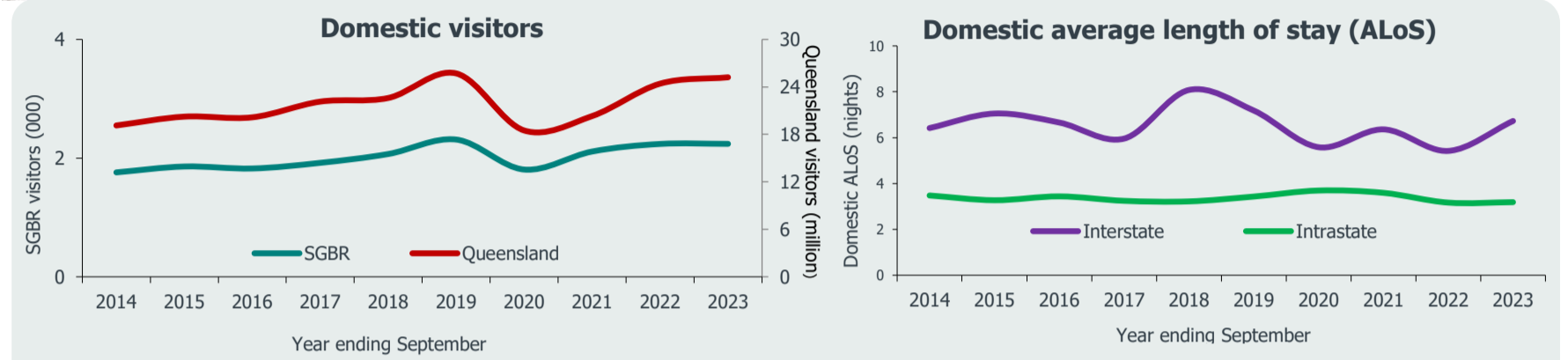


Year ending September 2023



MON REPOS CONSERVATION PARK, BUNDABERG

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	2,240,000	842,000	652,000	604,000	\$1,650.3m
Annual % change ¹	0.1%	0.3%	9.5%	-2.2%	11.0%
3-yr trend % change ²	7.0%	11.7%	7.8%	3.0%	19.9%
Change vs Dec 2019	-3.3%	14.5%	-6.0%	-19.4%	37.8%



Total overnight visitors (domestic and international)

Tourism Research Australia (TRA) has recommended that annual data not be presented at the regional level until International Visitor Survey (IVS) interviews are fully reintroduced following the COVID-19 impacted period. Given three quarters of IVS data is now available at the regional level topline information for January – September 2023 is summarised below. Annual data will be available in the next release, for the year ending December 2023.

Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia (TRA) for more information.

Domestic visitors (year ending September 2023)

- Domestic overnight visitor expenditure continued to grow over the year (up 11.0 per cent to \$1.7 billion) in large part reflecting an increase in the number of visitor nights (up 6.8 per cent to 8.1 million) in the region. The increase in night reflects that visitors are staying longer on average (up 0.2 nights to 3.6 nights). On top of this the average spend per night (up 4.0 per cent to \$203) increased as well. Visitation was steady over the year (up 0.1 per cent to 2.2 million).
- There was an increase in visiting friends and relatives travel to the region (up 9.5 per cent to 652,000), which was offset by a decrease in business visitation (down 2.2 per cent to 604,000). Holiday visitation was steady over the year (up 0.3 per cent to 842,000) and remains the most popular reason to visit the region.
- Intrastate visitation decreased slightly over the year (down 2.4 per cent to 2.0 million). This was largely due to a decrease in visitation from Brisbane (down 21.6 per cent to 503,000), which outweighed an increase in intraregional travel (up 14.3 per cent to 649,000). The decrease in intrastate visitation was offset by an increase interstate visitation (up 21.6 per cent to 277,000), which continued to grow strongly due to remaining pent up demand, particularly earlier in the year ending September 2023.

International visitors (January to September 2023)

- International visitation still had a fair way to go to return to pre-COVID-19 levels (68,000 visitors, down 32.6 per cent).
- International visitation to visit friends and relatives (12,000, down 18.6 per cent) was closer to pre-COVID-19 levels than holiday visitation (down 42.1 per cent).
- Of the largest source market, visitation from the United Kingdom (13,000, down 18.7 per cent) and New Zealand (11,000, down 18.4 per cent) were recovering the fastest. Europe (excl. the UK) is the other large source of market for the region (23,000, down 43.9 per cent), but it is recovering slower than average in the region.



*Shows change compared to the immediately prior year

Southern Great Barrier Reef Regional

Year ending September 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	842,000	0.3%	14.5%	3,272,000	2.4%	11.4%	3.9	0.1	-0.1
VFR	652,000	9.5%	-6.0%	2,372,000	21.2%	-14.9%	3.6	0.3	-0.4
Business	604,000	-2.2%	-19.4%	1,923,000	-5.0%	-35.5%	3.2	-0.1	-0.8
Domestic³	2,240,000	0.1%	-3.3%	8,120,000	6.8%	-10.3%	3.6	0.2	-0.3
Intrastate									
Holiday	710,000	-2.9%	18.7%	2,407,000	-5.6%	18.1%	3.4	-0.1	0.0
VFR	538,000	4.2%	-11.4%	1,563,000	1.7%	-19.7%	2.9	-0.1	-0.3
Business	565,000	-3.8%	-18.2%	1,764,000	-6.3%	-33.1%	3.1	-0.1	-0.7
Intrastate	1,963,000	-2.4%	-2.9%	6,253,000	-1.8%	-9.4%	3.2	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	277,000	21.6%	-5.9%	1,866,000	50.9%	-13.2%	6.7	1.3	-0.6

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	503,000	-21.6%	-18.6%	1,888,000	-22.1%	-24.5%	3.7	0.0	-0.3
Regional Qld	1,459,000	6.7%	4.0%	4,365,000	10.7%	-0.8%	3.0	0.1	-0.1
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	2,992,000	33.7%	2.6%	\$595.5m	18.7%	24.1%
Queensland	47,922,000	16.7%	-9.3%	\$7,696.3m	39.4%	31.9%
Australia	222,217,000	18.9%	-10.5%	\$33,678.8m	34.1%	27.9%

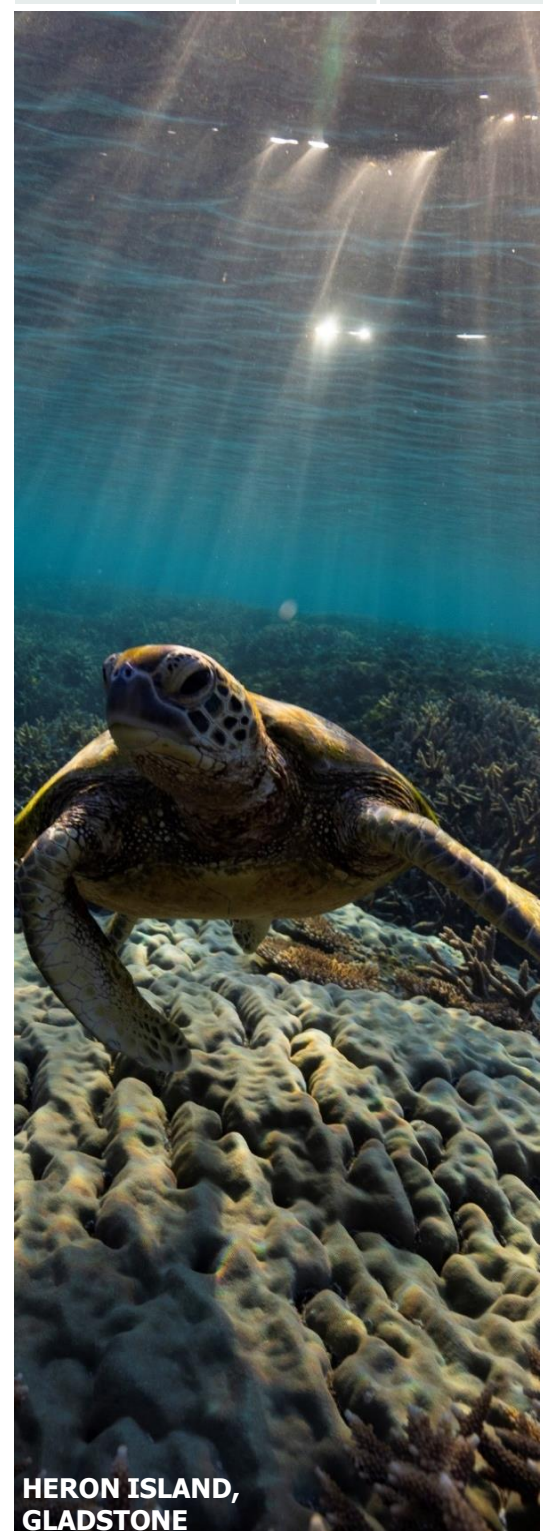
State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,214,000	3.3%	-2.7%	99,808,000	-1.3%	-3.1%
NSW	36,142,000	12.2%	-7.3%	116,246,000	10.4%	-5.1%
Victoria	27,970,000	15.6%	-6.0%	82,120,000	15.0%	-1.7%
Australia	111,610,000	9.9%	-5.0%	402,904,000	7.0%	-3.6%
Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	11,045,000	3.4%	10.4%	48,027,000	-1.0%	10.7%
NSW	15,345,000	11.2%	3.7%	51,205,000	7.1%	1.1%
Victoria	12,630,000	7.2%	1.4%	38,428,000	7.6%	7.2%
Australia	47,678,000	5.3%	3.1%	179,490,000	2.1%	3.7%



International Visitation - Nine Months to September 2023

	Visitors	Change vs 2019
SGBR	68,000	-32.6%
Holiday	45,000	-42.1%
VFR	12,000	-18.6%
Business	np	np
Education	np	np
Queensland	1,381,000	-31.0%
Holiday	761,000	-42.5%
VFR	509,000	-7.2%
Business	133,000	-11.2%
Education	65,000	-33.6%



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

Regional Comparison



Year ending September 2023

Domestic regional comparison										% Proportion of travel purpose			% Share of total visitors
Total visitors	Visitors	Year % chg	Change vs 2019	Nights	Year % chg	Change vs 2019	Length of stay	Nights change	Change vs 2019	Holiday %	VFR %	Business %	
Brisbane	7,111,000	6.4%	-11.2%	21,308,000	-2.3%	-8.2%	3.0	-0.3	0.1	34%	38%	22%	28%
Gold Coast	4,420,000	18.8%	5.2%	16,037,000	17.5%	-3.1%	3.6	0.0	-0.3	55%	30%	12%	18%
Tropical North Queensland	2,496,000	4.5%	12.5%	12,563,000	-7.0%	12.3%	5.0	-0.6	0.0	58%	18%	20%	10%
Sunshine Coast	4,161,000	2.0%	2.8%	15,300,000	5.6%	5.2%	3.7	0.1	0.1	60%	32%	6%	17%
Southern Great Barrier Reef	2,240,000	0.1%	-3.3%	8,120,000	6.8%	-10.3%	3.6	0.2	-0.3	38%	29%	27%	9%
Southern Queensland Country	2,483,000	-8.8%	3.5%	7,417,000	3.6%	16.5%	3.0	0.4	0.3	36%	36%	22%	10%
Townsville North Queensland	1,075,000	-13.7%	-17.1%	4,408,000	-8.7%	-7.9%	4.1	0.2	0.4	41%	30%	20%	4%
Outback Queensland*	1,001,000	4.2%	-13.1%	4,158,000	-2.3%	-31.9%	4.2	n/p	-1.1	26%	17%	52%	4%
Whitsundays*	729,000	10.5%	15.5%	3,087,000	8.5%	10.7%	4.2	n/p	-0.2	70%	n/p	n/p	3%
Fraser Coast*	791,000	10.4%	3.1%	3,161,000	13.9%	3.1%	4.0	n/p	0.0	54%	27%	n/p	3%
Mackay*	1,093,000	2.2%	2.7%	3,756,000	-4.7%	-14.3%	3.4	n/p	-0.7	22%	20%	48%	4%
Total Queensland	25,214,000	3.3%	-2.7%	99,808,000	-1.3%	-3.1%	4.0	-0.2	0.0	44%	31%	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.

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