

Domestic Tourism Snapshot

Year ending September 2024

Domestic overnight visitors within Australia

	Visitors	Annual ¹ Change vs change YE Dec 2019	Avg ² stay	Annual # change
Total Australia³	114,547,000	2.6%	3.5	-0.1
Holiday	48,675,000	2.1%	3.6	-0.2
VFR ⁴	37,353,000	0.4%	3.2	0.0
Business	24,809,000	8.9%	3.4	-0.2

Intrastate³	80,725,000	2.1%	-0.8%	2.9	0.0
Holiday	35,868,000	1.7%	5.4%	2.9	-0.1
VFR ⁴	26,238,000	-0.7%	-7.6%	2.5	0.1
Business	14,722,000	9.8%	-0.1%	3.4	-0.1

Interstate³	36,120,000	3.8%	-5.8%	4.5	-0.4
Holiday	13,758,000	1.6%	4.2%	4.9	-0.5
VFR ⁴	11,501,000	2.7%	-3.6%	4.7	-0.2
Business	10,425,000	8.2%	-17.1%	3.3	-0.4

Domestic overnight visitor expenditure in Australia

	Expenditure	Annual ¹ Change vs change YE Dec 2019
Total Australia⁵	\$110,283.3m	1.5%
Holiday ⁶	\$52,702.5m	-1.1%
VFR ⁶	\$18,760.3m	-0.1%
Business ⁶	\$22,097.4m	3.6%



BURKETOWN (MOUNGIBI), TROPICAL NORTH QUEENSLAND

Business travel drives OVE growth in Australia

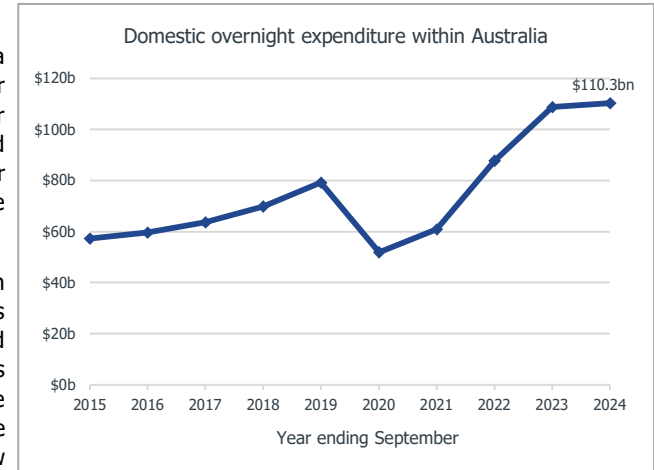
Domestic overnight visitor expenditure (OVE) within Australia reached a record of \$110.3 billion in the year ending September 2024. This is 1.5 per cent more than what was spent in the year ending September 2023. This record is a result of continued growth in visitation. There were 114.5 million domestic visitor trips within Australia, which is 2.6 per cent more than the previous year.

The continued growth in OVE was due to business OVE which grew 3.6 per cent over the year to \$22.1 billion due to business visitation growing 8.9 per cent to 24.8 million. The continued strong performance of the business segment may reflect its 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, despite this, business visitation is still 8.3 per cent below its 2019 levels, making this sector the furthest from 2019 levels across travel purposes. Visiting friends and relatives (VFR) OVE is sitting steadily at \$18.8 billion, down 0.1 per cent and visitation at 37.4 million, up 0.4 per cent.

The desire to travel during cost-of-living pressures

Domestic holiday visitation was up slightly (by 2.1 per cent) to 48.7 million showing that visitors are continuing to want to travel in the face of cost-of-living pressures. However, domestic holiday OVE was down 1.1 per cent over the year to \$52.7 billion. The decline in expenditure is largely because visitors are shortening their trips with the average length of stay (ALoS) for holiday visitors being down 0.2 nights to 3.6 nights. We also see that more New South Welshmen and Victorians than ever took intrastate trips to explore their own backyards rather than taking interstate trips. Australian visitors continue to embark on travel overseas.

Nationally we see continued growth of the intrastate market. Intrastate OVE was up 2.3 per cent to \$61.4 billion. This was on the back of intrastate visitation growing 2.1 per cent to 80.7 million visitors. On the other hand, interstate OVE was steady at \$48.9 million, up 0.4 per cent.



BEECHMONT, GOLD COAST

Domestic Tourism Snapshot

Year ending September 2024

Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Queensland	26,016,000	3.2%	0.4%	3.7	-0.2
Holiday	10,528,000	-4.7%	5.2%	4.0	-0.3
VFR	8,406,000	5.9%	-6.0%	3.5	0.1
Business	6,285,000	19.6%	2.6%	3.3	-0.1

Intrastate	17,909,000	2.1%	0.7%	3.1	-0.1
Holiday	7,151,000	-3.5%	7.4%	3.2	0.0
VFR	5,807,000	4.0%	-10.0%	2.7	0.1
Business	4,120,000	15.1%	4.8%	3.3	-0.1

Interstate	8,107,000	5.7%	-0.3%	5.2	-0.6
Holiday	3,376,000	-7.1%	0.7%	5.8	-1.0
VFR	2,599,000	10.3%	4.3%	5.3	-0.3
Business	2,165,000	29.3%	-1.4%	3.5	-0.1

Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
Total Queensland ⁵	\$28,558.8m	-1.8%	46.9%
Holiday ⁶	\$14,299.1m	-10.9%	49.3%
VFR ⁶	\$4,686.7m	3.1%	42.2%
Business ⁶	\$5,542.5m	13.4%	40.3%



Business beacons in Queensland as holidays soften

Visitation to Queensland has continued to reach records, but OVE has decreased. This reflects that business travel has continued its recovery, while the holiday market has faced tougher conditions. There were a record 26.0 million visitors to Queensland, an increase of 3.2 per cent over the year, however, these visitors spent \$28.6 billion which is a decrease of 1.8 per cent.

The record number of visitors was due to the business market. Queensland welcomed a record 6.3 million business visitors, up 19.6 per cent, that spent a record \$5.5 billion, an increase of 13.4 per cent. This also marks the first time since COVID-19 that business visitation has exceeded the levels seen in 2019. On top of this, the VFR market has performed relatively well with VFR visitation increasing 5.9 per cent to 8.4 million and VFR OVE having increased 3.1 per cent to \$4.7 billion. However, Queensland has been affected by softness in the holiday market as holiday visitation was down 4.7 per cent to 10.5 million and holiday OVE was down 10.9 per cent to \$14.3 billion. OVE was down by more than visitation since the holiday ALoS decreased by 0.3 nights over the year to 4.0.

There are four key reasons why the holiday market has been soft:

1. Queensland was affected by a series of weather-related incidents in late December 2023 and early 2024.
2. The decision consumers face between the desire to travel and cost of living pressures means that visitors are cutting back the length of their trips, and for New South Wales and Victoria in particular, are more likely to travel intrastate than interstate.
3. Australian residents are continuing to travel overseas, often instead of domestic holidays as evidenced in the most recent release of National Accounts in December 2024. The ABS stated that some Australian residents spent more time overseas contributing to the leakage of expenditure from the domestic market, and this offset the imports of services (source: Australian National Accounts, December 2024, ABS).
4. Noticeable declines in aviation capacity into parts of Queensland during different parts of the year to September 2024, Cairns and the Sunshine Coast in particular.

Looking at results by source market, we see that Queensland reached a record \$15.6 billion of intrastate OVE. This was built on the strength of the business market. On the other hand, interstate OVE was down 6.6 per cent over the year to \$13.0 billion due to the decrease in holiday OVE.

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 (\$7.9 billion, up 9.3 per cent YoY), Southern Great Barrier Reef (\$1.6 billion, up 11.2 per cent) and Queensland Country (\$1.7 billion, up 12.2 per cent). Brisbane also welcomed a record number of visitors (8.1 million, up 14.3 per cent) who spent a record number of nights (25.1 million, up 17.8 per cent) and Queensland Country reached a record number of nights (9.5 million, up 10.7 per cent). These regions have benefited from the strength in the business market.



Domestic Tourism Snapshot

Year ending September 2024



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	26,016,000	3.2%	0.4%	10,528,000	-4.7%	5.2%
Brisbane	8,130,000	14.3%	1.5%	2,307,000	-4.1%	1.0%
Gold Coast	4,127,000	-6.6%	-1.8%	2,253,000	-6.8%	4.2%
Sunshine Coast	4,064,000	-2.3%	0.4%	2,226,000	-10.8%	0.7%
Queensland Country	3,107,000	9.8%	#N/A	1,086,000	11.1%	#N/A
SGBR ³	1,862,000	-3.2%	-4.2%	647,000	-15.6%	0.0%
Townsville	1,264,000	17.6%	-2.5%	418,000	-5.1%	3.6%
TNQ ²	2,120,000	-15.1%	-4.4%	1,039,000	-28.5%	-9.6%

	Visitors ¹	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	788,000	3.8%	369,000	2.0%
Mackay	1,076,000	3.4%	255,000	3.3%
Outback	1,095,000	4.1%	362,000	6.4%
Whitsundays	742,000	1.0%	528,000	2.5%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$28,558.8m	-1.8%	46.9%	100%	\$1,098
Brisbane	\$7,881.2m	9.3%	49.6%	28%	\$969
Gold Coast	\$5,447.1m	-6.1%	47.6%	19%	\$1,320
Sunshine Coast	\$3,874.7m	-8.1%	41.2%	14%	\$953
Queensland Country	\$1,670.6m	12.2%	#N/A	6%	\$538
SGBR	\$1,606.8m	11.2%	57.0%	6%	\$863
Townsville	\$1,103.6m	-0.1%	39.9%	4%	\$873
TNQ	\$3,333.2m	-20.3%	33.0%	12%	\$1,573

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$608.1m	11.2%	2%	\$772
Mackay	\$700.8m	15.7%	2%	\$651
Outback	\$802.8m	6.7%	3%	\$733
Whitsundays	\$1,430.6m	13.5%	5%	\$1,927



Brisbane

Brisbane reached another record in OVE, achieving \$7.9 billion, up 9.3 per cent over the year ending September 2024. The record level of OVE was due to a record 8.1 million visitors, up 14.3 per cent, who stayed a record 25.1 million nights, up 17.8 per cent. Brisbane has benefited from the continued strength of business travel to Queensland. There was a record 2.1 million business visitors, up 34.3 per cent there was also 3.2 million VFR visitors, up 18.7 per cent. Holiday visitation, however, was down 4.1 per cent over the year to 2.3 million. By market, Brisbane welcomed a record number of both interstate and intrastate visitors, with 4.5 million intrastate visitors, which is 9.0 per cent more than the previous year, including a record 832,000 visitors from Queensland Country, up 32.9 per cent and a record 197,000 visitors from Tropical North Queensland, an increase of 35.6 per cent. There were 3.7 million visitors from interstate, up 21.6 per cent. This included a record 2.0 million visitors from New South Wales, an increase of 26.8 per cent and a record 1.1 million from Victoria, up 32.5 per cent.

Fraser Coast

Total OVE grew over the three-year trend by 11.2 per cent to \$608.1m. The growth in OVE reflected an increase in visitation and an increase in spend per night. The average spend per night increased 6.7 per cent to \$214 with total visitation increasing by 3.8 per cent to 788,000. An increase in holidaymakers led the growth in visitation. Holiday visitation increased 2.0 per cent to 369,000. The number of VFR travellers was down by 2.0 per cent to 223,000. The intrastate market contributed to the growth in visitation, up 3.0 per cent to 664,000. There were 332,000 visitors from Brisbane, which is up 10.6 per cent. Information on the interstate market was not publishable due to small sample size.

Mackay

Total OVE in Mackay was up 15.7 per cent over the three-year trend to \$700.8 million. This was mostly due to the growth in the average amount spent per night in the region, which is up 13.0 per cent to \$176. An increase in visitation also contributed, up 3.4 per cent to 1.1 million. Both business and holiday visitation drove the increase in visitation to the region. There were 606,000 business visitors which is an increase of 6.1 per cent and there were 255,000 holiday visitors which is up 3.3 per cent. Intrastate visitation was up 3.4 per cent to 983,000. Interstate visitation was not reportable due to small survey sample sizes.

Gold Coast

Domestic OVE was down 6.1 per cent over the year to \$5.4 billion. The decrease in OVE was in-line with the decrease in visitation as total visitation decreased 6.6 per cent to 4.1 million. The average spend per visitor was steady (up 0.6 per cent) at \$1,320. Gold Coast saw fewer VFR and holiday visitors with VFR visitation down 11.3 per cent to 1.2 million and holiday visitation down 6.8 per cent to 2.3 million. In line with the strength in business visitation seen across the state, business visitation on the Gold Coast was up 8.0 per cent to 595,000. The decline in visitation occurred evenly across both the intrastate and interstate markets with intrastate visitation down 6.8 per cent over the year to 2.0 million, including 1.3 million visitors from Brisbane, which is down 17.4 per cent. Interstate visitation was down 6.5 per cent to 2.1 million as visitation from both New South Wales and Victoria decreased. Visitation from New South Wales was down 2.5 per cent to 1.3 million and visitation from Victoria was down 6.2 per cent to 571,000.

Outback Queensland

OVE has grown by 6.7 per cent over the three-year trend to \$802.8 million. This reflected an increase in the number of visitors along with said visitors spending more per night. Visitation increased 4.1 per cent to 1.1 million. These visitors spent \$187 per night which is up 10.0 per cent. The growth in visitation was due to both the holiday and business markets. Holiday visitation was up by 6.4 per cent to 362,000 and business visitation increased 4.0 per cent to 467,000. There was strong growth of visitation from interstate with 220,000 interstate visitors, which is up by 16.2 per cent. Intrastate visitation increased 1.4 per cent to 874,000.

Southern Great Barrier Reef

There was a record \$1.6 billion spent by domestic visitors in the Southern Great Barrier Reef (SGBR) region, up 11.2 per cent over the year. The growth in OVE was because the average spend per night in the region increased by 22.7 per cent to \$255 over the year. Visitation to the region was down 3.2 per cent to 1.9 million. The decrease was due to a 15.6 per cent decline in holiday visitation to 647,000. Otherwise, VFR visitation was steady, up 0.4 per cent at 592,000 and business visitation was up by 16.0 per cent to 512,000. Visitation was also down from both the intrastate, a decrease of 3.5 per cent to 1.6 million and interstate market, down 1.3 per cent to 251,000.

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	17,909,000	2.1%	0.7%
Brisbane	4,461,000	9.0%	0.6%
Gold Coast	2,030,000	-6.8%	0.2%
Sunshine Coast	3,039,000	0.9%	3.7%
Queensland Country	2,569,000	9.1%	11.3%
SGBR	1,611,000	-3.5%	-4.4%
Townsville	947,000	15.5%	-11.1%
TNQ	1,379,000	-13.7%	-8.1%

	Visitors	3-yr trend
Fraser Coast	664,000	3.0%
Mackay	983,000	3.4%
Outback	874,000	1.4%
Whitsundays	457,000	-7.6%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	8,107,000	5.7%	-0.3%
Brisbane	3,669,000	21.6%	2.7%
Gold Coast	2,097,000	-6.5%	-3.6%
Sunshine Coast	1,025,000	-10.8%	-8.2%
Queensland Country	538,000	13.4%	8.6%
SGBR	251,000	-1.3%	-2.9%
Townsville	318,000	24.3%	36.6%
TNQ	740,000	-17.4%	3.3%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	220,000	16.2%
Whitsundays	286,000	20.2%



Domestic Tourism Snapshot

Year ending September 2024



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	26,016,000	3.2%	0.4%	10,528,000	-4.7%	5.2%
Brisbane	8,130,000	14.3%	1.5%	2,307,000	-4.1%	1.0%
Gold Coast	4,127,000	-6.6%	-1.8%	2,253,000	-6.8%	4.2%
Sunshine Coast	4,064,000	-2.3%	0.4%	2,226,000	-10.8%	0.7%
Queensland Country	3,107,000	9.8%	#N/A	1,086,000	11.1%	#N/A
SGBR ⁸	1,862,000	-3.2%	-4.2%	647,000	-15.6%	0.0%
Townsville	1,264,000	17.6%	-2.5%	418,000	-5.1%	3.6%
TNQ ⁹	2,120,000	-15.1%	-4.4%	1,039,000	-28.5%	-9.6%

	Visitors ¹⁰	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	788,000	3.8%	369,000	2.0%
Mackay	1,076,000	3.4%	255,000	3.3%
Outback	1,095,000	4.1%	362,000	6.4%
Whitsundays	742,000	1.0%	528,000	2.5%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$28,558.8m	-1.8%	46.9%	100%	\$1,098
Brisbane	\$7,881.2m	9.3%	49.6%	28%	\$969
Gold Coast	\$5,447.1m	-6.1%	47.6%	19%	\$1,320
Sunshine Coast	\$3,874.7m	-8.1%	41.2%	14%	\$953
Queensland Country	\$1,670.6m	12.2%	#N/A	6%	\$538
SGBR	\$1,606.8m	11.2%	57.0%	6%	\$863
Townsville	\$1,103.6m	-0.1%	39.9%	4%	\$873
TNQ	\$3,333.2m	-20.3%	33.0%	12%	\$1,573

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$608.1m	11.2%	2%	\$772
Mackay	\$700.8m	15.7%	2%	\$651
Outback	\$802.8m	6.7%	3%	\$733
Whitsundays	\$1,430.6m	13.5%	5%	\$1,927



K'GARI (FORMERLY FRASER ISLAND), FRASER COAST

Queensland Country

Domestic OVE in Queensland Country reached a record \$1.7 billion, up 12.2 per cent over the year. The growth in OVE is in line with the 9.8 per cent increase in visitation to 3.1 million. These visitors spent on average \$176 per night, which is up by 1.4 per cent compared to the previous year. Queensland Country welcomed a record number of holiday and business visitors with 1.1 million holiday visitors, up 11.1 per cent and 860,000 business visitors, up 21.4 per cent. VFR visitation also grew by 5.1 per cent to 1.0 million. Visitation grew from both intrastate and interstate. Intrastate visitation increased 9.1 per cent to 2.6 million over the year, including 1.2 million visitors from Brisbane (up 12.0 per cent) and 490,000 intraregional visitors (up 3.7 per cent). There were 538,000 interstate visitors which was up 13.4 per cent. This included a record 381,000 visitors from New South Wales which was up 38.6 per cent over the year.

Sunshine Coast

Domestic OVE on the Sunshine Coast decreased 8.1 per cent over the year to \$3.9 billion. This occurred because there was less visitors to the region and these visitors decreased their ALoS. Total visitation was down by 2.3 per cent to 4.1 million and the ALoS decreased by 0.3 nights to 3.3 nights. There were 10.8 per cent less holiday visitors, or 2.2 million, than there were a year earlier. This accounts for the decrease in visitation to the region. Otherwise, VFR visitation increased 3.1 per cent to 1.4 million and business visitation increased 60.3 per cent to 370,000. The fall in visitation came from interstate, with 1.0 million interstate visitors, which is down 10.8 per cent over the year. The decline in visitation was largely due to less visitation from New South Wales, down 27.8 per cent to 388,000, Sydney in particular. This reflects in part a decrease in aviation capacity from Sydney directly into the Sunshine Coast. Otherwise, Victorian visitation was up 9.9 per cent to 458,000. Intrastate visitation was steady, up 0.9 per cent to 3.0 million, including 2.0 million visitors from Brisbane, a decrease of 3.5 per cent.

Whitsundays

The Whitsundays' domestic OVE continued to grow over the three-year trend (up 13.5 per cent to \$1.4 billion). The growth reflected visitors increasing how much they spend per night on average by 11.9 per cent to \$438. Visitation was also up slightly, 1.0 per cent to 742,000. Most visitors to the region are on holidays with 528,000 holidaymakers, an increase of 2.5 per cent. The increase in visitation to the region was due to the interstate market with 286,000 interstate visitors, up 20.2 per cent. On the other hand, there were 457,000 intrastate visitors, down 7.6 per cent.

Tropical North Queensland (TNQ)

In Tropical North Queensland, there was a 20.3 per cent decrease in domestic OVE to \$3.3 billion. OVE decreased in line with a decline in visitation and shorter ALoS. Total visitation decreased 15.1 per cent to 2.1 million and the ALoS was down 0.3 nights to 4.7 nights. Spend per night was steady, up 0.7 per cent, at \$335 on average. The decrease in visitation was due to the holiday market with 1.0 million holiday visitors, which is 28.5 per cent less than the previous year. VFR visitation was up 7.1 per cent to 474,000 and business visitation was up 8.5 per cent to 533,000. Visitation was down from both intrastate and interstate, with 1.4 million intrastate visitors, down 13.7 per cent, including decreases from intraregional travel (down 17.6 per cent to 663,000), Townsville (down 22.2 per cent to 246,000) and Brisbane (down 13.5 per cent to 210,000). Interstate visitation was down 17.4 per cent to 740,000, predominantly driven by the decline in visitation from Victoria, down by 28.2 per cent to 271,000 visitors. This might have been related to a reduction in aviation capacity from Melbourne to Cairns in the September quarter of 2024, which is traditionally a peak travel season for the region.

Townsville

Domestic visitors spent \$1.1 billion, which was steady, down only 0.1 per cent over the year. Continued growth in visitation and average spend per night were offset by a decrease in the ALoS. There were 1.3 million visitors, which was up 17.6 per cent and these visitors spent on average \$284 per night, which was up 13.4 per cent. On the other hand, ALoS decreased by 1.0 nights to 3.1 nights. The increase in visitation was due to VFR and business visitation with VFR visitation growing 15.6 per cent to 368,000 and business visitation increasing 66.0 per cent to 352,000. Holiday visitation decreased 5.1 per cent to 418,000, while visitation from both intrastate (up 15.5 per cent to 947,000) and interstate (up 24.3 per cent to 318,000) grew.

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	17,909,000	2.1%	0.7%
Brisbane	4,461,000	9.0%	0.6%
Gold Coast	2,030,000	-6.8%	0.2%
Sunshine Coast	3,039,000	0.9%	3.7%
Queensland Country	2,569,000	9.1%	11.3%
SGBR	1,611,000	-3.5%	-4.4%
Townsville	947,000	15.5%	-11.1%
TNQ	1,379,000	-13.7%	-8.1%

	Visitors	3-yr trend
Fraser Coast	664,000	3.0%
Mackay	983,000	3.4%
Outback	874,000	1.4%
Whitsundays	457,000	-7.6%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	8,107,000	5.7%	-0.3%
Brisbane	3,669,000	21.6%	2.7%
Gold Coast	2,097,000	-6.5%	-3.6%
Sunshine Coast	1,025,000	-10.8%	-8.2%
Queensland Country	538,000	13.4%	8.6%
SGBR	251,000	-1.3%	-2.9%
Townsville	318,000	24.3%	36.6%
TNQ	740,000	-17.4%	3.3%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	220,000	16.2%
Whitsundays	286,000	20.2%



ORPHEUS ISLAND, TOWNSVILLE

Domestic Tourism Snapshot



Year ending September 2024

State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
Total Australia	\$110,283.3m	1.5%	36.7%	100%	\$963
Queensland	\$28,558.8m	-1.8%	46.9%	26%	\$1,098
New South Wales	\$31,313.1m	4.7%	32.3%	28%	\$839
Victoria	\$22,758.8m	1.0%	34.0%	21%	\$789
Other States	\$27,650.0m	1.8%	34.2%	25%	\$1,058

State visitation comparison

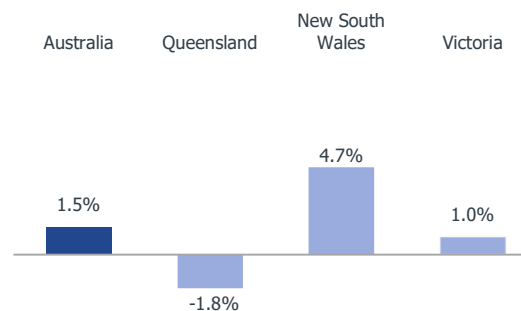
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Total Australia	114,547,000	2.6%	-2.5%	3.5	-0.1
Queensland	26,016,000	3.2%	0.4%	3.7	-0.2
New South Wales	37,311,000	3.2%	-4.3%	3.1	-0.1
Victoria	28,848,000	3.1%	-3.0%	2.8	-0.1
Other States	26,125,000	1.2%	-2.4%	4.0	-0.1

Total holiday	48,675,000	2.1%	5.3%	3.6	-0.2
Queensland	10,528,000	-4.7%	5.2%	4.0	-0.3
New South Wales	15,652,000	2.0%	5.8%	3.2	-0.1
Victoria	13,519,000	7.0%	8.6%	3.0	-0.1
Other States	10,544,000	1.8%	-0.2%	3.8	-0.2

Total VFR	37,353,000	0.4%	-6.5%	3.2	0.0
Queensland	8,406,000	5.9%	-6.0%	3.5	0.1
New South Wales	12,990,000	2.4%	-7.6%	3.0	-0.1
Victoria	9,496,000	-2.9%	-7.6%	2.6	-0.1
Other States	7,144,000	-4.9%	-2.7%	3.6	0.2

Total Business	24,809,000	8.9%	-8.3%	3.4	-0.2
Queensland	6,285,000	19.6%	2.6%	3.3	-0.1
New South Wales	7,128,000	6.7%	-14.5%	2.7	-0.3
Victoria	4,815,000	5.9%	-17.2%	2.5	-0.4
Other States	7,140,000	5.8%	-5.2%	4.5	-0.2

Annual change in visitor expenditure by state Year ending September 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.

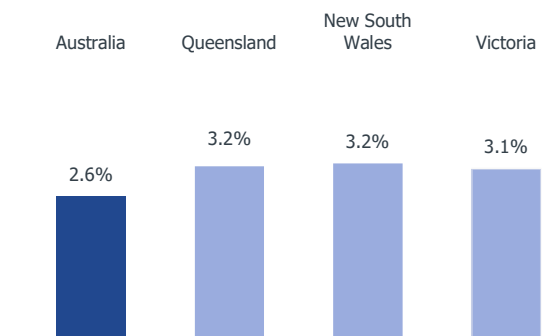
In 2019, TRA transitioned to 100 per cent mobile phone interviewing, after previously doing 50 per cent of the sample from landlines. 97 per cent of the Australian population aged 15 years or more own a mobile phone. This change will improve the accuracy of national, state and territory estimates.

Please visit tra.gov.au for more information on the methodology, back-casting process and impact on results.

Disclaimer:

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Annual change in visitation by state, Year ending September 2024



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