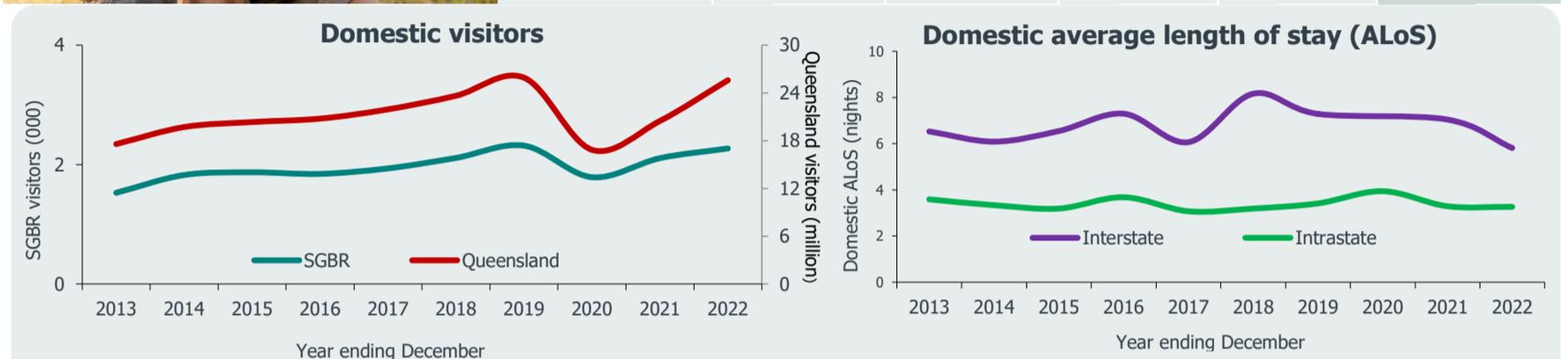


## Year ending December 2022

AGNES WATER, GLADSTONE	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic overnight</b>	<b>2,269,000</b>	<b>786,000</b>	<b>673,000</b>	<b>645,000</b>	<b>\$1,593.7m</b>
Annual % change <sup>1</sup>	▲ 7.7%	▼ -12.8%	▲ 22.9%	▲ 25.4%	▲ 26.9%
3-yr trend % change <sup>2</sup>	▼ -0.8%	▲ 2.3%	▼ -1.2%	▼ -5.9%	▲ 11.6%
Change vs Dec 2019	▼ -2.1%	▲ 6.9%	▼ -2.9%	▼ -13.9%	▲ 33.1%



### 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 quarters 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 (TRA) 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

#### Domestic - change against Year Ending December 2019

- Southern Great Barrier Reef (SGBR) domestic Overnight Visitor Expenditure (OVE) grew by 33.1 per cent to a record \$1.6 billion compared to the year ending December 2019. This was the result of increased average spend per visitor (up 35.9 per cent compared with 2019 to \$702). On the other hand, both total visitation (down 2.1 per cent to 2.3 million) and visitor nights (down 10.1 per cent to 8.1 million) decreased.

- The number of holiday visitors grew by 6.9 per cent compared with 2019 to 786,000. As a result, leisure visitation (a combination of visiting friends and relatives (VFR) and holiday visitors) reached a record 1.5 million visitors (up 1.8 per cent). This was despite VFR trips being 2.9 per cent below 2019 levels at 673,000. Business was the lowest compared to 2019, down 13.9 per cent at 645,000.

- Intrastate visitation accounts for 87 per cent of visitors to the region. Total intrastate trips were 1.9 per cent below 2019 levels at 2.0 million. Brisbane, the largest intrastate market, was up by 2.1 per cent compared to 2019 at 645,000. Intraregional travel was 10.5 per cent lower compared to 2019 at 589,000. Interstate visitation was 3.4 per cent lower than 2019 at 285,000.

#### Domestic - change against year ending December 2021

- Compared to the year ending December 2021, domestic OVE was up 26.9 per cent. Total visitor numbers were 7.7 per cent higher and nights were up 6.9 per cent.

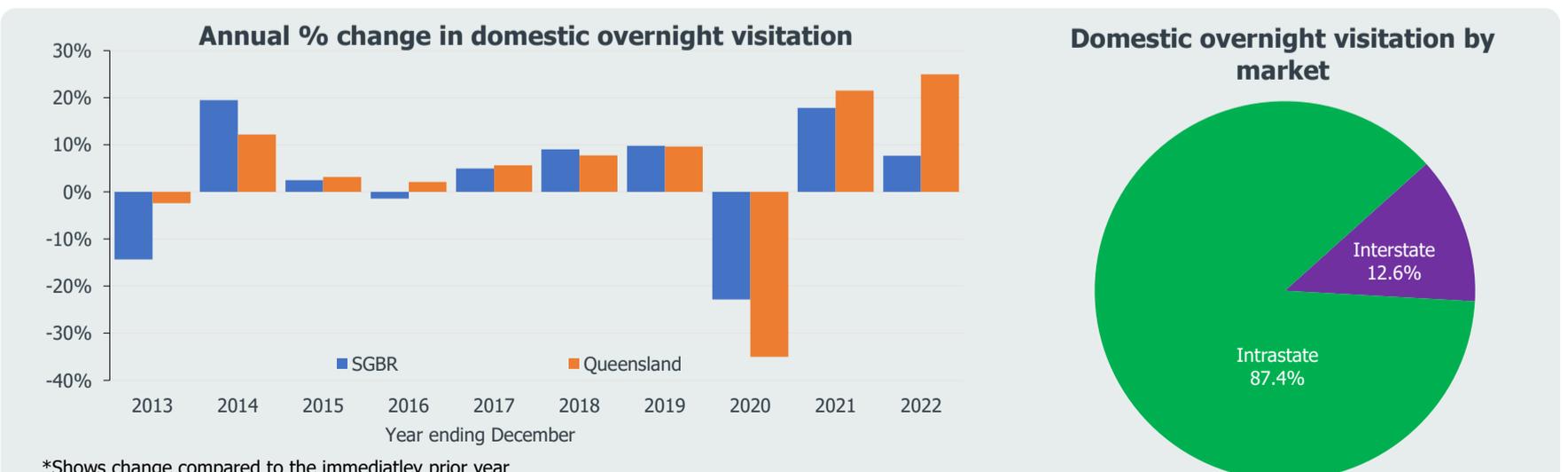
- Both the business (up 25.4 per cent) and VFR (up 22.9 per cent) markets increased over the year. On the other hand, holiday visitation was down 12.8 per cent.

#### Domestic - quarterly change compared to December quarter 2019

- Visitation in the December quarter 2022 was up 1.2 per cent to 558,000 domestic visitors. Total nights were also 6.4 per cent higher to 2.2 million nights.

- The increase in visitation occurred in both holiday (up 9.5 per cent) and VFR (up 15.6 per cent). However, business visitation was down 17.1 per cent.

- Intrastate visitation was up 1.6 per cent, but interstate visitation was not reportable in the December quarter 2022.



\*Shows change compared to the immediately prior year

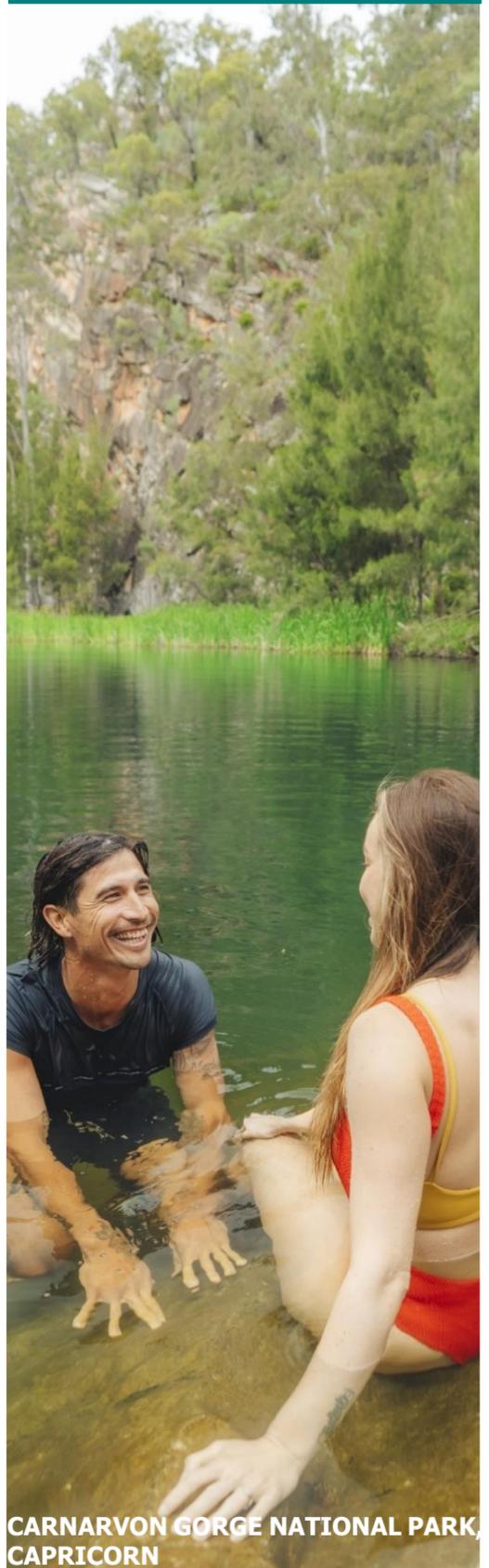
# Southern Great Barrier Reef Regional

Year ending December 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	786,000	-12.8%	6.9%	3,325,000	-6.3%	13.2%	4.2	0.3	0.2
VFR	673,000	22.9%	-2.9%	2,149,000	12.1%	-22.9%	3.2	-0.3	-0.8
Business	645,000	25.4%	-13.9%	2,204,000	25.1%	-26.0%	3.4	0.0	-0.6
<b>Domestic<sup>3</sup></b>	<b>2,269,000</b>	<b>7.7%</b>	<b>-2.1%</b>	<b>8,131,000</b>	<b>6.9%</b>	<b>-10.1%</b>	<b>3.6</b>	<b>0.0</b>	<b>-0.3</b>
Intrastate									
Holiday	652,000	-21.7%	9.1%	2,387,000	-21.5%	17.2%	3.7	0.0	0.3
VFR	588,000	23.9%	-3.2%	1,708,000	22.5%	-12.3%	2.9	0.0	-0.3
Business	587,000	20.6%	-15.0%	1,954,000	22.2%	-25.9%	3.3	0.0	-0.5
<b>Intrastate</b>	<b>1,984,000</b>	<b>3.0%</b>	<b>-1.9%</b>	<b>6,475,000</b>	<b>2.2%</b>	<b>-6.1%</b>	<b>3.3</b>	<b>0.0</b>	<b>-0.1</b>
Interstate									
Holiday	134,000	n/p	-2.8%	938,000	n/p	4.3%	7.0	n/p	0.5
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
<b>Interstate</b>	<b>285,000</b>	<b>58.4%</b>	<b>-3.4%</b>	<b>1,655,000</b>	<b>30.7%</b>	<b>-23.0%</b>	<b>5.8</b>	<b>-1.2</b>	<b>-1.5</b>

## December quarterly Data - domestic overnight

	SGBR	Queensland
<b>Visitors</b>	558,000	6,455,000
Change over the year	5.7%	22.4%
Change vs 2019	1.2%	-4.4%
<b>Nights</b>	2,161,000	24,752,000
Change over the year	32.3%	22.0%
Change vs 2019	6.4%	-5.8%



CARNARVON GORGE NATIONAL PARK, CAPRICORN

## 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	645,000	2.2%	2.1%	2,551,000	4.1%	0.9%	4.0	0.1	0.0
Regional Qld	1,339,000	3.3%	-3.7%	3,925,000	1.0%	-10.2%	2.9	-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	2,248,000	-14.8%	-22.9%	\$570.3m	25.8%	18.9%
Queensland	42,951,000	11.7%	-18.7%	\$6,503.3m	54.6%	11.5%
<b>Australia</b>	<b>201,414,000</b>	<b>25.5%</b>	<b>-18.9%</b>	<b>\$29,023.6m</b>	<b>58.7%</b>	<b>10.2%</b>

## State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,591,000	25.0%	-1.2%	105,599,000	27.1%	2.6%
NSW	35,118,000	44.2%	-9.9%	113,228,000	31.1%	-7.6%
Victoria	26,168,000	45.8%	-12.0%	77,260,000	35.7%	-7.5%
<b>Australia</b>	<b>108,212,000</b>	<b>31.8%</b>	<b>-7.9%</b>	<b>399,726,000</b>	<b>24.5%</b>	<b>-4.4%</b>

Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	11,032,000	23.3%	10.2%	50,368,000	25.0%	16.1%
NSW	15,123,000	46.5%	2.2%	51,365,000	39.0%	1.4%
Victoria	12,587,000	47.9%	1.1%	37,980,000	35.6%	6.0%
<b>Australia</b>	<b>47,647,000</b>	<b>29.0%</b>	<b>3.1%</b>	<b>185,101,000</b>	<b>25.5%</b>	<b>7.0%</b>



BUNDABERG CENTRAL, BUNDABERG

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

# Regional Comparison

Year ending December 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	7,384,000	39.7%	-9.7%	23,530,000	46.2%	-0.6%	3.2	0.1	0.3	32%	40%	22%	29%
Gold Coast	4,122,000	27.3%	-1.9%	15,513,000	38.4%	-6.3%	3.8	0.3	-0.2	54%	30%	13%	16%
Tropical North Queensland	2,525,000	27.4%	13.9%	14,304,000	40.5%	27.9%	5.7	0.5	0.6	61%	20%	17%	10%
Sunshine Coast	4,215,000	19.9%	4.1%	14,796,000	15.5%	1.8%	3.5	-0.1	-0.1	58%	33%	6%	16%
<b>Southern Great Barrier Reef</b>	<b>2,269,000</b>	<b>7.7%</b>	<b>-2.1%</b>	<b>8,131,000</b>	<b>6.9%</b>	<b>-10.1%</b>	<b>3.6</b>	<b>0.0</b>	<b>-0.3</b>	<b>35%</b>	<b>30%</b>	<b>28%</b>	<b>9%</b>
Southern Queensland Country	2,521,000	20.0%	13.1%	6,659,000	6.9%	12.9%	2.6	-0.3	0.0	33%	39%	21%	10%
Townsville North Queensland	1,208,000	15.1%	-6.9%	4,893,000	15.9%	2.2%	4.0	0.0	0.4	40%	27%	26%	5%
Outback Queensland*	956,000	-6.7%	-17.0%	4,552,000	-10.4%	-25.4%	4.8	n/p	-0.5	39%	20%	36%	4%
Whitsundays*	851,000	11.2%	34.8%	4,866,000	24.9%	74.5%	5.7	n/p	1.3	71%	n/p	n/p	3%
Fraser Coast*	820,000	2.6%	6.9%	3,229,000	2.2%	5.3%	3.9	n/p	-0.1	53%	33%	n/p	3%
Mackay*	1,181,000	3.8%	11.1%	4,560,000	1.5%	4.1%	3.9	n/p	-0.3	21%	16%	57%	5%
<b>Total Queensland</b>	<b>25,591,000</b>	<b>25.0%</b>	<b>-1.2%</b>	<b>105,599,000</b>	<b>27.1%</b>	<b>2.6%</b>	<b>4.1</b>	<b>0.1</b>	<b>0.2</b>	<b>43%</b>	<b>33%</b>	<b>20%</b>	<b>100%</b>

\* Three-year trend change %<sup>2</sup>

### 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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