%	13%	57%	5%
Total Queensland	21,709,000	4.6%	-16.2%	88,670,000	7.0%	-13.9%	4.1	0.1	0.1	43%	33%	20%	100%

* Three-year trend change %²

Notes/Sources:

TNQ= Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

In 2012, the Australian Bureau of Statistics (ABS) changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), which represent one level of the ASGS, replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor Surveys (NVS & IVS) conducted by Tourism Research Australia (TRA). These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

Tourism Research Australia has transitioned NVS sampling to 100 per cent mobile phone interview (from 50 per cent mobile phone/50 per cent landline) to reflect current phone usage trends. The change in methodology has seen a break in series so please use caution when comparing 2019 to previous year's results.

2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

"n/p" indicates the data has not been published.

Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.
2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior. Trend change has been used to analyse changes for regions with small sample sizes.
3. This figure includes "Other" visitors.

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