

# March quarter 2023 – International Visitor Survey

Please see [International Visitor Survey \(IVS\) methodology](#) | [Tourism Research Australia](#) for methodology information.

## Queensland and Australia – March Quarter 2023

- **In the March quarter 2023**, Queensland welcomed 419,000 international visitors, down 40.0 per cent compared to the March quarter 2019. Total international OVE in Queensland was \$1.5 billion, down 13.8 per cent compared to the March quarter 2019.
- In the March quarter 2023, Queensland welcomed 230,000 international holiday visitors, down by 51.7 per cent compared to the March quarter 2019. These holiday visitors generated \$488.7 million overnight visitor expenditure (OVE) in Queensland, down by 35.4 per cent compared to the March quarter 2019. Holiday visitors tended to stay longer with the Average Length of Stay (ALoS) at 17.0 nights, up by 4.8 nights from 12.2 nights in the March quarter 2019. These holiday visitors spent on average \$2,120 per visitor, up 33.8 per cent compared with the March quarter 2019, with an average spend of \$125 per night (slightly down by 3.9 per cent compared with the March quarter 2019).

### Quarterly overnight visitor expenditure by purpose

	Queensland				Australia			
	Mar 2023	Mar 2019	Change over the Year*	Change since 2019	Mar 2023	Mar 2019	Change over the Year*	Change since 2019
Holiday	\$488.7m	\$756.8m	2085.4%	-35.4%	\$2,029.5m	\$3,099.4m	1358.6%	-34.5%
VFR	\$328.1m	\$199.2m	331.3%	64.7%	\$1,351.7m	\$1,317.0m	130.5%	2.6%
Business	\$69.1m	\$59.1m	554.7%	17.0%	\$406.1m	\$509.1m	337.0%	-20.2%
Employment	\$76.9m	\$56.1m	182.6%	37.1%	\$406.4m	\$454.1m	144.7%	-10.5%
Education	\$523.2m	\$670.2m	469.1%	-21.9%	\$3,136.0m	\$4,870.3m	279.4%	-35.6%
Other	\$29.7m	\$18.0m	56.1%	64.8%	\$134.3m	\$118.0m	25.0%	13.8%
<b>Total</b>	<b>\$1,515.7m</b>	<b>\$1,759.4m</b>	<b>513.2%</b>	<b>-13.8%</b>	<b>\$7,463.9m</b>	<b>\$10,367.9m</b>	<b>289.0%</b>	<b>-28.0%</b>

### Quarterly visitation by purpose

	Queensland				Australia			
	Mar 2023	Mar 2019	Change over the Year*	Change since 2019	Mar 2023	Mar 2019	Change over the Year*	Change since 2019
Holiday	230,000	478,000	1741.3%	-51.7%	687,000	1,282,000	1156.9%	-46.4%
VFR	157,000	175,000	388.7%	-10.7%	704,000	869,000	291.1%	-19.0%
Business	30,000	43,000	738.6%	-29.5%	148,000	257,000	464.9%	-42.3%
Employment	12,000	11,000	235.3%	9.5%	63,000	60,000	242.1%	5.6%
Education	25,000	40,000	431.7%	-36.6%	136,000	244,000	257.7%	-44.4%
Other	34,000	29,000	908.1%	17.9%	226,000	219,000	938.4%	3.5%
<b>Total</b>	<b>419,000</b>	<b>700,000</b>	<b>643.1%</b>	<b>-40.0%</b>	<b>1,532,000</b>	<b>2,323,000</b>	<b>404.3%</b>	<b>-34.1%</b>

- In the March quarter 2023, Queensland's largest source markets by OVE were **Japan** (\$146.3m, up 24.8 per cent compared to the March quarter 2019), **United Kingdom** (\$128.6m, up 28.8 per cent), **New Zealand** (\$116.4m, up 35.6 per cent), **China** (\$93.5m, down 85.6 per cent) and **the United States of America** (\$81.3m, down 16.2 per cent). These markets were consistent with the top five markets for Queensland before COVID-19, however, in a different order.

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## Quarterly overnight visitation and expenditure in Queensland, by market

	Overnight Visitor Expenditure				Visitors			
	Mar 2023	Mar 2019	Change over the Year*	Change since 2019	Mar 2023	Mar 2019	Change over the Year*	Change since 2019
Japan	\$146.3m	\$117.3m	2774.2%	24.8%	21,000	56,000	3413.7%	-63.3%
United Kingdom	\$128.6m	\$99.9m	377.8%	28.8%	55,000	64,000	397.0%	-13.8%
New Zealand	\$116.4m	\$85.9m	739.7%	35.6%	69,000	83,000	840.5%	-17.1%
China	\$93.5m	\$649.7m	174.2%	-85.6%	13,000	153,000	518.2%	-91.7%
United States of America	\$81.3m	\$97.1m	954.8%	-16.2%	47,000	65,000	1285.3%	-28.0%
Korea	\$81.1m	\$71.3m	1184.2%	13.8%	13,000	21,000	1199.9%	-39.9%
India	\$76.2m	\$43.3m	222.4%	75.8%	16,000	19,000	300.8%	-16.2%
Canada	\$58.3m	\$48.4m	1053.4%	20.5%	16,000	22,000	827.4%	-27.9%
Indonesia	\$55.0m	np	1103.9%	np	5,000	np	881.2%	np
Germany	\$48.4m	\$38.8m	859.9%	24.7%	17,000	24,000	918.2%	-27.4%
Malaysia	\$36.5m	\$23.4m	785.8%	56.0%	7,000	9,000	939.8%	-23.2%
Scandinavia	\$23.8m	\$39.2m	764.9%	-39.2%	11,000	13,000	1165.0%	-15.9%
Taiwan	np	\$64.3m	np	np	np	21,000	np	np
Hong Kong	np	\$53.8m	np	np	np	15,000	np	np
Singapore	np	np	np	np	np	np	np	np
France	np	\$17.4m	np	np	np	10,000	np	np
Netherlands	np	\$16.9m	np	np	np	7,000	np	np
Thailand	np	np	np	np	np	np	np	np
Italy	np	\$10.4m	np	np	np	6,000	np	np
Switzerland	np	\$11.1m	np	np	np	5,000	np	np
<b>Total International</b>	<b>\$1,515.7m</b>	<b>\$1,759.4m</b>	<b>513.2%</b>	<b>-13.8%</b>	<b>419,000</b>	<b>700,000</b>	<b>643.1%</b>	<b>-40.0%</b>

- When it comes to regional performance, Brisbane had the largest share of the Queensland's international visitors (248,000, down 34.6 per cent compared to the March quarter 2019). This was followed by Gold Coast (127,000 visitors, down 51.9 per cent) and Tropical North Queensland (100,000 visitors, down 53.2 per cent).

Sunshine Coast (72,000 visitors, down 4.6 per cent compared to the March quarter 2019) and Townsville (28,000 visitors, down 5.0 per cent compared to the March quarter 2019) were the closest to reaching their pre-COVID-19 visitation numbers.

	Visitors			
	Mar 2023	Mar 2019	Change over the Year*	Change since 2019
Brisbane	248,000	380,000	516.8%	-34.6%
Gold Coast	127,000	263,000	1427.5%	-51.9%
TNQ	100,000	215,000	2778.0%	-53.2%
Sunshine Coast	72,000	76,000	2062.1%	-4.6%
Whitsundays	37,000	59,000	2170.2%	-37.4%
Townsville	28,000	30,000	3126.2%	-5.0%
SGBR	23,000	34,000	1881.1%	-31.7%
Fraser Coast	16,000	35,000	1413.2%	-53.6%
<b>Queensland</b>	<b>419,000</b>	<b>700,000</b>	<b>643.1%</b>	<b>-40.0%</b>