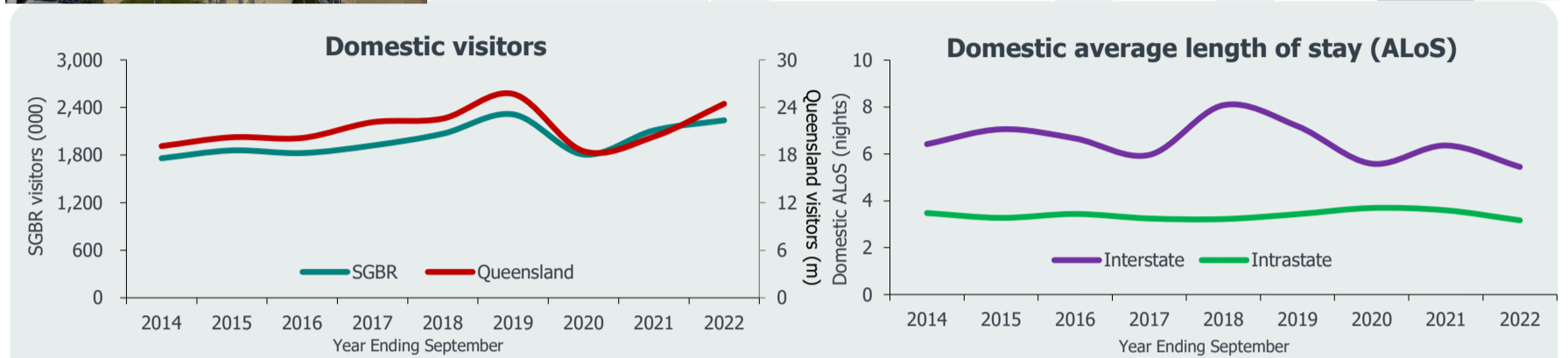


Year Ending September 2022

YEPPON, CAPRICORN	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	2,238,000	838,000	594,000	618,000	\$1,486.1m
Annual % change ¹	▲ 6.0%	▼ -1.2%	● -0.2%	▲ 19.2%	▲ 16.2%
3-yr trend % change ²	▼ -1.2%	▲ 6.2%	▼ -6.2%	▼ -6.6%	▲ 10.1%
Change vs Dec 2019	▼ -3.4%	▲ 13.9%	▼ -14.3%	▼ -17.5%	▲ 24.1%



Total Overnight Visitors (Domestic and International)

International nights and spend for the COVID-19 impacted periods from June quarter 2020 to June quarter 2022 are imputed based on characteristics from historical donor records. In the September quarter 2022 imputation was still being used alongside some interviews. Nights and spend may not be representative of changing travel behaviour during the lockdown periods and since borders reopened. Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia for more information.

TRA has recommended that data not be presented at the regional level until IVS interviews are fully reintroduced. TRA is intending to report YE December 2022 IVS results in full swing.

Domestic Visitors

The year ending September 2022 (i.e. 1 October 2021 – 30 September 2022) National Visitor Survey (NVS) data captures three 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.

Domestic - change against Year Ending December 2019

- Southern Great Barrier Reef (SGBR) domestic Overnight Visitor Expenditure (OVE) grew by 24.1 per cent to a record \$1.5 billion compared to the year ending December 2019. This was primarily the result of increased average spend per visitor (up 28.4 per cent to \$664) which offset some of the declines in overall visitor numbers.

- Domestic visitor numbers were 3.4 per cent lower at 2.2 million compared to 2019. Total nights were down 16 per cent to 7.6 million.

- The region did experience growth in the holiday market with visitor numbers up 13.9 per cent to 838,000. Corresponding holiday nights were higher by 8.8 per cent to 3.3 million. Business visitors (down 17.5 per cent to 618,000) and Visiting Friends and Relatives (VFR) (down 14.3 per cent to 594,000) were lower compared to 2019.

- As a result of the border closures for most of the December 2021 quarter, the region experienced declines in the interstate market, which was down by 23.2 per cent to 227,000 compared to 2019. Intrastate visitors held up well, being steady (down 0.5 per cent) at 2 million visitors. Brisbane visitors were steady (up 2.2 per cent to 645,000), though intra-regional visitors declined by 13.9 per cent to 567,000 visitors.

Domestic - change against year ending September 2021

- Compared to the year ending September 2021, domestic OVE was up 16.2 per cent. Total visitor numbers were 6.0 per cent higher, but nights were down 6.1 per cent.

- The business market has increased over the year (up 19.2 per cent). In comparison, holiday (down 1.2%) and VFR (down 0.2%) are slightly down or steady compared to the previous year.

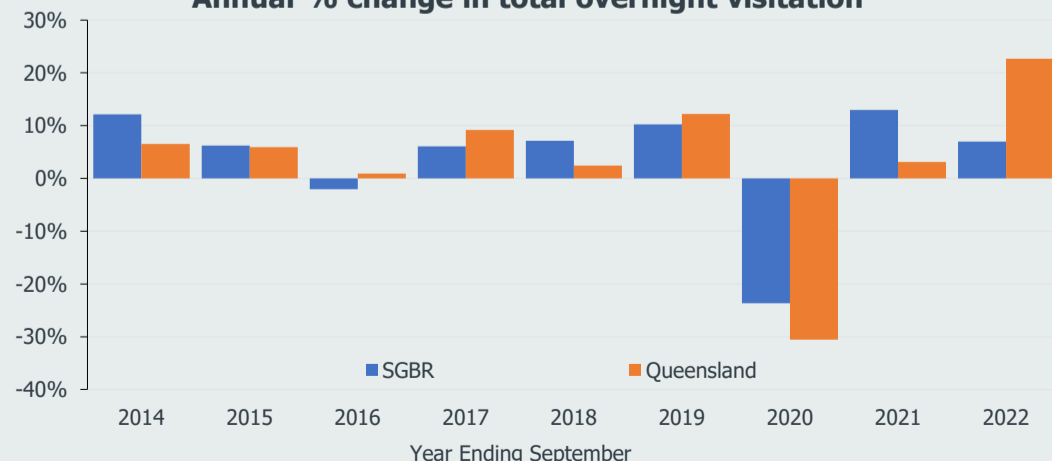
Domestic - quarterly change compared to September quarter 2019

- Visitation in the **September quarter 2022** was up 20.2 per cent to 724,000 domestic visitors. However, total nights were lower by 5.1 per cent to 2.7 million nights. This reflects that the average length of stay decreased by 1.0 nights to 3.7 nights

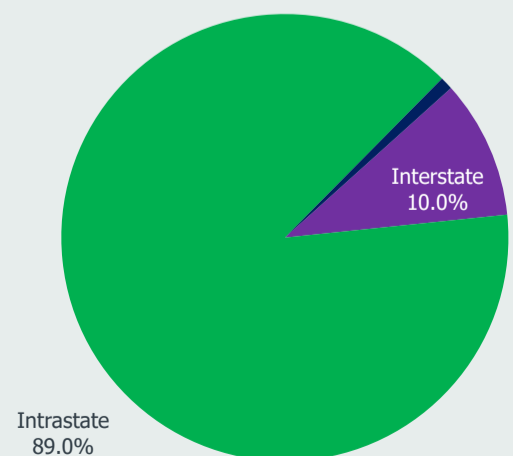
- The increase in visitation occurred in both holiday (up 31.5 per cent) and business (up 43.6 per cent). VFR visitation was not reportable.

- The region experienced growth in intrastate visitors, up 26.2 per cent to 682,000, and nights were up 9.4 per cent to 2 million nights, compared to the same quarter 2019. Interstate market numbers are not reportable due to a small sample size.

Annual % change in total overnight visitation*



Overnight visitation by market



*Shows change compared to the immediately prior year

Year Ending September 2022

Domestic overnight visitors to SGBR									
	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	838,000	-1.2%	13.9%	3,196,000	-10.4%	8.8%	3.8	-0.4	-0.2
VFR	594,000	-0.2%	-14.3%	1,951,000	-3.9%	-30.0%	3.3	-0.1	-0.7
Business	618,000	19.2%	-17.5%	2,028,000	1.9%	-32.0%	3.3	-0.6	-0.7
Domestic³	2,238,000	6.0%	-3.4%	7,603,000	-6.1%	-16.0%	3.4	-0.4	-0.5
Intrastate									
Holiday	731,000	-6.4%	22.3%	2,551,000	-17.5%	25.2%	3.5	-0.5	0.1
VFR	516,000	-0.7%	-15.1%	1,531,000	-2.0%	-21.4%	3.0	0.0	-0.2
Business	588,000	19.9%	-14.9%	1,886,000	3.2%	-28.4%	3.2	-0.5	-0.6
Intrastate	2,012,000	4.5%	-0.5%	6,369,000	-7.9%	-7.7%	3.2	-0.4	-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	227,000	22.3%	-23.2%	1,234,000	4.8%	-42.6%	5.4	-0.9	-1.8

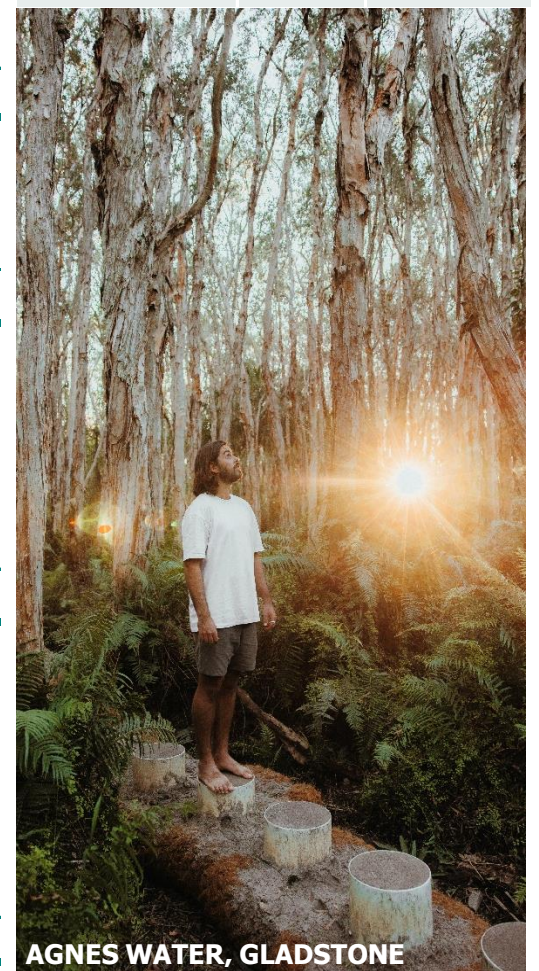
September quarterly data		
	SGBR	Queensland
Overnight visitors	724,000	6,996,000
Change over the year	31.3%	65.0%
Change vs 2019	20.2%	5.8%
Nights	2,665,000	31,455,000
Change over the year	8.5%	65.8%
Change vs 2019	-5.1%	9.6%

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
SGBR	2,233,000	-21.6%	-23.4%	\$502.1m	11.6%	4.6%
Queensland	41,074,000	2.6%	-22.3%	\$5,528.6m	21.3%	-5.2%
Australia	187,061,000	13.4%	-24.7%	\$25,122.2m	37.6%	-4.6%

State comparison - domestic overnight

All visitors	Visitors	Year % chg	Change vs YE Dec 2019	Nights	Year % chg	Change vs YE Dec 2019
Queensland	24,465,000	20.4%	-5.6%	101,158,000	22.4%	-1.7%
NSW	32,265,000	25.3%	-17.2%	105,457,000	15.2%	-14.0%
Victoria	24,227,000	39.8%	-18.6%	71,436,000	27.3%	-14.5%
Australia	101,618,000	22.9%	-13.5%	376,861,000	16.0%	-9.8%
Holiday visitors	Visitors	Year % chg	Change vs YE Dec 2019	Nights	Year % chg	Change vs YE Dec 2019
Queensland	10,710,000	22.7%	7.0%	48,640,000	24.4%	12.1%
NSW	13,829,000	22.5%	-6.5%	47,879,000	17.5%	-5.5%
Victoria	11,796,000	44.0%	-5.3%	35,754,000	32.3%	-0.3%
Australia	45,289,000	20.9%	-2.0%	175,785,000	17.7%	1.6%



AGNES WATER, GLADSTONE

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



CANIA GORGE NATIONAL PARK, BUNDABERG

Regional Comparison

Year Ending September 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	6,938,000	27.5%	-15.2%	22,620,000	42.4%	-4.5%	3.3	0.3	0.4	32%	42%	19%	28%
Gold Coast	3,733,000	21.7%	-11.2%	13,689,000	23.4%	-17.3%	3.7	0.1	-0.3	56%	29%	12%	15%
TNQ	2,398,000	23.7%	8.1%	13,536,000	32.3%	21.0%	5.6	0.4	0.6	58%	20%	16%	10%
Sunshine Coast	4,079,000	13.3%	0.8%	14,486,000	12.0%	-0.4%	3.6	0.0	0.0	60%	31%	6%	17%
SGBR	2,238,000	6.0%	-3.4%	7,603,000	-6.1%	-16.0%	3.4	-0.4	-0.5	37%	27%	28%	9%
SQC	2,493,000	20.6%	11.8%	6,423,000	3.8%	8.9%	2.6	-0.4	-0.1	34%	41%	18%	10%
Townsville North Queensland	1,246,000	19.9%	-4.0%	4,824,000	12.8%	0.8%	3.9	-0.2	0.2	39%	26%	26%	5%
Outback Queensland*	910,000	-7.9%	-21.0%	4,619,000	-8.8%	-24.3%	5.1	n/p	-0.2	39%	20%	34%	4%
Whitsundays*	923,000	14.8%	46.3%	4,837,000	22.3%	73.5%	5.2	n/p	0.8	69%	n/p	n/p	4%
Fraser Coast*	869,000	3.1%	13.3%	3,269,000	0.3%	6.6%	3.8	n/p	-0.2	53%	34%	n/p	4%
Mackay*	1,234,000	4.5%	16.1%	4,858,000	4.0%	10.9%	3.9	n/p	-0.2	22%	15%	54%	5%
Total Queensland	24,465,000	20.4%	-5.6%	101,158,000	22.4%	-1.7%	4.1	0.1	0.2	44%	33%	19%	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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