

Domestic Tourism Snapshot

Year ending June 2023



Domestic overnight visitors within Australia

	Visitors	Annual ¹ Change vs change YE Dec 2019	Avg ² stay	Annual # change
Total Australia³	111,393,000	29.8%	3.6	-0.2
Holiday	48,022,000	24.8%	3.8	-0.1
VFR ⁴	36,757,000	30.5%	3.2	-0.1
Business	22,686,000	42.6%	3.6	-0.3

Intrastate³	78,744,000	16.9%	-3.2%	2.9	-0.3
Holiday	35,316,000	12.4%	3.8%	3.0	-0.3
VFR ⁴	26,210,000	23.3%	-7.7%	2.4	-0.1
Business	13,352,000	16.3%	-9.4%	3.5	-0.3

Interstate³	34,875,000	76.0%	-9.0%	5.0	-0.7
Holiday	13,821,000	80.5%	4.6%	5.5	-0.6
VFR ⁴	10,961,000	52.6%	-8.2%	5.0	-0.4
Business	9,587,000	107.6%	-23.7%	3.7	-0.5

Domestic overnight visitor expenditure in Australia

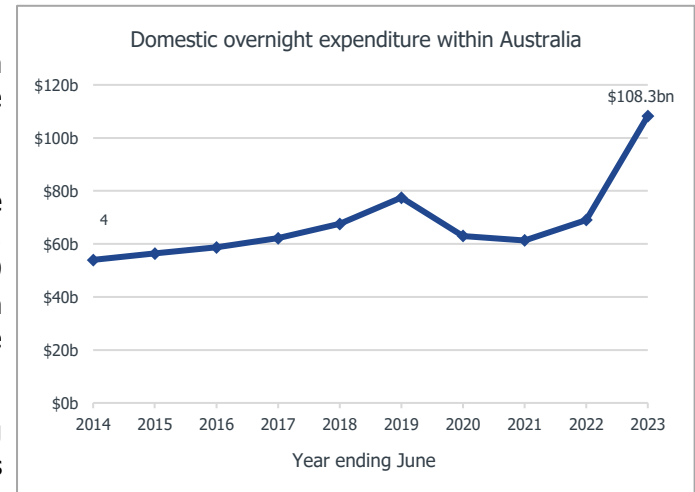
	Expenditure	Annual ¹ Change vs change YE Dec 2019
Total Australia⁵	\$108,295.3m	56.8%
Holiday ⁶	\$54,621.7m	43.9%
VFR ⁶	\$18,249.2m	51.3%
Business ⁶	\$20,618.9m	105.4%

Strong growth Nationally

Domestic overnight visitors in Australia spent a \$108.3 billion, which is up 56.8 per cent year-on-year. The growth in expenditure is due both to Australians taking more trips and visitors spending more on average. Total visitation grew 29.8 per cent to 111.4 million and the average spend per visitor increased 20.8 per cent to \$972. However, visitation has not yet reached pre-COVID-19 levels, it is still 5.2 per cent below the numbers seen in year ending December 2019. Overnight visitor expenditure (OVE) grew in all states and territories.

Business expenditure was particularly strong, growing 105.4 per cent year on year to \$20.6 billion and business visitation also had the strongest growth across purposes (up 42.6 per cent to 22.7 million). Nationally, OVE also grew across the other travel purposes. VFR OVE was up by 51.3 per cent to \$18.2 billion and holiday OVE was up by 43.9 per cent to \$54.6 billion. In terms of visitation, visiting friends and relatives (VFR) was up 30.5 per cent to 36.8 million and holiday was up 24.8 per cent to 48.0 million. There was strong pent-up demand with holiday visitation post COVID-19, with holiday visitation above 2019 levels (up 3.9 per cent).

Interstate OVE is more than double the previous year (up 100.9 per cent year-on-year to \$49.1 billion). On the other hand, intrastate OVE was up 32.7 per cent to \$59.2 billion.



HAMILTON ISLAND, WHITSUNDAYS



KURANDA, TROPICAL NORTH QUEENSLAND

Domestic Tourism Snapshot

Year ending June 2023

Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs		
			YE Dec 2019	Avg stay	Annual # change
Total Queensland	25,268,000	16.4%	-2.5%	4.0	-0.1
Holiday	10,816,000	15.2%	8.1%	4.4	-0.1
VFR	8,160,000	15.0%	-8.8%	3.7	0.2
Business	5,334,000	25.9%	-12.9%	3.5	-0.6
Intrastate	17,415,000	1.3%	-2.1%	3.2	-0.2
Holiday	7,154,000	-1.7%	7.5%	3.2	-0.3
VFR	5,671,000	-0.5%	-12.1%	2.7	0.0
Business	3,691,000	11.3%	-6.1%	3.4	-0.7
Interstate	7,854,000	73.8%	-3.4%	5.9	-0.9
Holiday	3,662,000	73.0%	9.3%	6.7	-1.1
VFR	2,489,000	78.4%	-0.1%	5.8	-0.8
Business	1,643,000	78.7%	-25.2%	3.7	-0.5

Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs	
			YE Dec 2019	2019
Total Queensland ⁵	\$28,835.7m	46.8%	48.3%	
Holiday ⁶	\$16,018.4m	40.3%	67.2%	
VFR ⁶	\$4,621.6m	46.3%	40.2%	
Business ⁶	\$4,724.1m	76.8%	19.6%	



GRANDCHESTER, BRISBANE

Record business OVE in Queensland

Domestic OVE in Queensland reached \$28.8 billion which is up 46.8 per cent over the year. The growth in OVE in Queensland reflects both an increase in visitation and spend per night. Total visitation increased by 16.4 per cent to 25.3 million, total nights increased 14.4 per cent to 101.4 million and spend per night increased 28.3 per cent to \$284 per night. Compared to the pre-COVID-19 period, total OVE is 48.3 per cent higher, but visitation is slightly lower (down 2.5 per cent).

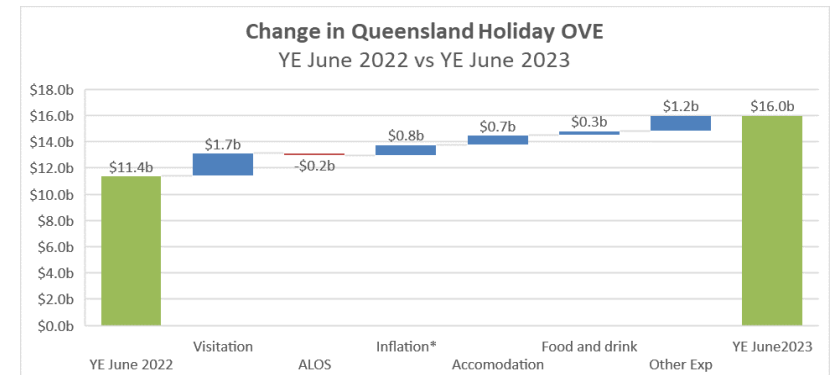
Queensland reached a record level of business OVE (up 76.8 per cent year on year to \$4.7 billion). Business OVE experienced the strongest growth over the year, while both holiday (\$16.0 billion, up 40.3 per cent) and VFR (\$4.6 billion, up 46.3 per cent) OVE also grew strongly.

While inflation contributed to the holiday OVE growth year-on-year, expenditure generated from the increase in holiday visitation, increase in accommodation spend and other expenditure are the main contributors to the domestic holiday OVE growth in Queensland over the year.

Intrastate OVE in Queensland reached a record of \$15.0 billion (up 21.0 per cent). The record largely reflects a significant increase in spend per visitor of 19.5 per cent over the year to \$863. Total intrastate visitation was up 1.3 per cent to 17.4 million. On the other hand, interstate OVE was the largest source of OVE growth in Queensland (up 90.9 per cent). This largely reflects growth in interstate visitation which was up by 73.8 per cent to 7.9 million. Over the 12 months there was a large influx of interstate visitation to Queensland enjoying the ability to travel without border restrictions, particularly earlier in the year ending June 2023. Interstate spend per visitor was up 9.8 per cent to \$1,758.

OVE growth across the regions

OVE grew in all regions, both for those whose growth is tracked annually and those whose growth is tracked over a three-year trend. As a result, OVE remains above pre-COVID-19 levels. Three regions reached new records. These were Brisbane (\$6.9 billion, up 72.5 per cent), Mackay (\$751.3 million, up 22.5 per cent over the three-year trend) and Outback Queensland (\$891.8 million up 19.5 per cent over the three-year trend).



MON REPOS, SOUTHERN GREAT BARRIER REEF

Domestic Tourism Snapshot

Year ending June 2023



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	25,268,000	16.4%	-2.5%	10,816,000	15.2%	8.1%
Brisbane	7,211,000	28.2%	-10.0%	2,398,000	43.5%	5.0%
Gold Coast	4,321,000	35.2%	2.8%	2,271,000	28.7%	5.0%
Sunshine Coast	3,884,000	0.4%	-4.0%	2,322,000	1.3%	5.1%
SQC ⁷	2,504,000	-0.5%	4.4%	900,000	0.6%	29.2%
SGBR ⁸	2,314,000	12.0%	-0.1%	816,000	2.0%	11.0%
Townsville	1,076,000	-6.9%	-17.1%	409,000	-8.4%	1.5%
TNQ ⁹	2,541,000	23.3%	14.6%	1,417,000	20.0%	23.2%

	Visitors ¹	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	765,000	6.7%	393,000	11.9%
Mackay	1,113,000	2.2%	239,000	9.1%
Outback	1,103,000	6.4%	350,000	11.3%
Whitsundays	765,000	11.7%	501,000	13.6%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$28,835.7m	46.8%	48.3%	100%	\$1,141
Brisbane	\$6,929.8m	72.5%	31.5%	24%	\$961
Gold Coast	\$5,612.0m	69.9%	52.1%	19%	\$1,299
Sunshine Coast	\$4,411.3m	48.2%	60.7%	15%	\$1,136
SQC	\$1,267.3m	23.5%	50.8%	4%	\$506
SGBR	\$1,653.6m	20.5%	38.1%	6%	\$715
Townsville	\$1,065.9m	28.4%	35.0%	4%	\$991
TNQ	\$4,254.2m	36.4%	69.7%	15%	\$1,674

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$545.4m	13.5%	2%	\$713
Mackay	\$751.3m	22.5%	3%	\$675
Outback	\$891.8m	19.5%	3%	\$808
Whitsundays	\$1,318.7m	29.3%	5%	\$1,724



GREAT SANDY STRAIT MARINE PARK, FRASER COAST

Brisbane

Domestic OVE grew by 72.5 per cent to a record \$6.9 billion in the year ending June 2023. OVE was 31.5 per cent higher than 2019. The growth over the year was due to an increase in visitation as well as an increase in average spend per visitor. Brisbane welcomed 7.2 million visitors (up 28.2 per cent year on year) who spent \$961 per visitor on average (up 34.5 per cent). The growth in visitation was largely due to holiday (2.4 million, up 43.5 per cent) and business (1.6 million, up 42.3 per cent) visitation. VFR visitation also grew 16.3 per cent to 2.8 million. By market, there was particularly strong growth in interstate visitation (up 87.6 per cent to 3.1 million) as people were once again able to travel without COVID-19 restrictions. Visitation from New South Wales was up 71.0 per cent to 1.6 million and visitation from Victoria was up 124.3 per cent to 867,000. Brisbane welcomed 4.1 million intrastate visitors, up 3.3 per cent. Among intrastate markets, the strongest growth was from Southern Great Barrier Reef (up 17.5 per cent to 435,000) and Sunshine Coast (up 7.5 per cent to 652,000). Brisbane's largest intrastate market is intraregional travel with 1.2 million visitors, down 2.2 per cent.

Fraser Coast

Annual OVE reached \$545.4 million in the year ending June 2023, which was up 13.5 per cent on average over the past three years. This was due to higher spend per night and growth in visitation. Spend per night grew 12.1 per cent on average to \$190 over the past three years. Total visitation grew by 6.7 per cent on average to 765,000 over the same period. The growth in visitation was due to holiday makers. Holiday visitation increased by 11.9 per cent on average over the past three years to 393,000. VFR visitation has been steady on average over the past three years (up 0.9 per cent to 246,000). Intrastate visitation grew by 7.9 per cent on average over the past three years to 609,000. While Fraser Coast welcomed 156,000 interstate visitors, its growth rate was not reportable.

Gold Coast

Domestic overnight visitors spent a total of \$5.6 billion on the Gold Coast, an increase of 69.9 per cent over the year and up 52.1 per cent compared to 2019. The growth over the year reflects a record number of domestic visitors on the Gold Coast (4.3 million, up 35.2 per cent). The average spend per visitor also increased by 25.7 per cent to \$1,299 per visitor.

There was a record number of business visitors on the Gold Coast (584,000) on the back of extremely strong growth over the year (85.6 per cent). Holiday travel is still the most common reason to visit the Gold Coast (up 28.7 per cent to 2.3 million) followed by VFR (up 37.3 per cent to 1.4 million). More than half of the Gold Coast's domestic visitors were from interstate (2.2 million interstate visitors, up 70.4 per cent). This included a record 711,000 visitors from Sydney (up 96.0 per cent). Visitation from regional New South Wales (up 60.9 per cent to 554,000) and Victoria (up 52.6 per cent to 629,000) also grew. There were 2.1 million visitors from intrastate, up 11.4 per cent. Brisbane is the Gold Coast's largest intrastate source market with 1.6 million visitors, up 10.2 per cent.

Mackay

Annual OVE reached a record \$751.3 million in Mackay, which was up 22.5 per cent on average over the past three years. This largely reflects an increase in spend per visitor (up 19.2 per cent on average to \$675 per visitor over the past three years). Total visitation increased 2.2 per cent on average over the past three years to 1.1 million. Both holiday (up 9.1 per cent on average over the past three years to 239,000) and VFR (up 10.1 per cent on average over the past three years to 219,000) travel increased year-on-year. Business visitation decreased on average over the three-year trend (down 3.6 per cent on average to 571,000). The region's visitation is predominantly from the intrastate market (92 per cent), which grew by 2.9 per cent on average over the past three years to 1.0 million.

Outback Queensland

Annual OVE reached a record \$891.8 million, which was up 19.5 per cent on average over the past three years. This is due to both an increase in visitation as well as an increase in the average spend per visitor. The average spend per visitor increased 11.0 per cent over on average over the three year trend to \$808 and total visitation increased 6.4 per cent on average over the three year trend to 1.1 million. The growth in visitation was due to both holiday (350,000, up 11.3 per cent on average over the three-year trend) and VFR (205,000, up 18.6 per cent on average over the three-year trend). However, business visitation was steady (down 0.6 per cent on average over the three-year trend) at 484,000. There were 875,000 intrastate visitors (up 5.5 per cent on average over the three-year trend) and 228,000 interstate visitors (up 12.0 per cent on average over the three-year trend).

Southern Great Barrier Reef

Domestic OVE grew by 20.5 per cent over the year to \$1.7 billion. It was 38.1 per cent higher than 2019. The growth over the year reflects an increase in the number of visitors and average spend. Total visitation was up 12.0 per cent to 2.3 million and average spend per visitor increased 7.6 per cent to \$715. The increase in visitation over the year was led by business travel (up 37.4 per cent to 719,000), with VFR (up 11.2 per cent to 640,000) and holiday (up 2.0 per cent to 816,000) also seeing growth. There was strong growth from the interstate market (up 55.1 per cent to 291,000), but the majority of visitors come from intrastate (up 7.7 per cent to 2.0 million). The largest intrastate markets are intraregional travel (662,000 up 33.9 per cent) and Brisbane (560,000, down 11.5 per cent).

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	17,415,000	1.3%	-2.1%
Brisbane	4,086,000	3.3%	-7.9%
Gold Coast	2,123,000	11.4%	4.8%
Sunshine Coast	2,811,000	-10.3%	-4.1%
SQC	2,033,000	-8.0%	4.5%
SGBR	2,023,000	7.7%	0.1%
Townsville	834,000	-14.5%	-21.7%
TNQ	1,617,000	6.5%	7.8%

	Visitors	3-yr trend
Fraser Coast	609,000	7.9%
Mackay	1,024,000	2.9%
Outback	875,000	5.5%
Whitsundays	438,000	6.0%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	7,854,000	73.8%	-3.4%
Brisbane	3,125,000	87.6%	-12.6%
Gold Coast	2,198,000	70.4%	1.0%
Sunshine Coast	1,073,000	45.7%	-3.9%
SQC	471,000	53.5%	3.8%
SGBR	291,000	55.1%	-1.4%
Townsville	242,000	33.9%	4.1%
TNQ	924,000	70.2%	28.9%

	Visitors	3-yr trend
Fraser Coast	156,000	np
Mackay	np	np
Outback	228,000	np
Whitsundays	327,000	np



MOOLOOLABA, SUNSHINE COAST

Domestic Tourism Snapshot

Year ending June 2023



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	25,268,000	16.4%	-2.5%	10,816,000	15.2%	8.1%
Brisbane	7,211,000	28.2%	-10.0%	2,398,000	43.5%	5.0%
Gold Coast	4,321,000	35.2%	2.8%	2,271,000	28.7%	5.0%
Sunshine Coast	3,884,000	0.4%	-4.0%	2,322,000	1.3%	5.1%
SQC ⁷	2,504,000	-0.5%	4.4%	900,000	0.6%	29.2%
SGBR ⁸	2,314,000	12.0%	-0.1%	816,000	2.0%	11.0%
Townsville	1,076,000	-6.9%	-17.1%	409,000	-8.4%	1.5%
TNQ ⁹	2,541,000	23.3%	14.6%	1,417,000	20.0%	23.2%

	Visitors ¹⁰	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	765,000	6.7%	393,000	11.9%
Mackay	1,113,000	2.2%	239,000	9.1%
Outback	1,103,000	6.4%	350,000	11.3%
Whitsundays	765,000	11.7%	501,000	13.6%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$28,835.7m	46.8%	48.3%	100%	\$1,141
Brisbane	\$6,929.8m	72.5%	31.5%	24%	\$961
Gold Coast	\$5,612.0m	69.9%	52.1%	19%	\$1,299
Sunshine Coast	\$4,411.3m	48.2%	60.7%	15%	\$1,136
SQC	\$1,267.3m	23.5%	50.8%	4%	\$506
SGBR	\$1,653.6m	20.5%	38.1%	6%	\$715
Townsville	\$1,065.9m	28.4%	35.0%	4%	\$991
TNQ	\$4,254.2m	36.4%	69.7%	15%	\$1,674

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$545.4m	13.5%	2%	\$713
Mackay	\$751.3m	22.5%	3%	\$675
Outback	\$891.8m	19.5%	3%	\$808
Whitsundays	\$1,318.7m	29.3%	5%	\$1,724

MAGNETIC ISLAND, TOWNSVILLE NORTH QUEENSLAND



Southern Queensland Country (SQC)

Domestic OVE grew by 23.5 per cent over the year to \$1.3 billion, which is 50.8 per cent higher than 2019. The annual growth was due to an increase in average spend per visitor (up 24.0 per cent to \$506). Visitation was steady (down 0.5 per cent) at 2.5 million. By purpose, both holiday (up 0.6 per cent to 900,000) and business visitation (down 0.9 per cent to 483,000) were steady. VFR visitation, on the other hand, was down 4.6 per cent to 953,000. There was strong growth in interstate visitation (up 53.5 per cent to 471,000). This included 267,000 visitors from New South Wales (up 30.7 per cent). Intrastate visitation was down 8.0 per cent to 2.0 million. SQC's largest intrastate market is Brisbane, which was down 5.8 per cent to 1.1 million visitors.

Sunshine Coast

Sunshine Coast's domestic OVE grew 48.2 per cent over the year to \$4.4 billion, which is 60.7 per cent higher than 2019. The growth over the year was largely due to a 47.6 per cent increase in the average spend per visitor to \$1,136. The total number of visitors was steady (up 0.4 per cent) over the year at 3.9 million. The strongest growth by purpose over the year was business visitation (up 9.6 per cent to 244,000), while the main reasons for visiting the Sunshine Coast continue to be holiday (2.3 million visitors, up 1.3 per cent) and VFR (1.2 million, up 1.9 per cent). There was strong growth from interstate visitation (up 45.7 per cent to 1.1 million). Visitation from New South Wales grew 38.4 per cent to 505,000 and visitation from Victoria grew 47.2 per cent to 385,000. Intrastate visitation was down 10.3 per cent to 2.8 million. This largely reflects a 12.6 per cent decrease in visitation (to 1.9 million) from the Sunshine Coast's largest market, Brisbane.

Townsville

Domestic OVE grew by 28.4 per cent year-on-year (up 35.0 per cent compared to 2019) to \$1.1 billion. This was the result of spend per visitor increasing 38.0 per cent over the year to \$991. On the other hand, total visitation was down by 6.9 per cent to 1.1 million and total nights were down 4.6 per cent to 4.2 million. By purpose, there was growth in VFR visitation (up 2.1 per cent to 316,000). However, both holiday (down 8.4 per cent to 409,000) and business (down 20.4 per cent to 238,000) visitation decreased. The decrease in visitation was due to the intrastate market (down 14.5 per cent to 834,000). Interstate visitation was up 33.9 per cent to 242,000.

Tropical North Queensland (TNQ)

There was a record 2.5 million domestic visitors to the region in the year ending June 2023 (up 23.3 per cent over the year). Average spend per visitor also grew over this period (up 10.7 per cent to \$1,674), so that overnight visitor expenditure grew even more strongly (up 36.4 per cent to \$4.3 billion). Domestic OVE is now 69.7 per cent higher than the pre-COVID-19 period. There was a record 542,000 business visitors to the region (up 43.6 per cent year on year). However, holiday visitation still accounts for the majority of visitors (56 per cent) and it grew by 20.0 per cent over the year to 1.4 million. There were 477,000 VFR visitors (up 21.8 per cent). Intrastate visitation reached a record 1.6 million (up 6.5 per cent) on the back of record intraregional travel (765,000 visitors, up 19.0 per cent). The largest increase came from the interstate market which is up 70.2 per cent to 924,000 year-on-year and also 28.9 per cent higher than pre-COVID-19 levels. Among Interstate markets there were 366,000 visitors from New South Wales which is more than double the number of the previous year (up 113.6 per cent). There were 389,000 visitors from Victoria (up 52.5 per cent).

Whitsundays

Domestic visitors spent a total of \$1.3 billion, up 29.3 per cent on average over the three-year trend. This was due to both an increase in domestic visitor nights and average spend per night. There were 765,000 domestic visitors to the Whitsundays (up 11.7 per cent on average over the three-year trend), who stayed 4.2 million nights (up 19.5 per cent on average over the three-year trend). This means that visitors' average length of stay has increased 6.7 per cent on average over the three-year trend to 5.5 nights. The average spend per night has increased 11.3 per cent on average to \$315 per night. Holiday visitation accounts for 66 per cent of domestic visitors to the region and this grew by 13.6 per cent on average over the past three years to 501,000. The majority of visitors to the Whitsundays are from intrastate. Intrastate visitation increased 6.0 per cent on average over the three-year trend to 438,000. There has been strong growth from the interstate market, increasing 30.0 per cent on average over the past three years to 327,000.

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	17,415,000	1.3%	-2.1%
Brisbane	4,086,000	3.3%	-7.9%
Gold Coast	2,123,000	11.4%	4.8%
Sunshine Coast	2,811,000	-10.3%	-4.1%
SQC	2,033,000	-8.0%	4.5%
SGBR	2,023,000	7.7%	0.1%
Townsville	834,000	-14.5%	-21.7%
TNQ	1,617,000	6.5%	7.8%

	Visitors	3-yr trend
Fraser Coast	609,000	7.9%
Mackay	1,024,000	2.9%
Outback	875,000	5.5%
Whitsundays	438,000	6.0%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	7,854,000	73.8%	-3.4%
Brisbane	3,125,000	87.6%	-12.6%
Gold Coast	2,198,000	70.4%	1.0%
Sunshine Coast	1,073,000	45.7%	-3.9%
SQC	471,000	53.5%	3.8%
SGBR	291,000	55.1%	-1.4%
Townsville	242,000	33.9%	4.1%
TNQ	924,000	70.2%	28.9%

	Visitors	3-yr trend
Fraser Coast	156,000	np
Mackay	np	np
Outback	228,000	np
Whitsundays	327,000	np



MUDGERABA, GOLD COAST

Domestic Tourism Snapshot



Year ending June 2023

State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
Total Australia	\$108,295.3m	56.8%	34.2%	100%	\$972
Queensland	\$28,835.7m	46.8%	48.3%	27%	\$1,141
New South Wales	\$30,215.0m	71.7%	27.7%	28%	\$835
Victoria	\$22,487.3m	76.6%	32.5%	21%	\$808
Other States	\$26,752.4m	40.3%	29.8%	25%	\$1,041

State visitation comparison

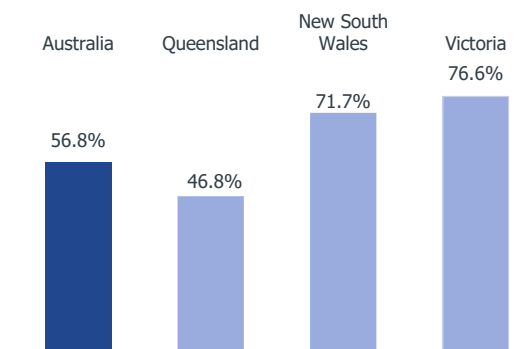
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Australia	111,393,000	29.8%	-5.2%	3.6	-0.2
Queensland	25,268,000	16.4%	-2.5%	4.0	-0.1
New South Wales	36,183,000	45.4%	-7.1%	3.2	-0.3
Victoria	27,820,000	40.1%	-6.5%	2.9	-0.1
Other States	25,703,000	19.3%	-4.0%	4.1	-0.1

Total holiday	48,022,000	24.8%	3.9%	3.8	-0.1
Queensland	10,816,000	15.2%	8.1%	4.4	-0.1
New South Wales	15,541,000	48.0%	5.0%	3.4	-0.2
Victoria	12,916,000	33.4%	3.7%	3.0	-0.2
Other States	10,493,000	6.6%	-0.6%	4.2	0.0

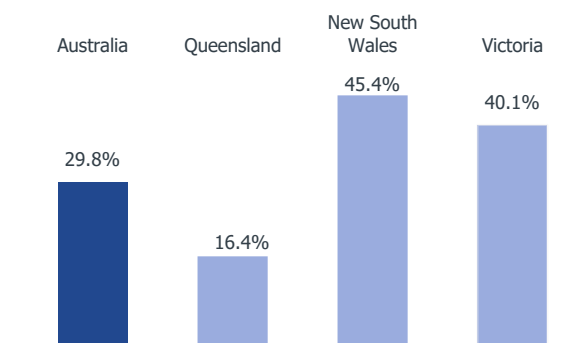
Total VFR	36,757,000	30.5%	-8.0%	3.2	-0.1
Queensland	8,160,000	15.0%	-8.8%	3.7	0.2
New South Wales	12,483,000	39.7%	-11.2%	3.0	-0.3
Victoria	9,480,000	42.0%	-7.8%	2.8	-0.1
Other States	7,300,000	24.5%	-0.6%	3.4	-0.1

Total Business	22,686,000	42.6%	-16.1%	3.6	-0.3
Queensland	5,334,000	25.9%	-12.9%	3.5	-0.6
New South Wales	6,605,000	51.5%	-20.8%	3.0	-0.1
Victoria	4,520,000	64.7%	-22.3%	2.9	0.0
Other States	6,703,000	36.4%	-11.0%	4.6	-0.3

Annual change in visitor expenditure by state Year ending June 2023



Annual change in visitation by state, Year ending June 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 owning 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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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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