

# Domestic Tourism Snapshot

Year ending June 2024



## Domestic overnight visitors within Australia

	Visitors	Annual <sup>1</sup> Change vs change YE Dec 2019	Avg <sup>2</sup> stay	Annual # change
<b>Total Australia<sup>3</sup></b>	<b>113,757,000</b>	<b>2.1%</b>	<b>3.5</b>	<b>-0.1</b>
Holiday	48,590,000	1.2%	3.6	-0.2
VFR <sup>4</sup>	37,246,000	1.3%	3.2	0.0
Business	23,909,000	5.4%	3.5	-0.1

<b>Intrastate<sup>3</sup></b>	<b>80,365,000</b>	<b>2.1%</b>	<b>-1.2%</b>	<b>2.9</b>	<b>0.0</b>
Holiday	35,927,000	1.7%	5.6%	3.0	-0.1
VFR <sup>4</sup>	26,222,000	0.0%	-7.7%	2.5	0.0
Business	14,246,000	6.7%	-3.4%	3.5	0.1

<b>Interstate<sup>3</sup></b>	<b>35,556,000</b>	<b>2.0%</b>	<b>-7.3%</b>	<b>4.6</b>	<b>-0.3</b>
Holiday	13,696,000	-0.9%	3.7%	5.1	-0.4
VFR <sup>4</sup>	11,395,000	4.0%	-4.5%	4.8	-0.3
Business	9,894,000	3.2%	-21.3%	3.4	-0.4

## Domestic overnight visitor expenditure in Australia

	Expenditure	Annual <sup>1</sup> Change vs change YE Dec 2019
<b>Total Australia<sup>5</sup></b>	<b>\$109,886.8m</b>	<b>1.5%</b>
Holiday <sup>6</sup>	\$52,896.5m	-3.2%
VFR <sup>6</sup>	\$18,876.3m	3.4%
Business <sup>6</sup>	\$21,557.6m	4.6%



BROADBEACH, GOLD COAST

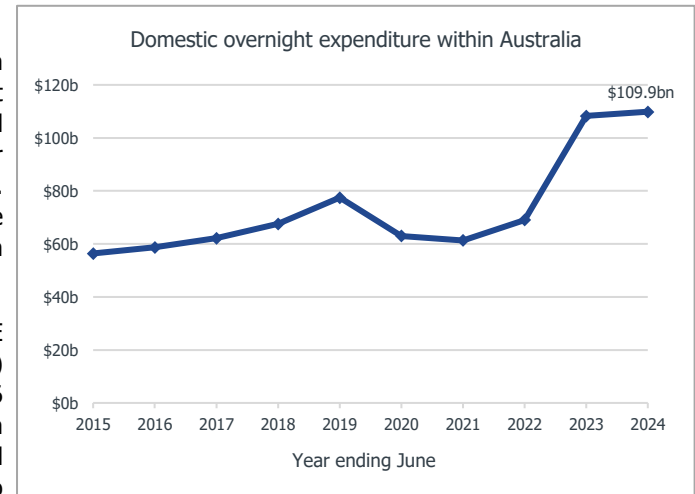
## OVE up slightly nationally

While the economic headwinds continue, there has still been growth in domestic travel within Australia. Domestic overnight visitor expenditure (OVE) within Australia reached a new record of \$109.9 billion in the year ending June 2024. This is 1.5 per cent more than what was spent in the year ending June 2023. This record is a result of continued growth in visitation. There were 113.8 million domestic visitor trips within Australia, which is 2.1 per cent more than a year earlier.

The continued growth in OVE was due to growth in OVE generated from business and visiting friends and relatives (VFR) travel. Business OVE grew 4.6 per cent over the year to \$21.6 billion and VFR OVE grew 3.4 per cent to \$18.9 billion. For both the VFR and business markets, the growth in spend resulted from growth in visitation. VFR visitation was up 1.3 per cent to 37.2 million and business visitation was up 5.4 per cent to 23.9 million. The continued strong performance of the business segment may reflect the relatively late recovery after COVID-19 travel restrictions were removed. Business travel was 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.

At the national level, it is the performance of the holiday market which has most reflected headwinds, such as the rising cost of living and slowing economic growth. Domestic holiday OVE was down 3.2 per cent over the year to \$52.9 billion. The decline in expenditure is largely because visitors are shortening their trips. Average length of stay for holiday visitors was down 0.2 nights to 3.6 nights. On the other hand, consumers are still wanting to travel for holidays. Domestic holiday visitation was up slightly (by 1.2 per cent) to 48.6 million.

Nationally we see continued growth of the intrastate market. Intrastate OVE was up 3.8 per cent to a record \$61.4 billion. This was on the back of intrastate visitation growing 2.1 per cent to 80.4 million visitors. On the other hand, interstate OVE decreased over the year. Interstate OVE was \$48.5 billion, which is down 1.4 per cent over the year.



UPPER DAWSON, QUEENSLAND COUNTRY

# Domestic Tourism Snapshot

Year ending June 2024



## Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Queensland</b>	<b>25,588,000</b>	<b>1.3%</b>	<b>-1.3%</b>	<b>3.9</b>	<b>-0.2</b>
Holiday	10,794,000	-0.2%	7.8%	4.2	-0.2
VFR	8,099,000	-0.8%	-9.5%	3.4	-0.2
Business	5,758,000	7.9%	-6.0%	3.5	0.0

<b>Intrastate</b>	<b>17,866,000</b>	<b>2.6%</b>	<b>0.5%</b>	<b>3.1</b>	<b>-0.1</b>
Holiday	7,398,000	3.4%	11.1%	3.2	0.0
VFR	5,614,000	-1.0%	-13.0%	2.6	-0.1
Business	3,900,000	5.7%	-0.8%	3.5	0.1

<b>Interstate</b>	<b>7,722,000</b>	<b>-1.7%</b>	<b>-5.0%</b>	<b>5.6</b>	<b>-0.3</b>
Holiday	3,396,000	-7.3%	1.3%	6.5	-0.2
VFR	2,484,000	-0.2%	-0.3%	5.3	-0.6
Business	1,858,000	13.1%	-15.4%	3.5	-0.2

## Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b> <sup>5</sup>	<b>\$28,506.4m</b>	<b>-1.1%</b>	<b>46.7%</b>
Holiday <sup>6</sup>	\$14,846.7m	-7.3%	55.0%
VFR <sup>6</sup>	\$4,538.3m	-1.8%	37.7%
Business <sup>6</sup>	\$5,206.3m	10.2%	31.8%



## Normalisation continues in Queensland

Following a strong recovery post-pandemic, Queensland has been particularly affected by adverse conditions in domestic travel and this normalisation process has continued. As a result, total OVE in Queensland is down 1.1 per cent over the year to \$28.5 billion. Total visitation was up 1.3 per cent to 25.6 million visitors. Spend per night was also up slightly (1.7 per cent to \$289). However, the average length of stay (ALoS) was down 0.2 nights to 3.9 nights.

Holiday is still the softest market by travel purpose. It has been the holiday market which has been most affected by headwinds such as the effects of cost of living and competition from overseas destinations. Through TEQ holiday intentions surveys, we understand that consumers would still like to take holidays, however, they may cut back on their length of trip or spending on their trip. In the year ending June 2024, Queensland welcomed 10.8 million holiday visitors, steady (-0.2 per cent YoY). Total holiday OVE was down 7.3 per cent over the year to \$14.8 billion. This was largely because holiday visitors have shorted their ALoS and are spending less per night. The holiday ALoS decreased 0.2 nights to 4.2 nights and the average spend per night decreased 3.6 per cent to \$325.

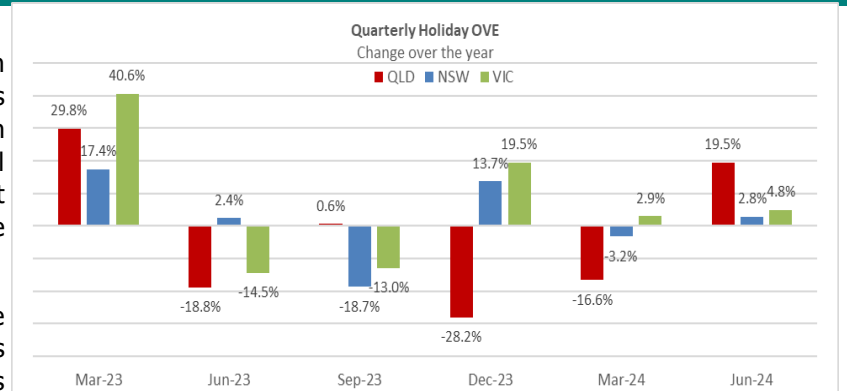
Earlier in the year Queensland was hit hard in December 2023 and March 2024 quarters due to weather incidents. After two underwhelming quarterly performances, Queensland made a strong comeback (up by 19.5 per cent in holiday OVE), outperforming both NSW (up by 2.8 per cent) and VIC (up by 4.8 per cent) in holiday OVE and holiday visitation in the June quarter 2024.

Business travel has performed the strongest over the year. Business OVE was up 10.2 per cent to \$5.2 billion. VFR OVE was down slightly over the year, decreasing 1.8 per cent to \$4.5 billion.

Queensland also reached a record intrastate OVE with Queenslanders still being willing to travel locally. Intrastate OVE grew 2.5 per cent over the year to \$15.4 billion. Interstate OVE was down though, decreasing 5.1 per cent over the year.

## Records in three regions

Results were varied among Queensland's regions. Although OVE was down for the state there were three regions that reached records in OVE. These were: Brisbane (\$7.5 billion, up 8.5 per cent YoY), Southern Great Barrier Reef (\$1.5 billion, up 5.3 per cent) and Queensland Country (\$1.6 billion, up 8.4 per cent). Sunshine Coast reached a record number of total visitors (4.3 million visitors, up 9.7 per cent).



# Domestic Tourism Snapshot

Year ending June 2024



## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b>	<b>25,588,000</b>	<b>1.3%</b>	<b>-1.3%</b>	<b>10,794,000</b>	<b>-0.2%</b>	<b>7.8%</b>
Brisbane	7,549,000	4.7%	-5.8%	2,232,000	-6.9%	-2.2%
Gold Coast	4,158,000	-3.8%	-1.1%	2,337,000	2.9%	8.1%
Sunshine Coast	4,261,000	9.7%	5.3%	2,460,000	5.9%	11.3%
Queensland Country	3,007,000	2.3%	7.3%	1,080,000	6.3%	33.4%
SGBR <sup>8</sup>	1,827,000	-5.2%	-6.0%	717,000	-2.8%	10.8%
Townsville	1,320,000	22.7%	1.7%	481,000	17.4%	19.2%
TNQ <sup>9</sup>	2,202,000	-13.3%	-0.7%	1,218,000	-14.0%	6.0%

	Visitors <sup>1</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	867,000	6.3%	464,000	6.3%
Mackay	1,123,000	6.7%	271,000	8.3%
Outback	961,000	-1.5%	301,000	1.4%
Whitsundays	787,000	2.7%	529,000	3.3%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$28,506.4m</b>	<b>-1.1%</b>	<b>46.7%</b>	<b>100%</b>	<b>\$1,114</b>
Brisbane	\$7,521.9m	8.5%	42.7%	26%	\$996
Gold Coast	\$5,374.3m	-4.2%	45.6%	19%	\$1,293
Sunshine Coast	\$3,817.4m	-13.5%	39.1%	13%	\$896
Queensland Country	\$1,641.5m	8.4%	61.9%	6%	\$546
SGBR	\$1,481.5m	5.3%	44.7%	5%	\$811
Townsville	\$1,176.2m	10.3%	49.1%	4%	\$891
TNQ	\$3,719.1m	-12.6%	48.4%	13%	\$1,689



ST GEORGE, OUTBACK QUEENSLAND

*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

Brisbane reached another new record in OVE, achieving \$7.5 billion, up 8.5 per cent over the year ending June 2024. There was also a record number of visitor nights in the region (23.7 million, up 6.1 per cent over the year). On top of this, visitors increased their spend per night by 2.3 per cent to \$317 over the year. Visitation was up 4.7 per cent to 7.5 million. The increase in visitation was mostly due to growth in the business sector (1.9 million visitors, up 20.5 per cent). Visiting friends and relatives (VFR) visitation also increased (up 3.3 per cent to 2.9 million). However, holiday visitation was down 6.9 per cent to 2.2 million. Visitation grew from both intrastate (up 3.6 per cent to 4.2 million) and interstate (up 6.1 per cent to 3.3 million). Among interstate markets, there was a record 968,000 visitors from Victoria (up 11.6 per cent over the year) and visitation from New South Wales increased 12.9 per cent to 1.8 million. From intrastate travel, the most notable growth came from visitors from Southern Great Barrier Reef (up 29.5 per cent to 484,000), while Queensland Country (up 4.2 per cent to 688,000) and Sunshine Coast (down 1.9 per cent to 640,000) are still the biggest source markets other than intraregional travel.

### Fraser Coast

Total OVE grew over the three-year trend by 16.8 per cent to \$686.0m. The growth in OVE is reflected on an increase in visitation and an increase in spend per night. The average spend per night increased 6.9 per cent over the three-year trend to \$214. Total visitation increased by 6.3 per cent over the three-year trend to 867,000. An increase in holidaymakers led the growth in visitation, up by 6.3 per cent over the three-year trend to 464,000. The number of VFR travellers also grew slightly (up 1.0 per cent over the three-year trend to 233,000). The intrastate market contributed to the growth in visitation, up 4.5 per cent over the three-year trend to 722,000. This includes a record 363,000 intrastate holiday visitors (steady up 0.8 per cent over the three-year trend). There was also a record 371,000 visitors from Brisbane (up 12.5 per cent over the three-year trend). Information on the interstate market was not publishable due to small sample size.

### Gold Coast

Domestic OVE was down 4.2 per cent over the year to \$5.4 billion. This decrease was in line with visitation which was down 3.8 per cent over the year to 4.2 million. The average spend per visitor was steady (down 0.5 per cent) at \$1,293. In particular, Gold Coast saw fewer people visiting friends and relatives, down 17.4 per cent over the year to 1.1 million. Business visitation also decreased 1.7 per cent over the year to 575,000. However, the number of holidaymakers grew by 2.9 per cent to 2.3 million. There was a slight decline in visitation from both intrastate (down 3.1 per cent to 2.1 million) and interstate (down 4.5 per cent to 2.1 million) markets. The decrease in the intrastate market was due to intrastate VFR visitation (down 23.7 per cent to 607,000) and the decrease in interstate visitation was down due to both the interstate VFR (down 8.8 per cent to 534,000) and business (down 17.8 per cent to 277,000) visitation.

### Mackay

Total OVE in Mackay was up 21.2 per cent over the three-year trend to \$782.5 million. This was mostly due to the growth in the average amount spent per night in the region (up 16.8 per cent over the three-year trend to \$197). An increase in visitation also contributed (up 6.7 per cent over the three-year trend to 1.1 million). Both business and holiday visitation drove the increase in visitation to the region. There were 604,000 business visitors which is up 10.1 per cent over the three-year trend and there were 271,000 holiday visitors which is up 8.3 per cent over the three-year trend. Intrastate visitation was up 6.3 per cent over the three-year trend to 1.0 million. Interstate visitation was not reportable.

### Outback Queensland

Overnight visitor expenditure has grown by 10.0 per cent over the three-year trend to \$801.4 million. This growth reflected an increase in the average spend per night to the region (up 14.0 per cent on average to \$183). Visitation had a slight decline by 1.5 per cent over the three-year trend to 961,000. Due to variability in the data due to sample sizes, a three-year trend is used to analyse Outback Queensland's results. This may mask effects of flooding in the region. Holiday visitation increased 1.4 per cent over the three-year trend to 301,000, while business visitation was steady (down 0.2 per cent) at 429,000 visitors. There was strong growth of visitation from interstate over the three-year trend (up 20.8 per cent over three-year trend to 208,000). This was offset by decreases from the much larger intrastate market (down 5.7 per cent over the three-year trend to 753,000).

## Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total intrastate</b>	<b>17,866,000</b>	<b>2.6%</b>	<b>0.5%</b>
Brisbane	4,231,000	3.6%	-4.6%
Gold Coast	2,058,000	-3.1%	1.6%
Sunshine Coast	3,179,000	13.1%	8.4%
Queensland Country	2,503,000	3.4%	8.5%
SGBR	1,598,000	-3.8%	-5.1%
Townsville	986,000	18.2%	-7.4%
TNQ	1,364,000	-15.6%	-9.1%

	Visitors	3-yr trend
Fraser Coast	722,000	4.5%
Mackay	1,018,000	6.3%
Outback	753,000	-5.7%
Whitsundays	501,000	-6.6%

## Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total interstate</b>	<b>7,722,000</b>	<b>-1.7%</b>	<b>-5.0%</b>
Brisbane	3,318,000	6.1%	-7.2%
Gold Coast	2,100,000	-4.5%	-3.5%
Sunshine Coast	1,082,000	0.8%	-3.1%
Queensland Country	504,000	-2.9%	1.8%
SGBR	229,000	-14.0%	-11.7%
Townsville	334,000	38.0%	43.6%
TNQ	838,000	-9.3%	16.9%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	208,000	20.8%
Whitsundays	287,000	26.9%



TOWNSVILLE CITY

# Domestic Tourism Snapshot

Year ending June 2024



## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b>	<b>25,588,000</b>	<b>1.3%</b>	<b>-1.3%</b>	<b>10,794,000</b>	<b>-0.2%</b>	<b>7.8%</b>
Brisbane	7,549,000	4.7%	-5.8%	2,232,000	-6.9%	-2.2%
Gold Coast	4,158,000	-3.8%	-1.1%	2,337,000	2.9%	8.1%
Sunshine Coast	4,261,000	9.7%	5.3%	2,460,000	5.9%	11.3%
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Townsville	1,320,000	22.7%	1.7%	481,000	17.4%	19.2%
TNQ <sup>9</sup>	2,202,000	-13.3%	-0.7%	1,218,000	-14.0%	6.0%

	Visitors <sup>10</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	867,000	6.3%	464,000	6.3%
Mackay	1,123,000	6.7%	271,000	8.3%
Outback	961,000	-1.5%	301,000	1.4%
Whitsundays	787,000	2.7%	529,000	3.3%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$28,506.4m</b>	<b>-1.1%</b>	<b>46.7%</b>	<b>100%</b>	<b>\$1,114</b>
Brisbane	\$7,521.9m	8.5%	42.7%	26%	\$996
Gold Coast	\$5,374.3m	-4.2%	45.6%	19%	\$1,293
Sunshine Coast	\$3,817.4m	-13.5%	39.1%	13%	\$896
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SGBR	\$1,481.5m	5.3%	44.7%	5%	\$811
Townsville	\$1,176.2m	10.3%	49.1%	4%	\$891
TNQ	\$3,719.1m	-12.6%	48.4%	13%	\$1,689

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$686.0m	16.8%	2%	\$791
Mackay	\$782.5m	21.2%	3%	\$697
Outback	\$801.4m	10.0%	3%	\$834
Whitsundays	\$1,407.1m	14.5%	5%	\$1,787



COOLUM BEACH, SUNSHINE COAST

## Southern Great Barrier Reef

There was a record \$1.5 billion spent by domestic visitors in the Southern Great Barrier Reef (SGBR) region (up 5.3 per cent over the year). The growth in overnight visitor expenditure was the result of an increase in spend per night (up 19.1 per cent to \$234). The increase in spend per night covered the fact that visitation decreased 5.2 per cent to 1.8 million. Visitation to the region decreased across travel purposes. Business visitation was down 13.4 per cent to 423,000, VFR visitation was down 4.3 per cent to 555,000 and holiday visitation was down 2.8 per cent to 717,000. Visitation was also down from both intrastate (down 3.8 per cent to 1.6 million) and interstate (down 14.0 per cent to 229,000).

## Queensland Country

Domestic OVE in Queensland Country reached a new record (\$1.6 billion, up 8.4 per cent). The growth in OVE is due to the increase of average spend per night by 4.7 per cent to \$183. In addition, visitation to the region also had a small increase, up 2.3 per cent to 3.0 million. Queensland Country welcomed a record 1.1 million holiday visitors up 6.3 per cent). Business visitation also increased, up 12.9 per cent to 803,000. On the other hand, the number of people visiting friends and relatives decreased 3.0 per cent to 992,000. Visitation from intrastate increased 3.4 per cent to 2.5 million. This included 1.2 million visitors from Brisbane, which was 4.5 per cent more than a year earlier. Despite a record 336,000 visitors from New South Wales (up 15.6 per cent over the year), interstate visitation decreased 2.9 per cent over the year to 504,000.

## Sunshine Coast

Domestic OVE on the Sunshine Coast decreased 13.5 per cent over the year to \$3.8 billion. This occurred because visitors decreased their average length of stay (ALoS) and spent less per night, potentially in response to cost of living pressures. Through TEQ holiday intentions surveys, we understand that while consumers would still like to travel, they may cut back on their spending by shortening their length of stay and cutting back spending. The Sunshine Coast welcomed a record 4.3 million visitors (up 9.7 per cent over the year). The ALoS decreased 0.3 nights to 3.3 and the average spend per night decreased 13.6 per cent to \$268. The increase in visitation over the year suggests that there was minimal impact from Bonza's bankruptcy. Visitation increased across all visitation purposes. This included a record 1.4 million visiting friends and relatives (up 16.1 per cent). Business visitation grew by 23.3 per cent to 301,000 and holiday visitation increased 5.9 per cent to 2.5 million. There was a record 3.2 million intrastate visitors (up 13.1 per cent). Among this, there was record visitation from Brisbane (up 14.6 per cent to 2.1 million) and Queensland Country (up 36.2 per cent to 326,000). Interstate visitation was steady (up 0.8 per cent) over the year at 1.1 million. This included a record 348,000 visitors from Melbourne, which was up 41.4 per cent over the year.

## Townsville

Domestic visitors spent \$1.2 billion, which was an increase of 10.3 per cent over the year. The growth in OVE was due to increased visitation. Townsville welcomed 1.3 million visitors, up 22.7 per cent over the year. The average spend per night also increased 2.3 per cent to \$262. On the other hand, growth in OVE was tempered by the average length of stay decreasing 0.5 nights to 3.4 nights. Visitation increased across purposes. Business visitation increased 34.0 per cent over the year to 319,000, the number of people visiting friends and relatives increased 23.7 per cent to 391,000 and holiday visitation increased 17.4 per cent to 481,000.

## Tropical North Queensland (TNQ)

In Tropical North Queensland, there was a 12.6 per cent decrease in domestic OVE to \$3.7 billion. The decrease in OVE was in line with the 13.3 per cent decrease in visitation to 2.2 million. Spend per night also decreased by 1.8 per cent to \$324. The decrease in visitation includes the effects of Cyclone Jasper in the region in December 2023. Also, TNQ is a region that is likely to have been affected by visitors substituting their tropical holiday to overseas destinations like Bali and Fiji. Visitation decreased across travel purposes. Business visitation was down 20.6 per cent to 430,000, holiday visitation was down 14.0 per cent to 1.2 million and visiting friends and relatives decreased 2.4 per cent to 466,000. The decrease in visitation occurred across both intrastate and interstate visitor markets. Intrastate visitation was down 15.6 per cent to 1.4 million and interstate visitation was down 9.3 per cent to 838,000.

## Whitsundays

The Whitsundays' domestic OVE continued to grow over the three-year trend (up 14.5 per cent over the three-year trend to \$1.4 billion). The growth over the three-year trend reflected both an increase in the number of visitors, as well as these visitors spending more on average. Visitation increased by 2.7 per cent over the three-year trend to 787,000 and the average spend per night increased 18.9 per cent over the three-year trend to \$475. Most visitors to the region are on holidays. There were 529,000 holidaymakers, an increase of 3.3 per cent over the three-year trend. The increase in visitation to the region over the three-year trend was due to the interstate market. There were 287,000 interstate visitors, up 26.9 per cent over the three-year trend. On the other hand, there were 501,000 intrastate visitors, down 6.6 per cent over the three-year trend.

## Intrastate visitation

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TNQ	838,000	-9.3%	16.9%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	208,000	20.8%
Whitsundays	287,000	26.9%



LADY MUSGRAVE ISLAND, BUNDBERG

# Domestic Tourism Snapshot



Year ending June 2024

## State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$109,886.8m</b>	<b>1.5%</b>	<b>36.2%</b>	<b>100%</b>	<b>\$966</b>
Queensland	\$28,506.4m	-1.1%	46.7%	26%	\$1,114
New South Wales	\$30,674.9m	1.5%	29.6%	28%	\$826
Victoria	\$22,636.0m	0.7%	33.3%	21%	\$794
Other States	\$28,064.6m	4.9%	36.2%	26%	\$1,078

## State visitation comparison

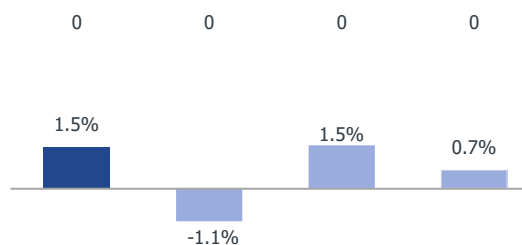
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Australia</b>	<b>113,757,000</b>	<b>2.1%</b>	<b>-3.1%</b>	<b>3.5</b>	<b>-0.1</b>
Queensland	25,588,000	1.3%	-1.3%	3.9	-0.2
New South Wales	37,138,000	2.6%	-4.7%	3.2	0.0
Victoria	28,513,000	2.5%	-4.2%	2.8	-0.1
Other States	26,045,000	1.3%	-2.7%	4.0	-0.2

<b>Total holiday</b>	<b>48,590,000</b>	<b>1.2%</b>	<b>5.1%</b>	<b>3.6</b>	<b>-0.2</b>
Queensland	10,794,000	-0.2%	7.8%	4.2	-0.2
New South Wales	15,590,000	0.3%	5.4%	3.2	-0.1
Victoria	13,332,000	3.2%	7.1%	3.0	-0.1
Other States	10,545,000	0.5%	-0.1%	3.9	-0.4

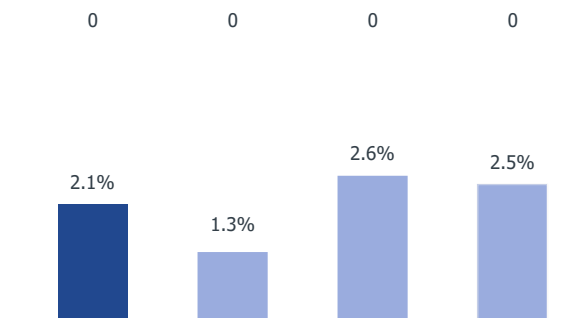
<b>Total VFR</b>	<b>37,246,000</b>	<b>1.3%</b>	<b>-6.8%</b>	<b>3.2</b>	<b>0.0</b>
Queensland	8,099,000	-0.8%	-9.5%	3.4	-0.2
New South Wales	12,982,000	4.0%	-7.7%	3.1	0.1
Victoria	9,583,000	1.1%	-6.8%	2.7	-0.1
Other States	7,229,000	-1.0%	-1.6%	3.6	0.1

<b>Total Business</b>	<b>23,909,000</b>	<b>5.4%</b>	<b>-11.6%</b>	<b>3.5</b>	<b>-0.1</b>
Queensland	5,758,000	7.9%	-6.0%	3.5	0.0
New South Wales	6,994,000	5.9%	-16.1%	2.8	-0.1
Victoria	4,554,000	0.8%	-21.7%	2.5	-0.3
Other States	6,973,000	4.0%	-7.4%	4.6	0.0

Annual change in visitor expenditure by state  
Year ending March 2024



Annual change in visitation by state,  
Year ending March 2024



**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](http://tra.gov.au) for more information on the methodology, back-casting process and impact on results.

**Disclaimer:**

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**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

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