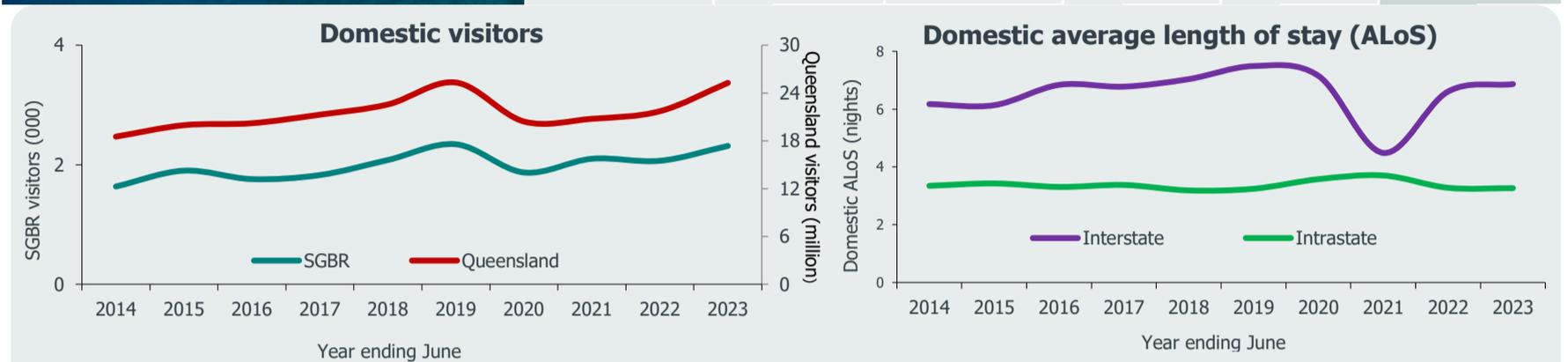


Year ending June 2023

SOUTHERN GREAT BARRIER REEF, GLADSTONE		Visitors	Holiday	VFR	Business	Expenditure (\$m)
	Domestic overnight	2,314,000	816,000	640,000	719,000	\$1,653.6m
	Annual % change ¹	▲ 12.0%	▲ 2.0%	▲ 11.2%	▲ 37.4%	▲ 20.5%
	3-yr trend % change ²	▲ 7.4%	▲ 10.6%	▲ 5.7%	▲ 6.3%	▲ 20.1%
	Change vs Dec 2019	● -0.1%	▲ 11.0%	▼ -7.6%	▼ -4.0%	▲ 38.1%



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 and December 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. A full sample of interviews was conducted in the March and June quarter 2023. Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia (TRA) for more information.

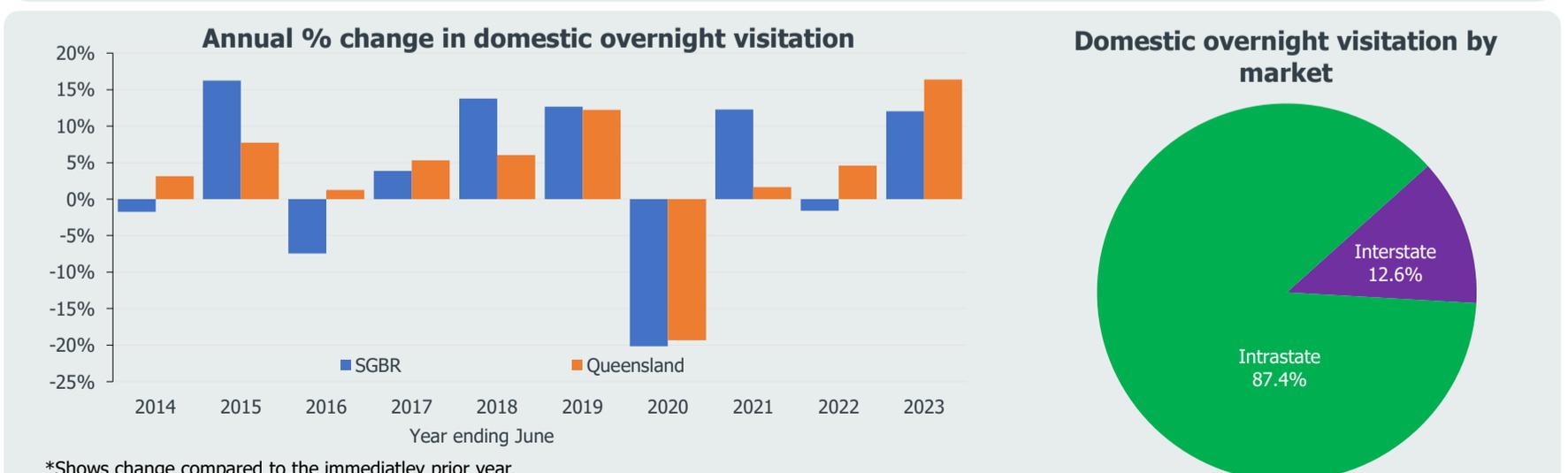
TRA has recommended that annual data not be presented at the regional level until IVS interviews are fully reintroduced. Given six months of IVS data is now available at the regional level topline information for January – June 2023 is summarised below.

Domestic visitors (year ending June 2023)

- Southern Great Barrier Reef (SGBR) domestic overnight visitor expenditure (OVE) grew by 20.5 per cent to \$1.7 billion over the year. Total OVE was 38.1 per cent higher than the pre-COVID-19 period. The growth over the year was largely due to a 12.0 per cent increase in visitation to 2.3 million. On top of this, spend per night increased 3.6 per cent to \$192 per night over the year. Total nights grew by 16.3 per cent to 8.6 million.
- The growth in visitation was driven by business visitors (up 37.4 per cent to 719,000). However, those visiting friends and relatives (VFR, up 11.2 per cent to 640,000) and on holidays (up 2.0 per cent to 816,000) also increased over the year.
- Intrastate visitation accounts for 87 per cent of visitors to the region. Total intrastate trips were 7.7 per cent higher over the year to 2.0 million. There were 291,000 interstate visitors, which was a 55.1 per cent increase over the year.

International visitors (January to June 2023)

- In the first six months of 2023 SGBR welcomed 45,000 international visitors, which was 29.8 per cent lower compared to the same period in 2019. The majority of international visitors came for holidays (31,000, down 36.0 per cent).
- Visitation from the United Kingdom was above pre-COVID-19 levels (11,000, up 6.2 per cent). However, Europe, the region's other major source market, was 42.6 per cent lower at 15,000 visitors.



*Shows change compared to the immediately prior year

Southern Great Barrier Reef Regional

Year ending June 2023

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	816,000	2.0%	11.0%	3,464,000	8.8%	18.0%	4.2	0.3	0.3
VFR	640,000	11.2%	-7.6%	2,524,000	33.4%	-9.4%	3.9	0.7	-0.1
Business	719,000	37.4%	-4.0%	2,194,000	16.1%	-26.4%	3.1	-0.6	-0.9
Domestic³	2,314,000	12.0%	-0.1%	8,600,000	16.3%	-5.0%	3.7	0.1	-0.2
Intrastate									
Holiday	683,000	-5.0%	14.4%	2,507,000	-4.2%	23.1%	3.7	0.0	0.3
VFR	518,000	2.2%	-14.7%	1,657,000	13.1%	-14.9%	3.2	0.3	0.0
Business	674,000	36.7%	-2.4%	2,030,000	19.7%	-23.0%	3.0	-0.4	-0.8
Intrastate	2,023,000	7.7%	0.1%	6,602,000	7.3%	-4.3%	3.3	0.0	-0.1
Interstate									
Holiday	133,000	n/p	-3.8%	956,000	n/p	6.4%	7.2	n/p	0.7
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	291,000	55.1%	-1.4%	1,998,000	61.1%	-7.1%	6.9	0.3	-0.4

Key domestic source markets to Southern Great Barrier Reef

All visitors	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
Brisbane	560,000	-11.5%	-9.5%	2,265,000	-12.7%	-9.4%	4.0	-0.1	0.0
Regional Qld	1,463,000	17.5%	4.3%	4,338,000	21.8%	-1.4%	3.0	0.1	-0.2
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p

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	2,425,000	8.1%	-16.8%	\$542.6m	-1.3%	13.1%
Queensland	45,787,000	21.3%	-13.4%	\$7,112.1m	45.3%	21.9%
Australia	219,451,000	36.4%	-11.6%	\$32,689.2m	59.9%	24.1%

State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,268,000	16.4%	-2.5%	101,441,000	14.4%	-1.5%
NSW	36,183,000	45.4%	-7.1%	114,881,000	34.6%	-6.3%
Victoria	27,820,000	40.1%	-6.5%	81,854,000	33.4%	-2.0%
Australia	111,393,000	29.8%	-5.2%	404,663,000	23.7%	-3.2%
Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	10,816,000	15.2%	8.1%	47,564,000	13.5%	9.6%
NSW	15,541,000	48.0%	5.0%	52,106,000	38.6%	2.9%
Victoria	12,916,000	33.4%	3.7%	38,885,000	26.2%	8.5%
Australia	48,022,000	24.8%	3.9%	183,057,000	20.6%	5.8%



International Visitation - Six Months to June 2023

	Visitors	Change vs 2019
SGBR	45,000	-29.8%
Holiday	31,000	-36.0%
VFR	7,000	-20.8%
Business	np	np
Education	np	np
Queensland	862,000	-33.2%
Holiday	240,000	-37.8%
VFR	178,000	-0.5%
Business	41,000	-18.3%
Education	13,000	-35.9%



To stay up to date with the latest research updates, sign up to TEQ's industry newsletter, Eye on Q.

For tourism region definitions, click here

Regional Comparison



Year ending June 2023

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	7,211,000	28.2%	-10.0%	22,380,000	27.4%	-3.6%	3.1	0.0	0.2	33%	39%	22%	29%
Gold Coast	4,321,000	35.2%	2.8%	15,436,000	31.1%	-6.8%	3.6	-0.1	-0.4	53%	32%	14%	17%
Tropical North Queensland	2,541,000	23.3%	14.6%	12,908,000	12.7%	15.4%	5.1	-0.5	0.0	56%	19%	21%	10%
Sunshine Coast	3,884,000	0.4%	-4.0%	14,197,000	5.0%	-2.4%	3.7	0.2	0.1	60%	31%	6%	15%
Southern Great Barrier Reef	2,314,000	12.0%	-0.1%	8,600,000	16.3%	-5.0%	3.7	0.1	-0.2	35%	28%	31%	9%
Southern Queensland Country	2,504,000	-0.5%	4.4%	7,236,000	5.4%	13.6%	2.9	0.2	0.2	36%	38%	19%	10%
Townsville North Queensland	1,076,000	-6.9%	-17.1%	4,163,000	-4.6%	-13.0%	3.9	0.1	0.2	38%	29%	22%	4%
Outback Queensland *	1,103,000	6.4%	-4.2%	4,811,000	2.7%	-21.2%	4.4	n/p	-0.9	32%	19%	44%	4%
Whitsundays *	765,000	11.7%	21.2%	4,180,000	19.5%	49.9%	5.5	n/p	1.0	66%	19%	n/p	3%
Fraser Coast *	765,000	6.7%	-0.2%	2,864,000	1.1%	-6.6%	3.7	n/p	-0.3	51%	32%	n/p	3%
Mackay*	1,113,000	2.2%	4.6%	3,976,000	-2.4%	-9.3%	3.6	n/p	-0.5	21%	20%	51%	4%
Total Queensland	25,268,000	16.4%	-2.5%	101,441,000	14.4%	-1.5%	4.0	-0.1	0.0	43%	32%	21%	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.

Disclaimer:

By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.