

Domestic Tourism Snapshot

Year ending December 2023



Domestic overnight visitors within Australia

	Visitors	Annual ¹ Change vs change YE Dec 2019	Avg ² stay	Annual # change
Total Australia³	112,584,000	4.0%	3.6	-0.1
Holiday	47,634,000	0.0%	3.7	-0.2
VFR ⁴	37,477,000	5.5%	3.2	-0.1
Business	23,534,000	9.8%	3.6	0.0

Intrastate³	79,862,000	3.8%	2.9	-0.1
Holiday	35,292,000	-0.7%	3.0	-0.1
VFR ⁴	26,576,000	5.9%	2.4	-0.1
Business	13,991,000	9.4%	3.5	0.0

Interstate³	34,919,000	4.6%	4.8	-0.3
Holiday	13,393,000	1.6%	5.3	-0.4
VFR ⁴	11,323,000	4.6%	4.9	-0.1
Business	9,771,000	10.3%	3.6	-0.1

Domestic overnight visitor expenditure in Australia

	Expenditure	Annual ¹ Change vs change YE Dec 2019
Total Australia⁵	\$109,330.9m	8.0%
Holiday ⁶	\$52,988.6m	0.5%
VFR ⁶	\$18,861.7m	7.7%
Business ⁶	\$21,924.6m	28.2%



AWINYA CREEK, K'GARI, FRASER COAST

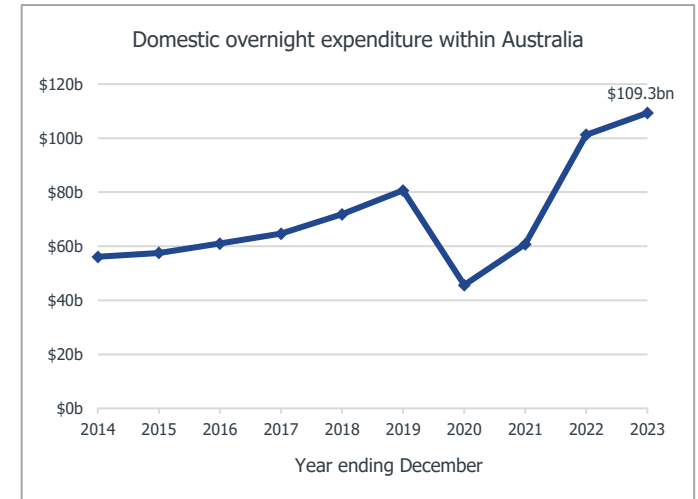
Business lifts domestic travel up

Domestic overnight visitor expenditure (OVE) in Australia once again reached a new record (\$109.3 billion, up 8.0 per cent year on year). This was the result of continued growth in visitation over the year (up 4.0 per cent), along with visitors increasing the amount they spent per night. While visitors tended to shorten the length of their trips, visitor nights remained steady over the year. Overnight visitor expenditure increased across all states and territories, with the exception of the Northern Territory.

The increases in both visitation and spend at the national level have been driven particularly by strong growth in business travel. Business travel has been the slowest to return since domestic travel restrictions ended in late 2021 and is now catching up to the recovery pace of other travel purposes, with business OVE reaching record levels.

There was continuous growth in visiting friends and relatives (VFR) visitation and spend, with spend also reaching a record for the nation. It is also interesting to note that holiday visitation was flat comparing with the year prior with no change.

Nationally, growth in intrastate expenditure has slightly outpaced interstate expenditure. The difference mostly reflects stronger intrastate business OVE growth compared to interstate. Intrastate holiday OVE grew slightly, while interstate holiday OVE was steady.



PORT DOUGLAS, TROPICAL NORTH QUEENSLAND

Domestic Tourism Snapshot

Year ending December 2023

Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Queensland	24,992,000	-2.3%	-3.6%	3.9	-0.2
Holiday	10,585,000	-4.1%	5.8%	4.3	-0.3
VFR	7,940,000	-5.2%	-11.2%	3.5	-0.2
Business	5,545,000	6.3%	-9.5%	3.4	-0.3

Intrastate	17,523,000	0.1%	-1.5%	3.1	-0.2
Holiday	7,217,000	0.6%	8.4%	3.1	-0.2
VFR	5,547,000	-6.9%	-14.1%	2.5	-0.3
Business	3,792,000	6.7%	-3.6%	3.4	-0.4

Interstate	7,469,000	-7.6%	-8.1%	5.8	-0.2
Holiday	3,368,000	-12.8%	0.5%	6.7	-0.2
VFR	2,393,000	-0.9%	-3.9%	5.7	-0.2
Business	1,753,000	5.4%	-20.2%	3.4	-0.3

Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
Total Queensland ⁵	\$28,266.0m	1.8%	45.4%
Holiday ⁶	\$14,906.1m	-5.7%	55.6%
VFR ⁶	\$4,531.9m	-0.8%	37.5%
Business ⁶	\$5,131.5m	23.9%	29.9%

MOOLOOLABA, SUNSHINE COAST



Business keeps expenditure growing in Queensland

The amount spent by domestic visitors to Queensland grew slightly over the year (up 1.8 per cent to \$28.3 billion). This occurred because visitors spent more per night on average (up 10.7 per cent to \$291). The total number of visitors (down 2.3 per cent to 25.0 million) and visitor nights (down 8.0 per cent to 97.1 million) were both down over the year.

Business OVE drove Queensland's increase in expenditure, reaching its fifth consecutive record (up 23.9 per cent to \$5.1 billion). Business travel was up 6.3 per cent to 5.5 million over the year, and business spend per night grew 28.6 per cent to \$274. Among the other travel purposes, visiting friends and relatives OVE was steady over the year (down 0.8 per cent to \$4.5 billion) and holiday OVE was down (down 5.7 per cent to \$14.9 billion). Holiday visitation was also down (down 4.1 per cent to 10.6 billion) but remained above pre-COVID-19 levels (up 5.8 per cent vs. 2019).

Headwinds are more prominent in recent quarters which reflect the impact of rising cost of living and the slowdown of the economy in Australia

At the national level, since the Australian border reopening in January 2022, we continued to see strong recovery of outbound travel. Outbound travel is close to full recovery in the December quarter 2023 and intrastate travel exceeded the pre-COVID-19 level in the December 2023 quarter.

On the other hand, interstate travel reached its peak in the June 2022 quarter at 94 per cent of the pre-COVID-19 levels and has been tapering off since then.

It is worth noting that more Australians opted for holiday in Bali (Indonesia), Japan, Thailand, Fiji and Vietnam than 2019.

Through TEQ's holiday intentions research, we understand consumers still would like to travel, but they may cut back on spend on trips and frequency of trips despite the high costing of living. Our interstate source markets also might have opted for overseas holidays than a holiday in Queensland.

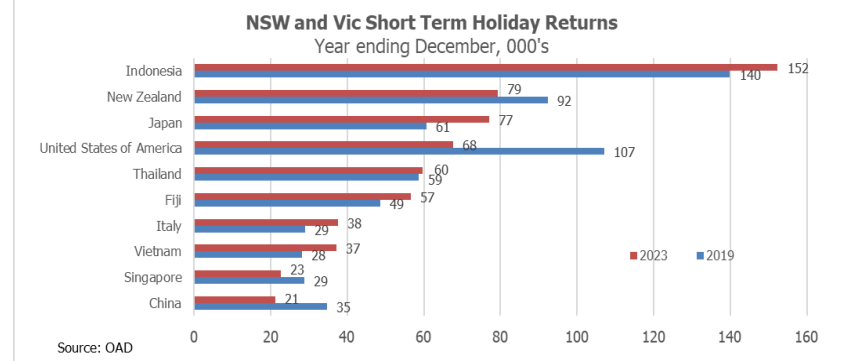
Both interstate OVE (down 3.6 per cent to \$13.1 billion) and interstate visitation (7.5 million, down 7.6 per cent) were down in Queensland. Both of these decreases were driven by the interstate holiday market. Interstate holiday OVE was down 10.8 per cent to \$8.2 billion and interstate holiday visitation was down 12.8 per cent to 3.4 million.

At the same time Queenslanders appear more willing to travel in their own state. Intrastate visitation was steady (up 0.1 per cent to 17.5 million), as was intrastate holiday visitation (up 0.6 per cent to 7.2 million). Intrastate expenditure continued to grow (up 7.0 per cent to \$15.1 billion).

Mixed results among regions

Regions like Tropical North Queensland and the Whitsundays have been affected by the impact of increasing outbound travel. During COVID-19, both regions might have been perceived as substitutes of overseas beach destinations such as Bali and Fiji. With the built-up consumer confidence of travelling outbound, we see the decline in holiday nights in the TNQ and Whitsundays.

OVE grew in most of Queensland's regions and four regions reached new records. These were Brisbane (\$7.3 billion, up 14.1 per cent), Southern Queensland Country (\$1.3 billion, up 6.5 per cent), Townsville (\$1.2 billion, up 14.0 per cent) and Mackay (\$830.2 million, up 28.6 per cent over the three-year trend).



NORTH STRADBROKE ISLAND (MINJERRIBAH), BRISBANE

Domestic Tourism Snapshot

Year ending December 2023



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	24,992,000	-2.3%	-3.6%	10,585,000	-4.1%	5.8%
Brisbane	7,325,000	2.2%	-8.5%	2,289,000	3.4%	0.2%
Gold Coast	4,137,000	0.4%	-1.5%	2,259,000	2.2%	4.4%
Sunshine Coast	4,193,000	-0.5%	3.6%	2,587,000	5.1%	17.0%
SQC ⁷	2,548,000	-7.1%	6.3%	832,000	-11.9%	19.4%
SGBR ⁸	2,124,000	-6.4%	-8.3%	814,000	3.6%	10.7%
Townsville	1,145,000	-5.3%	-11.8%	450,000	-6.5%	11.5%
TNQ ⁹	2,285,000	-9.5%	3.0%	1,246,000	-18.6%	8.3%

	Visitors ¹	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	861,000	13.7%	469,000	18.9%
Mackay	1,111,000	5.3%	275,000	19.9%
Outback	962,000	3.9%	213,000	-3.7%
Whitsundays	724,000	8.8%	490,000	11.0%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$28,266.0m	1.8%	45.4%	100%	\$1,131
Brisbane	\$7,264.7m	14.1%	37.9%	26%	\$992
Gold Coast	\$5,479.1m	6.9%	48.5%	19%	\$1,324
Sunshine Coast	\$3,958.2m	-7.2%	44.2%	14%	\$944
SQC	\$1,348.5m	6.5%	60.5%	5%	\$529
SGBR	\$1,631.1m	2.3%	36.2%	6%	\$768
Townsville	\$1,169.4m	14.0%	48.1%	4%	\$1,022
TNQ	\$3,754.2m	-14.4%	49.7%	13%	\$1,643

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$678.0m	25.9%	2%	\$787
Mackay	\$830.2m	28.6%	3%	\$748
Outback	\$826.6m	17.9%	3%	\$860
Whitsundays	\$1,206.0m	18.3%	4%	\$1,666



SOUTHPORT, GOLD COAST

Brisbane

Domestic OVE grew by 14.1 per cent over the year to a record \$7.3 billion in the year ending December 2023. The growth over the year was mostly due to an increase in spend per visitor (up 11.6 per cent \$992), while visitation also grew slightly (up 2.2 per cent to 7.3 million). The growth in visitation was led by the return of business visitation (up 14.4 per cent to 1.8 million) in 2023. This included a record number of intrastate business visitors (772,000, up 18.4 per cent). Holiday visitation also continued to grow (up 3.4 per cent to 2.3 million), but there were slightly less people visiting friends and relatives (down 5.3 per cent to 2.8 million). The growth in visitation came from both intrastate (up 1.9 per cent to 4.2 million) and interstate (up 2.6 per cent to 3.2 million). The increase in intrastate visitation came from outside of Brisbane's main source markets which are not reportable on their own. However we can say visitation from regional Queensland was up 3.8 per cent to 3.1 million. Visitation from Brisbane's largest intrastate market decreased, including interregional travel (down 3.2 per cent to 1.1 million), Southern Queensland Country (steady, down 0.1 per cent, to 704,000), Sunshine Coast (down 7.4 per cent to 629,000) and the Gold Coast (down 13.5 per cent to 491,000). Among interstate markets there was a record number of visitors from Melbourne (654,000, up 9.4 per cent) and visitation from Sydney also grew (up 10.3 per cent to 940,000). However interstate visitation from outside of the capitals decreased, including both regional NSW (down 11.0 per cent to 746,000) and regional Victoria (down 33.4 per cent to 186,000).

Fraser Coast

Annual OVE continued to grow over the three-year trend (up 25.9 per cent on average over the three-year trend to \$678.0 million). This growth reflects both an increase in visitation (up 13.7 per cent over three-year trend to 861,000) as well as the increase in the average spend per visitor (up 11.6 per cent over the three-year trend to \$787). The growth in visitation was due to a record number of holiday visitors (469,000, up 18.9 per cent over the three-year trend). On the other hand, the number of people visiting friends and relatives was steady (0.0 per cent change at 212,000). The growth in visitation came from the intrastate market (704,000, up 10.5 per cent over the three-year trend) and included a record number of intrastate holiday visitors (357,000, up 12.4 per cent over three-year trend). There was a record number of visitors from Brisbane (346,000, up 12.7 per cent over the three-year trend). Interstate visitation was not reportable.

Gold Coast

Domestic OVE grew steadily over the year on the Gold Coast, increasing 6.9 per cent to \$5.5 billion. This growth was due to visitors spending more on average, with average spend per visitor increasing 6.5 per cent to \$1,324 over the year. On the other hand, the number of visitors was steady over the year (up 0.4 per cent to 4.1 million). The steady overall visitation on the Gold Coast reflects the balancing of an increase in visitation from intrastate (up 9.2 per cent to 2.0 million) offset by a decrease in interstate visitors (down 6.8 per cent to 2.1 million). The increase in intrastate visitors came from Brisbane (up 9.3 per cent to 1.5 million). The decrease in interstate visitation came from across the Gold Coast's major markets including both New South Wales (down 4.9 per cent to 1.2 million) and Victoria (down 17.7 per cent to 582,000). By purpose, there was a small increase in the number of both holiday (up 2.2 per cent to 2.3 million) and business visitors (up 1.2 per cent to 560,000) over the year, while VFR visitation was steady (down 0.6 per cent to 1.2 million).

Mackay

In Mackay, there has been strong growth in OVE to reach a new record (up 28.6 per cent over the three-year trend to \$830.2 million). This growth has been because visitors have spent more on average (average spend per visitor up 23.2 per cent over three-year trend to \$748), and there has also been an increase in the number of visitors (up 5.3 per cent over the three-year trend to 1.1 million) over this time. The growth has been due to both holiday (up 19.9 per cent over three-year trend to 275,000) and visiting friends and relatives (up 16.2 per cent over the three-year trend to 198,000) visitors. Business visitation remains the main reason to visit the region, but the number of business visitors decreased (down 3.1 per cent over the three-year trend to 534,000). By market, intrastate visitation has increased (up 3.2 per cent on average over the three-year trend), but interstate visitation was not reportable.

Outback Queensland

There has been strong domestic overnight visitor expenditure growth in Outback Queensland (up 17.9 per cent over the three-year trend to \$826.6 million). This has mostly reflected an increase in the average amount that visitors have spent (up 14.0 per cent over three-year trend to \$860). On top of this there has also been some increase in visitation (up 3.9 per cent over the three-year trend to 962,000). The growth in visitation has been among people visiting the region to visit friends and relatives (up 13.3 per cent over the three-year trend to 205,000) or conduct business (up 7.0 per cent over the three-year trend to 476,000). The number of visitors on holidays has decreased on the other hand (down 3.7 per cent over the three-year trend to 213,000). The number of intrastate visitors has been steady (up 0.4 per cent over the three-year trend to 777,000). Among intrastate visitors though, visitation from Brisbane has grown (up 2.0 per cent over three-year trend to 212,000). With total visitation increasing, but intrastate visitation remaining steady, this implies growth from the interstate market. However, interstate visitation growth is not reportable due to small sample sizes in previous years.

Southern Great Barrier Reef

In the Southern Great Barrier Reef (SGBR) region domestic OVE grew slightly over the year (up 2.3 per cent to \$1.6 billion). The growth reflects an increase in the average amount spent by visitor (\$768, up 9.3 per cent). This increase in spend just outweighed a decrease in visitation (down 6.4 per cent to 2.1 million). The decrease in visitation was among people visiting their friends and relatives (down 11.5 per cent to 596,000) or conducting business (down 11.3 per cent to 572,000). Holiday visitation bucked this trend and continued to grow (up 3.6 per cent to 814,000). The decrease in visitation occurred across both visitors from intrastate (down 5.7 per cent to 1.9 million) and interstate (down 10.8 per cent to 254,000). Among intrastate markets, the decrease in visitation was due to visitors from Brisbane (down 34.5 per cent to 418,000). Intra-regional visitation, the largest market for SGBR, continued to grow (up 5.3 per cent to 620,000).

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	17,523,000	0.1%	-1.5%
Brisbane	4,167,000	1.9%	-6.0%
Gold Coast	2,030,000	9.2%	0.2%
Sunshine Coast	3,021,000	0.2%	3.1%
SQC	2,098,000	-7.0%	7.9%
SGBR	1,870,000	-5.7%	-7.5%
Townsville	841,000	-8.8%	-21.0%
TNQ	1,489,000	-2.6%	-0.8%

	Visitors	3-yr trend
Fraser Coast	704,000	10.5%
Mackay	998,000	3.2%
Outback	777,000	0.4%
Whitsundays	424,000	-3.2%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	7,469,000	-7.6%	-8.1%
Brisbane	3,158,000	2.6%	-11.6%
Gold Coast	2,107,000	-6.8%	-3.2%
Sunshine Coast	1,172,000	-2.3%	5.0%
SQC	450,000	-7.8%	-0.9%
SGBR	254,000	-10.8%	-13.8%
Townsville	303,000	6.3%	30.4%
TNQ	796,000	-20.1%	11.0%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	184,000	22.8%
Whitsundays	300,000	44.1%



HAMILTON ISLAND, THE WHITSUNDAYS

Domestic Tourism Snapshot

Year ending December 2023



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	24,992,000	-2.3%	-3.6%	10,585,000	-4.1%	5.8%
Brisbane	7,325,000	2.2%	-8.5%	2,289,000	3.4%	0.2%
Gold Coast	4,137,000	0.4%	-1.5%	2,259,000	2.2%	4.4%
Sunshine Coast	4,193,000	-0.5%	3.6%	2,587,000	5.1%	17.0%
SQC ⁷	2,548,000	-7.1%	6.3%	832,000	-11.9%	19.4%
SGBR ⁸	2,124,000	-6.4%	-8.3%	814,000	3.6%	10.7%
Townsville	1,145,000	-5.3%	-11.8%	450,000	-6.5%	11.5%
TNQ ⁹	2,285,000	-9.5%	3.0%	1,246,000	-18.6%	8.3%

	Visitors ¹⁰	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	861,000	13.7%	469,000	18.9%
Mackay	1,111,000	5.3%	275,000	19.9%
Outback	962,000	3.9%	213,000	-3.7%
Whitsundays	724,000	8.8%	490,000	11.0%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$28,266.0m	1.8%	45.4%	100%	\$1,131
Brisbane	\$7,264.7m	14.1%	37.9%	26%	\$992
Gold Coast	\$5,479.1m	6.9%	48.5%	19%	\$1,324
Sunshine Coast	\$3,958.2m	-7.2%	44.2%	14%	\$944
SQC	\$1,348.5m	6.5%	60.5%	5%	\$529
SGBR	\$1,631.1m	2.3%	36.2%	6%	\$768
Townsville	\$1,169.4m	14.0%	48.1%	4%	\$1,022
TNQ	\$3,754.2m	-14.4%	49.7%	13%	\$1,643

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$678.0m	25.9%	2%	\$787
Mackay	\$830.2m	28.6%	3%	\$748
Outback	\$826.6m	17.9%	3%	\$860
Whitsundays	\$1,206.0m	18.3%	4%	\$1,666



WINTON, OUTBACK QUEENSLAND

Southern Queensland Country (SQC)

Domestic OVE in Southern Queensland Country reached a new record (\$1.3 billion, up 6.5 per cent). This came on the back of growth in the average amount spent by visitors to the region (up 14.6 per cent to \$529) and a record number of nights (up 3.0 per cent to 7.6 million). The record came despite visitation decreasing over the year (down 7.1 per cent to 2.5 million). The decrease in visitation occurred among visitors on holidays (down 11.9 per cent to 832,000) and visiting friends and relatives (down 8.2 per cent to 986,000). On the other hand, the number of people visiting for business continued to increase (up 3.9 per cent to 578,000). Visitation was down from both intrastate (down 7.0 per cent to 2.1 million) and interstate (down 7.8 per cent to 450,000). The decrease in intrastate visitation largely reflects that there were fewer visitors from Brisbane (down 7.8 per cent to 1.0 million). On the other hand, there was a record number of intraregional visitors (501,000, up 19.6 per cent). Among the interstate markets we see that visitation from New South Wales was down 4.1 per cent to 273,000.

Sunshine Coast

Domestic OVE on the Sunshine Coast was down over the year (down 7.2 per cent to \$4.0 billion). This was due to a decrease in the average spend per visitor (down 6.7 per cent to \$944). The total number of visitors was steady over the year (down 0.5 per cent to 4.2 million). There was a record number of visitors to the region on holidays (2.6 million, up 5.1 per cent). However, this was offset by a decrease in the number of people visiting their friends and relatives (down 8.2 per cent to 1.3 million). There was also a small amount of growth in business visitors to the region (up 1.2 per cent to 235,000). Intrastate visitation was steady (up 0.2 per cent, 3.0 million), reflecting steady visitation from Brisbane (down 0.9 per cent to 2.0 million). On the other hand, visitation from interstate decreased (down 2.3 per cent to 1.2 million). Visitation from New South Wales caused the decrease in interstate visitation (down 17.6 per cent to 487,000). The decrease in visitation from New South Wales outweighed a new record for visitation from Victoria (up 11.7 per cent to 490,000).

Townsville

Townsville recorded a new record level of domestic overnight visitor expenditure (up 14.0 per cent to \$1.2 billion). This reflects a large increase in the average amount that visitors spent (up 20.3 per cent to \$1,022). The increase in spend overcame a decrease in the level of total visitation (down 5.3 per cent to 1.1 million). Less people visiting the region for holidays (down 6.5 per cent to 450,000) and to do business (down 16.5 per cent to 261,000) is the reason for lower visitation. The number of people visiting friends and relatives remained steady (up 0.6 per cent to 329,000). The decrease in visitation was entirely due to the intrastate market with intrastate visitation down 8.8 per cent to 841,000. Interstate visitation reached a new record (303,000, up 6.3 per cent).

Tropical North Queensland (TNQ)

Domestic OVE in Tropical North Queensland was down over the year (down 14.4 per cent to \$3.8 billion). This was both because there were less visitors to the region (down 9.5 per cent to 2.3 million) and these visitors shortened their length of stay average (down 0.6 nights to 5.1 nights). Because of this, total nights were down 18.4 per cent over the year to 11.7 million nights. The overall decrease in OVE occurred despite visitors spending more per night on average (up 4.9 per cent on average to \$322). Cyclone Jasper affected visitation in the month of December, however visitation had been normalising following the post-COVID-19 travel boom prior to this. Visitation still remains 3 per cent higher than in 2019.

By purpose, there were less holiday visitors in the region (down 18.6 per cent to 1.2 million) as well as fewer visiting friends and relatives (down 6.3 per cent to 464,000). Business visitation did not follow this trend, with business visitation increasing (up 7.6 per cent to 450,000). By market, it has been a decrease in the number of visitors from interstate which has driven visitation lower (down 20.1 per cent to 796,000). It should be noted that interstate visitation remains 11 per cent above 2019 levels despite this most recent year on year decrease. There was a particularly large decrease in visitors from Victoria (down 27.9 per cent 328,000), with visitation from New South Wales also substantially down (down 18.1 per cent to 305,000). Intrastate visitation was slightly lower over the year (down 2.6 per cent to 1.5 million). There was growth in visitation from near-by, with intraregional travel (up 6.8 per cent to 734,000) and visitation from Townsville (up 5.9 per cent to 307,000) increasing. However, visitation from Brisbane was down substantially (down 20.4 per cent to 224,000).

Whitsundays

The Whitsundays' domestic OVE continues to be up substantially over the three-year trend (up 18.3 per cent over the three-year trend to \$1.2 billion). Due to variability in the data due to sample sizes, a three-year trend is used to analyse the Whitsundays' results. This may mask some softer recent results in the region. The growth over the three-year trend reflects both an increase in the number of visitors (up 8.8 per cent over the three-year trend to 724,000) to the region and higher average spend per visitor (up 11.3 per cent over the three-year trend to \$1,666). The trend growth in visitation is driven by more holiday makers visiting the Whitsundays (up 11.0 per cent over the three-year trend to 490,000). Looking at source markets intrastate visitation has decreased a little over the three-year trend (down 3.2 per cent to 424,000). The fact total visitation has grown while intrastate visitation has decreased would suggest growth in interstate visitation. However, trend interstate visitation cannot be reported on due to small sample sizes in previous time periods.

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	17,523,000	0.1%	-1.5%
Brisbane	4,167,000	1.9%	-6.0%
Gold Coast	2,030,000	9.2%	0.2%
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SGBR	1,870,000	-5.7%	-7.5%
Townsville	841,000	-8.8%	-21.0%
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Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	7,469,000	-7.6%	-8.1%
Brisbane	3,158,000	2.6%	-11.6%
Gold Coast	2,107,000	-6.8%	-3.2%
Sunshine Coast	1,172,000	-2.3%	5.0%
SQC	450,000	-7.8%	-0.9%
SGBR	254,000	-10.8%	-13.8%
Townsville	303,000	6.3%	30.4%
TNQ	796,000	-20.1%	11.0%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	184,000	22.8%
Whitsundays	300,000	44.1%



CLERMONT, MACKAY

Domestic Tourism Snapshot

Year ending December 2023



State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
Total Australia	\$109,330.9m	8.0%	35.5%	100%	\$971
Queensland	\$28,266.0m	1.8%	45.4%	26%	\$1,131
New South Wales	\$30,661.9m	7.8%	29.5%	28%	\$834
Victoria	\$22,840.4m	12.6%	34.5%	21%	\$803
Other States	\$27,557.9m	11.2%	33.7%	25%	\$1,062

State visitation comparison

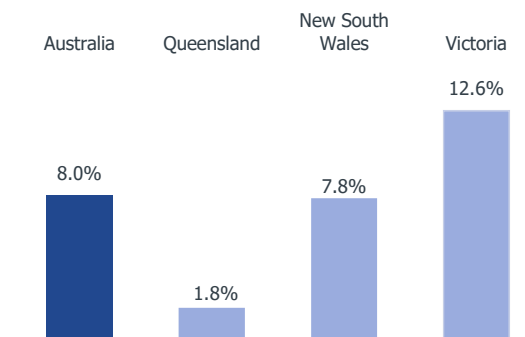
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Australia	112,584,000	4.0%	-4.1%	3.6	-0.1
Queensland	24,992,000	-2.3%	-3.6%	3.9	-0.2
New South Wales	36,750,000	4.6%	-5.7%	3.2	0.0
Victoria	28,459,000	8.8%	-4.3%	2.9	0.0
Other States	25,938,000	4.2%	-3.1%	4.0	-0.1

Total holiday	47,634,000	0.0%	3.0%	3.7	-0.2
Queensland	10,585,000	-4.1%	5.8%	4.3	-0.3
New South Wales	15,245,000	0.8%	3.0%	3.3	-0.1
Victoria	13,187,000	4.8%	5.9%	3.0	0.0
Other States	10,270,000	-3.6%	-2.7%	4.0	-0.3

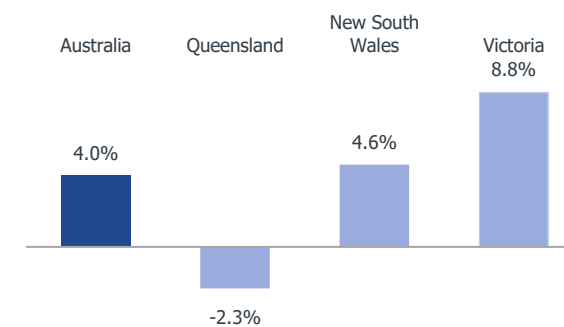
Total VFR	37,477,000	5.5%	-6.2%	3.2	-0.1
Queensland	7,940,000	-5.2%	-11.2%	3.5	-0.2
New South Wales	13,113,000	8.7%	-6.7%	3.1	0.0
Victoria	9,757,000	12.9%	-5.1%	2.7	-0.1
Other States	7,372,000	4.0%	0.4%	3.5	0.0

Total Business	23,534,000	9.8%	-13.0%	3.6	0.0
Queensland	5,545,000	6.3%	-9.5%	3.4	-0.3
New South Wales	6,889,000	7.5%	-17.4%	2.9	0.0
Victoria	4,506,000	9.2%	-22.5%	2.9	0.1
Other States	6,972,000	13.7%	-7.4%	4.7	0.1

Annual change in visitor expenditure by state Year ending December 2023



Annual change in visitation by state, Year ending December 2023



Data Source:

The information included in this report refers to overnight visitor data extracted from the National Visitor Survey (NVS), managed by Tourism Research Australia (TRA) a federally-funded body based in Canberra. Approximately 120,000 Australian residents aged 15+ are surveyed annually using a telephone interview. The statistics included in this report depict rolling annual data and are updated each quarter. The use of rolling annual data removes seasonality from the data allowing the measurement of real growth and decline.

For this publication, data has been adjusted to conform to Tourism and Events Queensland's (TEQ) tourism region definitions.

In 2019, TRA transitioned to 100 per cent mobile phone interviewing, after previously doing 50 per cent of the sample from landlines. 97 per cent of the Australian population aged 15 years or more own a mobile phone. This change will improve the accuracy of national, state and territory estimates. Please visit tra.gov.au for more information on the methodology, back-casting process and impact on results.

Disclaimer:

By using this information, you acknowledge that this information is provided by 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.

Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior.
2. Avg stay = Average length of stay.
3. Total includes visitors classified as 'Other' purpose. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
4. VFR = Visiting friends or relatives.
5. Expenditure including airfares and long distance transport costs.
6. Expenditure excluding airfares and long distance transport costs.
7. SQC = Southern Queensland Country. Region is inclusive of the Toowoomba, South Burnett, Southern Downs and Western Downs regions.
8. SGBR = Southern Great Barrier Reef. Region is inclusive of Capricorn, Gladstone and Bundaberg.
9. TNQ = Tropical North Queensland.
10. Trend change refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

n/p = Not publishable

Strategic Development and Research
Tourism and Events Queensland
e. research@queensland.com
w. teq.queensland.com/research