

NOOSA VISITOR STATISTICS YEAR ENDING SEPT 2022

TOTAL VISITATION TO NOOSA REGION

Domestic overnight + day-trip + international



↓ 2.186M VISITORS
-8.7% since 2019*



↑ \$1.46B SPEND
+26.6% since 2019

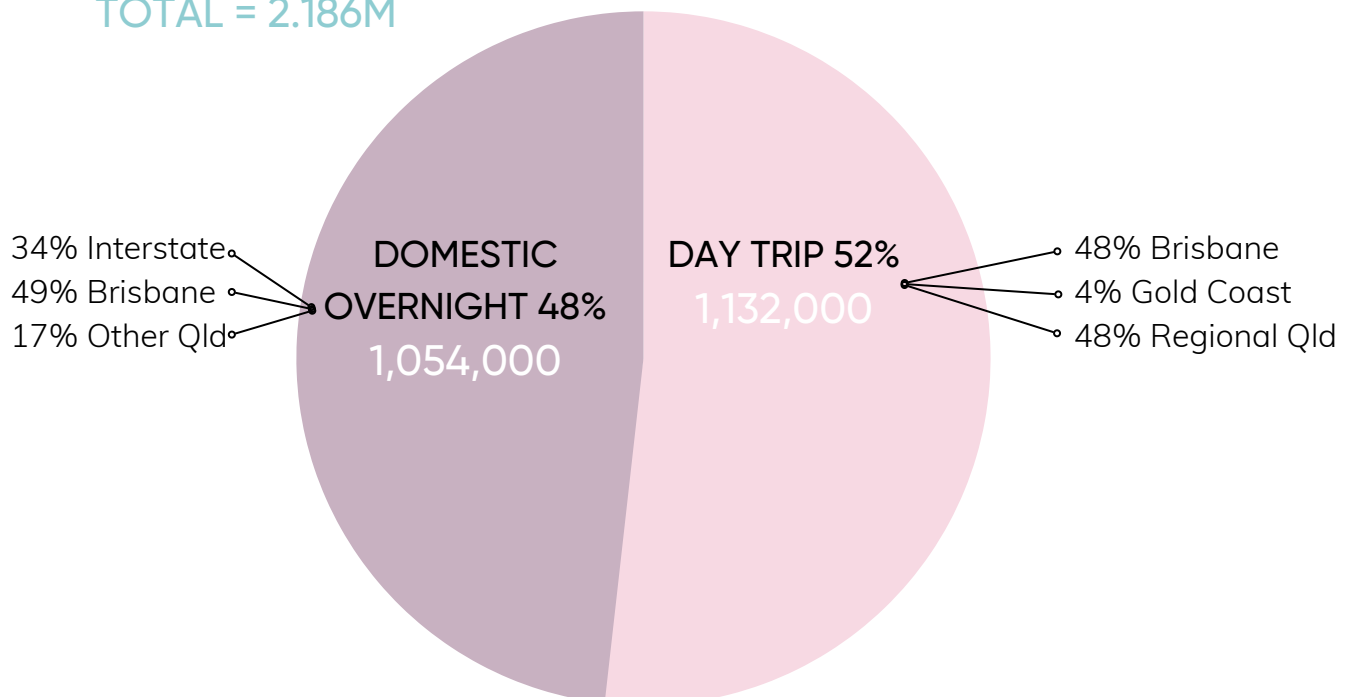
*2019 includes international visitors. No international data for 2022 is available, due to low numbers.

VISITORS & SPEND IN NOOSA

- Visitors to Noosa spent a record of almost \$1.5 billion in the year ending September 2022
- Almost 30% above the pre-pandemic spend which included international figures
- Visitor numbers fell almost 9% to just under 2.2 million
- Visitors include:
 - 1.05 million domestic overnight visitors (+3.5% since 2019)
 - 1.13 million day-trip visitors
- The fall in numbers since 2019 is from:
 - Loss of international visitors (166,000)
 - Day-trip numbers fell more than 6%

VISITORS TO NOOSA YEAR ENDING SEPT 2022

TOTAL = 2.186M



DOMESTIC OVERNIGHT VISITORS – RECORD SPEND

- Domestic overnight visitors more than doubled their spend in five years to a record \$1.34 billion
- They are staying longer and spending more while in town

	YE SEPT 2022	YE SEPT 2021	CHANGE VS 2021	YE SEPT 2019 (PRE-COVID)	CHANGE VS 2019
VISITORS	1.054M	960,000	+9.8%	1.018M	+3.5%
SPEND	\$1.3385B	\$933.6M	+43.4%	\$936.9M	+43%
NIGHTS	4.552M	3.586M	+27%	4.278M	+6.4%
AVG LENGTH OF STAY	4.3 nights	3.7 nights	+16%	4.2 nights	+2.4%
AVG \$ PER PERSON	\$1270	\$973	+31%	\$920	+38%

DOMESTIC OVERNIGHT VISITORS: SOURCE MARKETS

- Interstate visitors are again making their mark since borders reopened:
 - Visitor numbers are more than 40% higher than the previous year, although 16% below pre-pandemic levels:
 - They increased their length of stay to an average of just over 7 nights
 - Their average spend per person of almost \$2000 is 40% higher than pre-pandemic and is more than double the average spend of Queenslanders

INTERSTATE
SPEND IS A
RECORD
\$700M

	YE SEPT 2022	CHANGE VS 2021	CHANGE VS 2019
VISITORS			
From Qld	698,000	-1.6%	+17.5%
Interstate	356,000	+42%	-16%
SPEND			
From Qld	\$638.8M	+27.3%	+86%
Interstate	\$699.7M	+62%	+18%
NIGHTS			
From Qld	1.97M	-6.5%	+8%
Interstate	2.58M	+74.7%	+5%
AVG LENGTH OF STAY			
From Qld	2.8 nights	-6.7%	-9.7%
Interstate	7.3 nights	+23.7%	+26%
AVG \$ PER PERSON			
From Qld	\$915	+29%	+58%
Interstate	\$1965	+14%	+40.5%

DAY TRIP VISITORS TO NOOSA: Year ending Sept 2022

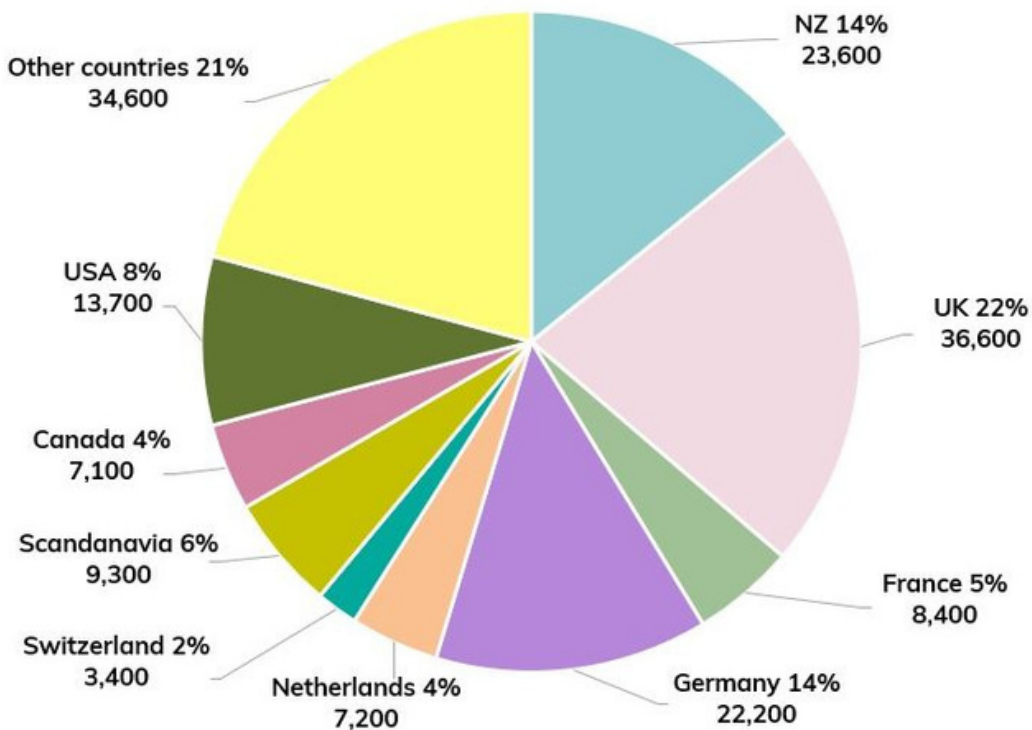
	YE SEPT 2022	CHANGE SINCE 2021	CHANGE SINCE 2019
VISITORS	1.132m	+28.4%	-6.5%
SPEND	\$119.1M	+22%	+14.5%
AVG \$ PER PERSON	\$105	-5.4%	+22%

- Day-trip numbers are -6.5% below the 2019 pre-pandemic level
- Numbers are 28% higher than 2021 which included some periods of lockdowns and restrictions
- Total day-trip spend increased, although average spend per person was slightly below the previous year's level

INTERNATIONAL

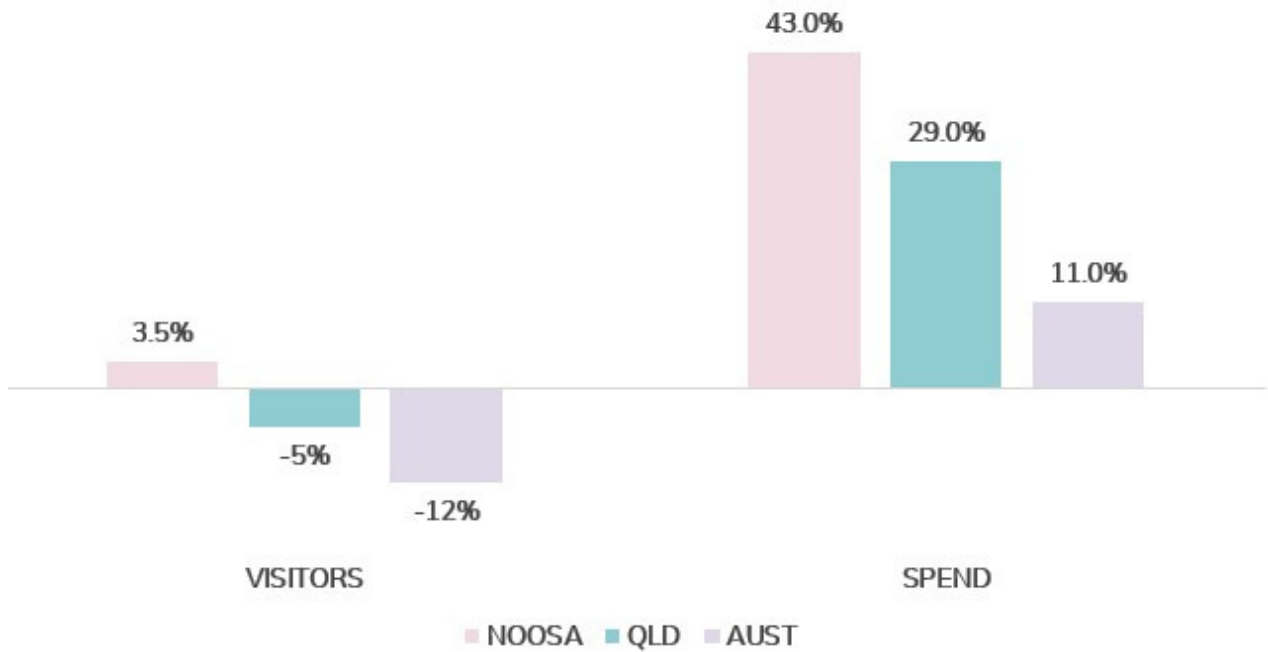
- No 2022 data available due to low numbers

NOOSA'S KEY INTERNATIONAL MARKETS YEAR ENDING SEPT 2019



NOOSA IN STATE & NATIONAL CONTEXT

CHANGE IN DOMESTIC OVERNIGHT VISITORS AND SPEND SINCE SEPT 2019



Source: Tourism Research Australia National and International Visitor Surveys, year ending Sept 2019-2022.