

Year ending March 2024

International visitors to Australia

	Visitors	Change vs 2019	2 Change vs 2019	
			Avg stay	
Total Australia³	7,178,000	-17.6%	37.1	5.6
NZ	1,216,000	-6.4%	11.8	1.8
Asia ⁴	3,297,000	-24.5%	44.9	7.8
North America ⁵	817,000	-13.5%	19.1	0.3
Europe ⁶	746,000	-15.6%	48.8	6.4
UK	578,000	-14.0%	34.7	4.2

	Visitors	Change vs 2019	2 Change vs 2019	
			Avg stay	
Total holiday	3,454,000	-26.4%	20.0	2.0
NZ	517,000	-3.0%	8.0	0.7
Asia	1,535,000	-36.3%	17.4	1.6
North America	468,000	19.9%	12.6	-9.8
Europe	457,000	-23.9%	40.2	4.7
UK	305,000	-21.9%	27.6	5.2

	Visitors	Change vs 2019	2 Change vs 2019	
			Avg stay	
Total VFR⁷	3,148,000	-7.0%	26.4	3.4
NZ	588,000	-0.4%	10.9	1.2
Asia	1,333,000	-9.3%	35.8	5.4
North America	316,000	-3.2%	18.6	2.6
Europe	304,000	-3.9%	23.1	3.4
UK	369,000	-13.4%	21.2	1.5

	Visitors	Change vs 2019	2 Change vs 2019	
			Avg stay	
Total business	777,000	-26.2%	11.2	1.5
NZ	159,000	48.1%	6.2	-16.3
Asia	325,000	-23.1%	12.9	0.8
North America	116,000	-78.9%	10.0	-3.7
Europe	48,000	-56.1%	12.4	1.3
UK	47,000	-87.9%	15.5	-7.0

	Visitors	Change vs 2019	2 Change vs 2019	
			Avg stay	
Total education	485,000	-25.7%	136.2	18.6
NZ	9,000	-42.9%	55.0	25.0
Asia	359,000	-27.4%	138.6	15.8
North America	20,000	-35.0%	72.3	2.8
Europe	23,000	-51.9%	117.5	20.6
UK	np	np	np	np

International visitors back to Australia to visit friends and relatives and work

Nationally, overnight visitor expenditure is close to recovering to pre-COVID 19 levels (\$30.9 billion or 98.2 per cent of 2019 levels). However, visitation (7.2 million, 82.4 per cent recovered) is a bit further behind on its recovery. At the national level, international aviation capacity (90 per cent of 2019 levels) has recovered faster than international visitation.

The recovery in international visitation to Australia started with the comeback of visiting friends and relatives (VFR) and employment. OVE generated from VFR (\$5.1 billion, up 11.4 per cent compared to 2019) and employment visitors (\$2.3 billion, up 48.1 per cent compared to 2019) reached record levels.

Holiday and education are the biggest sources of overnight visitor expenditure to Australia, and they are close behind their 2019 levels. Holiday OVE is 94.3 per cent recovered at \$10.0 billion and education OVE is 89.7 per cent recovered at \$11.0 billion. Business OVE is also very close to reaching 2019 levels (98.9 per cent recovered to \$2.0 billion).

As OVE is recovering faster than visitation, Australia has reached OVE records from seven countries. This includes record OVE from the nation's second, third and fifth largest sources of OVE: The United States of America (\$2.1 billion, 7.9 per cent higher than 2019), New Zealand (\$2.1 billion, up 27.2 per cent) and India (\$1.5 billion, up 15.9 per cent). The other four records were from Indonesia, Korea, France and Netherlands. It is worth noting that whilst most countries visitation is still lower than 2019, Australia welcomed a record number of visitors from both India (390,000, up 3.4 per cent) Korea (301,000, up 18.4 per cent).

China was the largest source market for Australia in 2019, from both OVE and visitation perspectives. China remains one of the slowest source markets to return to 2019 levels. Chinese visitation is only 51.3 per cent recovered and OVE is only 69.7 per cent recovered. The slow recovery of the China market is weighing on Australia's recovery.

For the first time, Tourism Research Australia started to report on the Philippines and Vietnam as two separate source markets outside of Other Asia. In the year ending March 2024, visitors from Vietnam spent \$829.5 million and visitors from the Philippines spent \$506.6 million in Australia, making them the 11th and 17th largest markets respectively.

International visitor expenditure in Australia

	Expenditure	Change vs 2019
Total Australia	\$30,870.4m	-1.8%
Holiday	\$10,007.7m	-5.7%
VFR ⁷	\$5,081.5m	11.4%
Business	\$2,020.5m	-1.1%
Employment	\$2,297.9m	48.1%
Education	\$11,009.7m	-10.3%



International Tourism Snapshot

Year ending March 2024

State expenditure comparison

	Expenditure	Change vs 2019	Share of expenditure	Spend per visitor
Total Australia	\$30,870.4m	-1.8%	100.0%	\$4,300
Queensland	\$6,137.0m	0.9%	19.9%	\$2,920
New South Wales	\$11,809.2m	3.8%	38.3%	\$3,223
Victoria	\$7,776.4m	-11.9%	25.2%	\$3,248

State visitation comparison

	Visitors	Change vs 2019	Avg stay	Change vs 2019
Total Australia	7,178,000	-17.6%	37.1	5.6
Queensland	2,101,000	-24.5%	24.5	4.8
New South Wales	3,664,000	-16.4%	26.0	4.0
Victoria	2,394,000	-23.7%	25.5	2.2
Other States	1,705,000	-17.1%	34.2	10.2

Total holiday	3,454,000	-26.4%	20.0	2.0
Queensland	1,197,000	-36.1%	14.2	2.0
New South Wales	1,857,000	-24.1%	13.8	2.0
Victoria	1,155,000	-32.0%	11.7	1.3
Other States	817,000	-30.3%	15.8	3.1

Total VFR⁷	3,148,000	-7.0%	26.4	3.4
Queensland	733,000	-2.9%	20.6	2.5
New South Wales	1,192,000	-1.6%	24.1	3.5
Victoria	876,000	-16.2%	20.0	-2.3
Other States	694,000	-3.6%	31.2	9.2

Total business	777,000	-26.2%	11.2	1.5
Queensland	178,000	-14.0%	7.9	1.1
New South Wales	344,000	-25.5%	10.7	2.1
Victoria	235,000	-31.3%	8.0	-0.5
Other States	160,000	-20.6%	11.0	0.9

Total education	485,000	-25.7%	136.2	18.6
Queensland	82,000	-30.8%	128.4	20.3
New South Wales	199,000	-19.3%	123.4	5.7
Victoria	143,000	-29.9%	143.2	27.7
Other States	72,000	-28.3%	145.9	32.4

Record International Spend in Queensland

International OVE in Queensland reached a record \$6.1 billion in the year ending March 2024. Expenditure is recovering faster than visitation, which is 75.5 per cent recovered (2.1 million visitors). It seems that visitors tended to stay longer and spent more than what they did pre-COVID-19. The average length of stay (ALoS) was 4.8 nights higher than 2019 at 25.4 nights, and the average spend per night was \$119, 7.7 per cent higher than 2019.

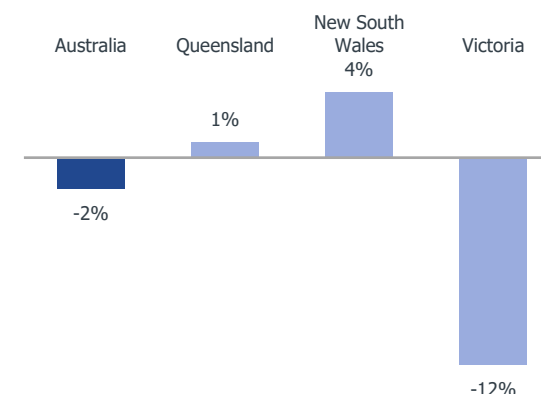
Queensland followed the national pattern of OVE recovery, being led by VFR (up 21.5 per cent compared to 2019 to \$986.7 million and employment (up 92.0 per cent to a record \$447.8m). Business OVE is also well above 2019 levels (up 35.4 per cent to \$394.3 million).

Holidays visitation is the main reason to visit Queensland. Holiday OVE reached \$2.5 billion, 86.8 per cent of what it was in 2019, and 1.2 million international holiday makers visited Queensland, 63.9 per cent of what it was in 2019. Education is the second largest source of OVE, achieving \$1.7 billion, 93.4 per cent of 2019, while education visitation is still at the 69.2 per cent of what it was before COVID, reaching 82,000.

Comparison to national performance

Queensland is more advanced in its OVE recovery (100.9 per cent compared to 2019) than the national average (98.2 per cent recovered), but is behind than the national average in recovering visitation numbers. Queensland's visitation is 75.5 per cent recovered compared to the national average of 82.4 per cent recovered. Queensland outpaced the national recovery speed in OVE generated from VFR, business and education. OVE generated from VFR was up 21.5 per cent compared with 2019 (\$986.7 million), business (\$394.3 million, up 35.4 per cent), employment (\$447.8 million, up 92.0 per cent) and education (\$1.7 billion, 93.4 per cent of 2019). Employment OVE also reached a new record. The recovery of OVE generated from holiday visitors to Queensland was slightly behind the national average (86.8 per cent vs 94.3 per cent).

Change in Overnight Visitor Expenditure compared to 2019



International Tourism Snapshot

Year ending March 2024

International visitors to Queensland

	Visitors	Change vs 2019	Avg stay	Change vs 2019
Total Queensland	2,101,000	-24.5%	24.5	4.8
NZ	458,000	-6.5%	11.0	1.2
Asia	692,000	-44.8%	33.9	11.4
North America	281,000	-7.2%	12.5	0.2
Europe	269,000	-18.6%	25.9	0.4
UK	209,000	-4.2%	23.5	4.5

Holiday	1,197,000	-36.1%	14.2	2.0
NZ	241,000	-3.4%	8.6	0.7
Asia	370,000	-59.2%	14.3	3.0
North America	184,000	-14.8%	8.6	0.6
Europe	205,000	-24.4%	20.8	0.1
UK	135,000	-6.9%	18.9	4.3

VFR⁷	733,000	-2.9%	20.6	2.5
NZ	216,000	-3.1%	10.6	1.4
Asia	219,000	-6.2%	33.5	6.0
North America	76,000	6.6%	13.7	0.3
Europe	38,000	-39.4%	17.3	2.9
UK	92,000	-2.6%	18.8	1.8

Business	178,000	-14.0%	7.9	1.1
NZ	35,000	-29.4%	5.6	1.5
Asia	61,000	-23.5%	8.6	0.5
North America	22,000	-29.8%	9.4	2.5
Europe	np	np	np	np
UK	10,000	np	6.8	0.0

Education	82,000	-30.8%	128.4	20.3
NZ	np	np	np	np
Asia	56,000	-29.6%	132.1	17.0
North America	np	np	np	np
Europe	np	np	np	np
UK	np	np	np	np

OVE has recovered past pre-COVID-19 levels from most of Queensland's individual source markets, though a few are still recovering. Of Queensland's largest, both New Zealand (\$821.9 million, up 35.8 per cent compared to 2019) and the United States of America (\$463.5 million, up 10.6 per cent compared to 2019) have reached new records of OVE. There has also been a full recovery of OVE from the UK (\$507.7 million, up 48.3 per cent compared to 2019) and Japan (\$492.9 million, up 7.2 per cent compared to 2019). China has already returned to Queensland's second largest source market, while OVE from China is 50.9 per cent recovered at \$820.6 million.

Outside of Queensland's top five markets, two other source markets reached records for visitation: South Korea and Canada.

Our neighbour remains the biggest market

The close relationship between Queensland and New Zealand continues to grow with a second consecutive record amount being spent by New Zealanders in Queensland (\$821.9 million, up 35.8 per cent compared to 2019), making New Zealand once again Queensland's largest source market. The record in expenditure is the result of an increase in spend by both holiday and VFR visitors. This in turn was the result of a big increase in spend by visitors on holidays and those visiting friends and relatives. Both holiday (241,000, 96.6 per cent recovered) and VFR (216,000, 96.9 per cent recovered) are close to reaching 2019 levels. Showing their appreciation for Queensland since travel restrictions ended, visitors have increased their average length of stay by 1.2 nights to 11.1 nights.

All the way with the USA

Queensland has a history of visitation from the USA that stretches back to American troops based in the Sunshine State during World War II. Americans have continued to visit ever since, and spent a record \$463.5 million in overnight visitor expenditure in the year ending March 2024. This has included record spend by both holiday and VFR visitors. Americans have been excited to visit their friends and relatives in Queensland with VFR visitation up by 3.7 per cent compared to 2019. There is still a lot of room for holiday visitation to recover, with 140,000 holiday visitors equalling a recovery of 82.8 per cent, meaning there is still room for more OVE records in the future.

International expenditure in Queensland

	Expenditure	Change vs 2019
Total Queensland	\$6,137.0m	0.9%
Holiday	\$2,485.4m	-13.2%
VFR	\$986.7m	21.5%
Business	\$394.3m	35.4%
Employment	\$447.8m	92.0%
Education	\$1,692.5m	-6.6%

More Canadians than ever

Visitation from Canada has maintained its momentum, going from one of the first markets to reach pre-COVID-19 levels of visitation, to a new record of 72,000 visitors (up 8.0 per cent compared to 2019). Holidays is the main reason why Canadians come to Queensland (44,000, 93.7 per cent recovered), but the record visitation has been led by growth in people visiting friends and relatives (24,000, up 13.6 per cent). Canadian visitors spent \$228.1 million in Queensland which is 57.3 per cent more than 2019.

Record breaking South Koreans

South Korea's global impact on pop culture and key industries continues to scale with the impact also felt at Queensland holiday destinations. The State recorded 95,000 visitors (up 28.1 per cent compared to 2019) with visitation for both holidays (74,000, up 28.8 per cent) and visiting friends and relatives (15,000, up 35.9 per cent) well above their 2019 levels. This record visitation also means that Koreans spent \$292.0 million, which is 16.7 per cent more in Queensland than they did before COVID-19.

International Tourism Snapshot

Year ending March 2024



International visitors by region

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Total Queensland	2,101,000	-24.5%	24.5	1,197,000	-36.1%
Brisbane	1,225,000	-17.1%	21.0	503,000	-35.0%
Gold Coast	651,000	-39.7%	12.7	459,000	-46.1%
TNQ	491,000	-39.2%	10.9	433,000	-42.1%
Sunshine Coast	311,000	-5.7%	16.2	215,000	-14.4%
Whitsundays	177,000	-19.6%	6.9	167,000	-20.6%
SGBR ³	88,000	-34.2%	13.3	62,000	-41.8%
Fraser Coast	96,000	-27.0%	4.5	87,000	-25.8%
Townsville	113,000	-10.7%	11.2	87,000	-17.0%

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Mackay	31,000	-35.4%	12.6	22,000	-39.6%
Outback Queensland	18,000	-31.0%	25.1	11,000	-28.7%
Queensland Country	55,000	-28.3%	39.8	20,000	-38.7%

Expenditure in Queensland regions

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Total Queensland	\$6,137.0m	0.9%	\$2,920	\$119
Brisbane	\$3,197.1m	10.9%	\$2,609	\$124
Gold Coast	\$1,130.8m	-15.7%	\$1,736	\$137
TNQ	\$894.8m	-12.9%	\$1,821	\$167
Sunshine Coast	\$371.1m	31.4%	\$1,193	\$74
Whitsundays	\$171.1m	12.4%	\$966	\$139
SGBR ³	\$92.5m	19.8%	\$1,046	\$78
Fraser Coast	\$59.9m	31.3%	\$627	\$140
Townsville	\$79.5m	-16.9%	\$705	\$63

	Expenditure	Change vs 2019 ¹	Spend per visitor	Spend per night
Mackay	n/p	n/p	n/p	n/p
Outback Queensland	\$17.9m	20.0%	\$992	\$40
Queensland Country	\$104.6m	-24.2%	\$1,911	\$48



Note: The Central Highlands local government area has been amalgamated into the Southern Queensland Country tourism region to better align with the tourism experiences of the region, forming Queensland Country. Previously Central Highlands had been in the Southern Great Barrier Reef region. All past data has been revised to reflect this change.

Brisbane

OVE in Brisbane reached a record \$3.2 billion (up 10.9 per cent compared to 2019), with visitors spending an average \$124 per night, which is 16.8 per cent more than in 2019. Brisbane welcomed 1.2 million international visitors, which is 82.9 per cent of 2019 levels. Visitation for employment was already above 2019 levels (up 34.6 per cent vs 2019 at 29,000), whilst visiting friends and relatives (445,000, 97.9 per cent recovered) and business visitation (130,000 or 92.0 per cent recovered) were both close to reaching full recovery. On the other hand, both holiday (503,000 or 65.0 per cent recovered) and education visitation (58,000 or 73.7 per cent recovered) were still behind. It is great to see visitation from the UK surpassed 2019 levels (136,000, up 5.3 per cent). However, Brisbane's largest source market before COVID-19, China, was still at 31.5 per cent of 2019 levels of visitation (87,000) - a common challenge across Queensland and wide Australia. Despite this, China was still Brisbane's fourth largest market by visitation.

Gold Coast

OVE on the Gold Coast was slightly down on pre-COVID-19 levels (\$1.1 billion or 84.3 per cent recovered), and visitation was further behind (651,000 visitors or 60.3 per cent recovered). Travel for visiting friends and relatives was the closest to recovering (159,000, or 94.7 per cent of 2019 level), while holiday (459,000 visitors or 53.9 per cent recovered), education (14,000 or 58.1 per cent of 2019 levels), and business (25,000 or 68.7 per cent of 2019 levels) were all quite far from returning to 2019 numbers. The relatively slow recovery of visitation to the Gold Coast was driven by the reliance on Chinese visitation before COVID, which was slow to return. In the year ending March 2024, there were 44,000 Chinese visitors or just 15.8 per cent of 2019 levels. Visitation from Japan has also been slow to recover (30,000 or 39.8 per cent of 2019). On the other hand, the Gold Coast welcomed a record number of South Korean visitors (55,000, up 61.4 per cent), making it the region's second largest source market. Visitation from New Zealand also reached 2019 levels (211,000 or 99.8 per cent of 2019 levels).

Tropical North Queensland (TNQ)

OVE in Tropical North Queensland reached \$894.8 million, 87.1 per cent recovered to 2019 levels with 491,000 visitors to the region 60.8 per cent of 2019 levels. Having said that, the average spent by international visitors has grown significantly compared to 2019 (\$1,821, up 43.3 per cent). It is the holiday market which really drives visitation to the region. There were 433,000 holiday visitations which represents a 57.9 per cent recovery compared to 2019 levels. Part of the reason for the slow recovery in visitation to TNQ is the reliance on China. In 2019, around one in four visitors to the region were Chinese. In the year ending March 2024, TNQ welcomed 16,000 Chinese visitors or less than a tenth of the number which visited in 2019 (8.1 per cent recovered). Conversely, visitation from the UK is close to achieving a full recovery (71,000 visitors or 99.1 per cent of 2019). TNQ's other major markets are around 80 per cent recovered, including New Zealand (32,000 visitors, 84.3 per cent recovered), Germany (37,000 visitors, 82.0 per cent recovered), the USA (83,000, or 78.7 per cent recovered) and Japan (84,000 or 74.9 per cent recovered).

International Tourism Snapshot

Year ending March 2024

International visitors by region

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Total Queensland	2,101,000	-24.5%	24.5	1,197,000	-36.1%
Brisbane	1,225,000	-17.1%	21.0	503,000	-35.0%
Gold Coast	651,000	-39.7%	12.7	459,000	-46.1%
TNQ	491,000	-39.2%	10.9	433,000	-42.1%
Sunshine Coast	311,000	-5.7%	16.2	215,000	-14.4%
Whitsundays	177,000	-19.6%	6.9	167,000	-20.6%
SGBR ⁹	88,000	-34.2%	13.3	62,000	-41.8%
Fraser Coast	96,000	-27.0%	4.5	87,000	-25.8%
Townsville	113,000	-10.7%	11.2	87,000	-17.0%

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Mackay	31,000	-35.4%	12.6	22,000	-39.6%
Outback Queensland	18,000	-31.0%	25.1	11,000	-28.7%
Queensland Country	55,000	-28.3%	39.8	20,000	-38.7%

Expenditure in Queensland regions

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Total Queensland	\$6,137.0m	0.9%	\$2,920	\$119
Brisbane	\$3,197.1m	10.9%	\$2,609	\$124
Gold Coast	\$1,130.8m	-15.7%	\$1,736	\$137
TNQ	\$894.8m	-12.9%	\$1,821	\$167
Sunshine Coast	\$371.1m	31.4%	\$1,193	\$74
Whitsundays	\$171.1m	12.4%	\$966	\$139
SGBR ⁹	\$92.5m	19.8%	\$1,046	\$78
Fraser Coast	\$59.9m	31.3%	\$627	\$140
Townsville	\$79.5m	-16.9%	\$705	\$63

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Mackay	n/p	n/p	n/p	n/p
Outback Queensland	\$17.9m	20.0%	\$992	\$40
Queensland Country	\$104.6m	-24.2%	\$1,911	\$48



Fraser Coast

In the Fraser Coast region international visitor expenditure exceeded 2019 levels (\$59.9 million, up 31.3 per cent compared to 2019). This was because of a substantial increase in visitor spend on average (up 79.8 per cent to \$627). Visitation on the other hand is yet to recover (73.0 per cent recovered compared to 2019, at 96,000), including holiday visitation (74.2 per cent recovered compared to 2019, at 87,000). Visitation from the UK (22,000, 68.4 per cent recovered compared to 2019) was a little behind the rest of Europe (50,000, 76.3 per cent recovered compared to 2019) in terms of recovery.

Whitsundays

Total international OVE exceeded 2019 levels, reaching \$171.1 million and up 12.4 per cent vs 2019, with 177,000 international visitations to the Whitsundays region, a recovery of 80.4 per cent of 2019. This was because international visitors spent \$139 per night, 25.1 per cent more per night than they did in 2019. The holiday market drove results in the Whitsundays and there were 167,000 holiday visitors, which is a 79.4 per cent recovery compared to 2019. The region welcomed a record 23,000 visitors from the United States (up 9.2 per cent vs 2019). Visitation from the United Kingdom (48,000, up 10.3 per cent vs 2019) and Canada (10,000, up 7.5 per cent) were both above 2019 levels. Visitation from Germany, the Whitsundays' other major market, was a bit further away from full recovery (22,000, 73.8 per cent recovered vs 2019).

Townsville

Total international OVE reached \$79.5 million, which is a recovery of 83.1 per cent compared to 2019. This OVE was on the back of 113,000 visitors. Visitation has recovered by 89.3 per cent vs There were 18,000 visitors to the region which visited friends and relatives, which is a sizeable increase (up 21.1 per cent) compared to 2019. There were 87,000 holiday visitors, which is a recovery of 83.0 per cent compared to 2019. Townsville welcomed a record 18,000 visitors from Asia (up 83.0 per cent compared to 2019) and visitation from the 22,000 visitors from the United Kingdom was in line with pre-COVID-19 levels (up 0.5 per cent compared to 2019). There were 45,000 visitors from continental Europe which was recovery of 73.9 per cent, and there were 12,000 visitors from North America which was a recovery of 85.5 per cent.

Southern Great Barrier Reef (SGBR)

Total international OVE reached 93.5 million in the Southern Great Barrier Reef region, which exceeded 2019 levels by 19.8 per cent. This reflects the fact that international visitors average spend was \$78 which is a 70.7 per cent higher than 2019. On the other hand, the region welcomed 88,000 visitors which was a recovery of 65.8 per cent. There were 16,000 VFR visitors which represents a recovery of 90.3 per cent, and there were 62,000 holiday visitors, a recovery of 58.2 per cent. SGBR's three largest source markets were the United Kingdom (15,000, 63.5 per cent recovered), New Zealand (14,000, 89.8 per cent recovered) and Germany (12,000 or 58.2 per cent recovered).

International Tourism Snapshot

Year ending March 2024

Sunshine Coast

International visitors spent a record \$371.1 million on the Sunshine Coast which is up 31.4 per cent compared to 2019. This reflects a record 5.0 million visitor nights to the region, up 77.1 per cent compared to 2019. The Sunshine Coast was also the closest Queensland region to reaching its pre-COVID-19 international visitation levels. Visitation recovered to 311,000 visitors or 94.3 per cent compared to 2019. This was driven by the 84,000 people visiting friends and relatives, which is up 24.4 per cent compared to 2019. Holiday visitation has recovered relatively slower, as there were 215,000 holiday visitors which is the equivalent of 85.6 per cent compared with 2019. New Zealand was the region's largest international market, and is close to recovery (81,000, 94.5 per cent recovered vs 2019). Visitation from the second largest market, the United Kingdom, was already above pre-COVID-19 levels (62,000 visitors, up 11.4 per cent vs 2019) as was visitation from Canada (up 4.6 per cent to 13,000) and Asia (up 13.4 per cent to 43,000).

Note: Outback, Queensland Country and Mackay growth is usually reported on a three-year trend basis given large expected variability in the annual growth due to smaller sample sizes. Given no data was available for 2020-2022, we are comparing directly to 2019 and caution should be taken in interpreting figures.

Queensland Country

Queensland Country's international overnight visitor expenditure recovered to \$104.6 million or 75.8 per cent of what it was in 2019. The OVE recovery was in line with the recovery in visitation. There were 55,000 international visitors, a recovery of 71.7 per cent compared with 2019. Visiting friends and relatives was the most common reason to visit the region with 24,000 visitors, which is a recovery of 93.6 per cent. The recovery in VFR visitation has been quicker than the recovery of holiday visitation at 24,000 visitors, a recovery of 93.6 per cent. There were 12,000 visitors from New Zealand (72.4 per cent of 2019 levels), 11,000 visitors from Asia (53.8 per cent of 2019 levels) and 16,000 visitors from Europe (including the UK) which is the equivalent of 61.1 per cent of 2019 levels).

Outback Queensland

Total overnight visitor expenditure reached 17.9 million which was 20.0 per cent above 2019 levels. The recovery in OVE has been due to the average length of stay in the region increasing 11.0 nights to 25.1 nights, compared to 2019. International visitation has recovered to 18,000, up 69.0 per cent compared to 2019. This was predominantly driven by 11,000 holiday visitors, which is the equivalent of 71.3 per cent of 2019 levels.

Mackay

Annual international visitation to Mackay has recovered 64.6 per cent compared to 2019, with a total of 31,000 visitors. Spend data is not reportable due to a small sample size. There were 22,000 holiday visitors which was the equivalent to a 60.4 per cent recovery compared to 2019. The region's largest source market is Europe including the UK with 18,000 visitors altogether.

International visitors by region and source market

	China		Europe (excl UK)		Japan		New Zealand		North America		United Kingdom	
	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019
Total Queensland	131,000	-73.7%	269,000	-18.6%	150,000	-31.5%	458,000	-6.5%	281,000	-7.2%	209,000	-4.2%
Brisbane	87,000	-68.5%	175,000	-15.4%	46,000	-1.7%	232,000	1.3%	159,000	7.2%	136,000	5.3%
Gold Coast	44,000	-84.2%	82,000	-16.3%	30,000	-60.2%	211,000	-0.2%	59,000	-9.5%	51,000	-19.2%
Sunshine Coast	n/p	n/p	77,000	-19.8%	n/p	n/p	81,000	-5.5%	29,000	-19.4%	62,000	11.4%
Fraser Coast	n/p	n/p	50,000	-23.7%	n/p	n/p	9,000	n/p	n/p	n/p	22,000	-31.6%
SGBR ⁹	n/p	n/p	32,000	-41.6%	n/p	n/p	14,000	-10.2%	n/p	n/p	15,000	-36.5%
Whitsundays	n/p	n/p	70,000	-24.2%	n/p	n/p	10,000	n/p	34,000	8.7%	48,000	10.3%
TNQ	16,000	-91.9%	116,000	-27.1%	84,000	-25.1%	32,000	-15.7%	103,000	-21.9%	71,000	-0.9%
Townsville	n/p	n/p	45,000	-26.1%	n/p	n/p	6,000	n/p	n/p	n/p	22,000	n/p

	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019
Mackay ¹⁰	n/p	n/p	13,000	-43.6%	n/p	np	5,000	n/p	n/p	n/p	n/p	n/p
Outback Queensland ¹⁰	n/p	n/p	n/p	np	n/p	np	n/p	n/p	n/p	n/p	n/p	n/p
Queensland Country ¹⁰	n/p	n/p	9,000	-45.1%	n/p	np	12,000	n/p	7,000	n/p	6,000	n/p

International Tourism Snapshot

Year ending March 2024

	Queensland					Australia				
	Visitors	Change Vs 2019	Annual change	Expenditure	Change Vs 2019	Visitors	Change Vs 2019	Annual change	Expenditure	Change Vs 2019
New Zealand	458,000	-6.5%	51.4%	\$821.9m	35.8%	1,216,000	-6.4%	47.0%	\$2,073.3m	27.2%
Total Asia⁴	692,000	-49.8%	-44.8%	\$0.0m	-20.8%	3,297,000	-24.5%	85.3%	\$18,238.3m	-10.4%
China	131,000	-73.7%	469.2%	\$820.6m	-49.1%	681,000	-48.7%	349.5%	\$7,200.8m	-30.3%
Japan	150,000	-31.5%	210.1%	\$492.9m	7.2%	314,000	-31.5%	148.1%	\$1,306.5m	5.4%
Singapore	42,000	-40.0%	8.0%	\$135.1m	-10.9%	325,000	-21.9%	11.8%	\$1,120.4m	2.0%
Malaysia	26,000	-43.6%	52.0%	\$89.3m	6.8%	169,000	-50.8%	60.4%	\$673.8m	-30.2%
Korea	95,000	28.1%	340.4%	\$292.0m	16.7%	301,000	18.4%	154.2%	\$1,265.9m	18.4%
India	74,000	-10.6%	33.9%	\$181.5m	20.9%	390,000	3.4%	14.3%	\$1,463.9m	15.9%
Hong Kong	21,000	-68.9%	22.6%	\$119.8m	-41.9%	189,000	-33.8%	137.9%	\$897.3m	-12.3%
Indonesia	27,000	-7.0%	44.0%	\$80.3m	31.5%	190,000	-3.8%	72.6%	\$843.2m	23.5%
Taiwan	23,000	-71.4%	35.6%	\$116.4m	-43.8%	128,000	-28.1%	170.6%	\$683.3m	-3.3%
Thailand	27,000	41.4%	86.1%	\$130.2m	128.7%	90,000	-5.0%	40.2%	\$441.2m	9.6%
Philippines ¹¹	28,000	n/p	n/p	\$85.1m	n/p	156,000	n/p	n/p	\$506.6m	n/p
Viet Nam ¹¹	19,000	n/p	n/p	\$32.3m	n/p	166,000	n/p	n/p	\$829.5m	n/p
Other Asia ¹¹	29,000	n/p	n/p	\$107.2m	n/p	200,000	n/p	n/p	\$1,005.8m	n/p
North America⁵	281,000	-7.2%	84.0%	\$691.6m	22.6%	817,000	-13.5%	43.4%	\$2,652.1m	8.0%
USA	209,000	-11.5%	82.7%	\$463.5m	10.6%	663,000	-13.6%	46.7%	\$2,084.7m	7.9%
Canada	72,000	8.0%	87.7%	\$228.1m	57.3%	155,000	-13.3%	31.1%	\$567.4m	8.3%
Total Europe⁶	479,000	-12.9%	34.3%	\$1,233.0m	17.0%	1,324,000	-14.9%	23.2%	\$5,282.2m	3.8%
United Kingdom	209,000	-4.2%	27.5%	\$507.7m	48.3%	578,000	-14.0%	12.9%	\$2,028.2m	13.9%
Germany	67,000	-16.9%	53.2%	\$166.7m	3.2%	151,000	-23.5%	29.0%	\$646.6m	-6.6%
France	36,000	-25.4%	34.0%	\$101.5m	17.7%	114,000	-15.9%	45.9%	\$575.2m	17.2%
Scandinavia	27,000	-34.3%	1.6%	\$106.7m	-5.5%	79,000	-23.4%	22.0%	\$324.4m	-13.5%
Italy	22,000	-14.3%	90.2%	\$47.4m	-17.6%	62,000	-13.9%	36.6%	\$264.0m	-14.3%
Switzerland	16,000	2.5%	28.5%	\$57.8m	99.7%	40,000	-20.1%	37.8%	\$234.2m	7.5%
Netherlands	22,000	-12.7%	38.1%	\$57.3m	7.4%	50,000	-19.0%	25.5%	\$250.9m	14.3%
Other Europe	80,000	-15.9%	43.8%	\$187.9m	-11.0%	249,000	-5.4%	33.0%	\$958.8m	-4.4%
Other markets	192,000	2.0%	44.2%	\$707.6m	49.9%	524,000	-3.3%	33.4%	\$2,624.6m	38.0%
All markets	2,101,000	-24.5%	64.0%	\$6,137.0m	0.9%	7,178,000	-17.6%	54.6%	\$30,870.4m	-1.8%

Notes:

- Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
- Avg stay = average length of stay expressed in nights
- Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
- Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand, Philippines, Viet Nam and Other Asia
- North America includes United States of America and Canada
- Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
- Visiting friends or relatives (VFR)
- All expenditure figures include package expenditure
- Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
- To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year on year comparison
- Until year ending December 2023 Philippines and Viet Nam were included in Other Asia. As a result comparisons to previous periods for Other Asia, Philippines and Viet Nam are not publishable.

Other notes:

- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions

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Data Source:

International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

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