Domestic Tourism Statistics Snapshot

Year ending June 2025

Background

- Tourism Research Australia (TRA) started to collect domestic data using the new Domestic Tourism Statistics(DoTS) methodology from 1 January 2025. For more information on the DoTS methodology please see TRA – Changes to Australian resident tourism statistics from 2025.
- Below is the summary of key differences in methodology between the preceding National Visitor Survey (NVS) and the new DoTS methodology.

Key differences in methodology between NVS and DoTS

National Visitor Survey (NVS) - Previous	Domestic Tourism Statistics (DoTS) - New
100% Mobile phone interviews	Multi method - Face to face interviews + online survey combined with mobility data
60,000 annual interviews	32,000 annual interviews + 5 billion mobility data points each day
Respondents aged 15 and above	Respondents aged 14 and above
Includes Fly In Fly Out (FIFO) routine travel	Excludes FIFO routine travel

- DoTS data was collected for the March and June quarter 2025. Backcasting was done for **Total Overnight Visitors**, **Visitor Nights** and **Overnight Visitor Expenditure to the Year Ending December 2019 at the state level**. Backcasting was also done for **interstate and intrastate visitors, visitor nights and visitor expenditure at the state level.**
- **Day trip data** has been provided at the national and state level for year ending June 2025. Due to the volatility of the spend estimates, TRA do not recommend using data below this level i.e. day trips by purpose at the state level are not available for the year ending June 2025.
- As a result, our reporting is limited to certain aspects of **Year Ending June 2025 at the state level**. We cannot report data at granular levels at the state level, e.g. purpose of visit, and we cannot report regional performance for the year ending June 2025.
- **Tourism region data (for both day trip and overnight) is only available for the March and June quarter 2025.** Hence, we have reported the data for **the first six month of calendar year 2025, i.e. 1 January – 30 June 2025**.

Queensland performance in the year ending June 2025

- For the year ending June 2025, domestic total visitor expenditure (TVE) in Queensland reached $33.3 billion, up 4.6 per cent over the year. Most of this growth came from day trip expenditure ($8.3 billion, up 20.5 per cent).
- Queensland is the third largest market by TVE, behind New South Wales ($42.0 billion) and slightly behind Victoria ($33.9 billion).
- Given New South Wales (NSW) has nearly 3 million more residents than Queensland, and Victoria's population exceeds Queensland's by 1.4 million, it's unsurprising that Queensland ranks third in day trip expenditure at $8.3 billion, behind NSW at $12.8 billion and Victoria $12.0 billion.
- Queensland maintains the second position in OVE, reaching $25.0 billion (steady, up 0.2 per cent). Queensland's market share of OVE increased by 0.2 percentage points to 25.5 per cent, maintaining secondposition among all states and territories.
- Both overnight visitation and OVE to Queensland was steady year on year. Queensland welcomed 25.8 million domestic overnight visitors, steady (down 0.8 per cent). These visitors spent $25.0 billion in OVE (steady, up 0.2 per cent).

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Queensland and Australia – Year ending June 2025

Domestic Day trip and Total Visitor Expenditure

	Day trip		Overnight		Total	
	Jun 2025	Annual % Change.	Jun 2025	Annual % Change	Jun 2025	Annual % Change
Queensland	**$8,324.3m**	**20.5%**	**$25,022.9m**	**0.2%**	**$33,347.2m**	**4.6%**
New South Wales	$12,827.8m	3.0%	$29,177.8m	2.8%	$42,005.5m	2.8%
Victoria	$12,020.8m	9.2%	$21,881.5m	-2.1%	$33,902.3m	1.6%
South Australia	$2,371.2m	7.7%	$5,773.3m	-4.8%	$8,144.4m	-1.5%
Western Australia	$4,340.0m	-13.6%	$9,549.4m	-10.0%	$13,889.4m	-11.2%
Tasmania	$743.0m	4.7%	$3,038.6m	-6.0%	$3,781.6m	-4.1%
Northern Territory	$233.6m	34.9%	$1,209.6m	16.1%	$1,443.2m	18.7%
ACT	$379.2m	-6.8%	$1,911.2m	-1.1%	$2,290.4m	-2.1%
Australia	$41,239.8m	6.1%	$440.3m	-0.6%	$139,244.4m	1.3%

Results prior to 2025 are backcast and adjusted to account for differences in methodology between the National Visitor Survey (NVS) and the new Domestic Tourism Statistics (DoTS) which came into effect in January 2025. Caution should be used when interpreting comparisons made to the backcast data.

Queensland and Australia – Year ending June 2025

Year-ended overnight visitor expenditure and overnight visitor trips

	Visitors	Annual % change	3yr trend	Total $m³	Annual % change	3yr trend
Queensland	**25,754,000**	**-0.8%**	**3.3%**	**$25,022.9m**	**0.2%**	**11.3%**
New South Wales	39,232,000	-0.4%	9.9%	$29,177.8m	2.8%	15.6%
Victoria	31,274,000	0.2%	7.0%	$21,881.5m	-2.1%	15.0%
South Australia	7,833,000	-0.3%	3.2%	$5,773.3m	-4.8%	9.7%
Western Australia	9,838,000	1.6%	1.9%	$9,549.4m	-10.0%	4.7%
Tasmania	2,995,000	1.0%	3.7%	$3,038.6m	-6.0%	6.6%
Northern Territory	946,000	20.9%	9.8%	$1,209.6m	16.1%	20.1%
ACT	2,235,000	-0.7%	12.1%	$1,911.2m	-1.1%	21.6%
Australia	112,612,906	-0.1%	5.8%	$98,004.7m	-0.6%	12.8%

Three year trend refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

Year-ended overnight visitor expenditure and overnight visitor trips

	Spend per Visitor	Annual % change	3yr trend	Spend per Night	Annual % change	3yr trend
Queensland	**$972**	**1.0%**	**8.4%**	**$272**	**2.9%**	**10.1%**
New South Wales	$744	3.1%	6.3%	$248	5.1%	9.5%
Victoria	$700	-2.3%	8.8%	$250	0.0%	11.0%
South Australia	$737	-4.5%	6.8%	$226	-3.0%	8.1%
Western Australia	$971	-11.4%	3.0%	$272	-10.3%	3.3%
Tasmania	$1,014	-7.0%	3.1%	$286	-7.2%	3.7%
Northern Territory	$1,278	-4.0%	10.1%	$297	3.4%	15.0%
ACT	$855	-0.3%	10.8%	$304	1.8%	13.7%
Australia	$870	-0.5%	7.5%	$258	1.0%	9.1%

Three year trend refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

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Year ending June 2025

Interstate and Intrastate Overnight Visitation – Year ending June 2025

	Interstate Visitors	Annual % change	3yr trend	Interstate Total $m[3]	Annual % change	3yr trend
Queensland	**6,544,000**	**1.1%**	**16.2%**	**$11,381.4m**	**-1.6%**	**16.5%**
New South Wales	10,512,000	3.5%	18.1%	$10,970.4m	4.3%	20.0%
Victoria	6,384,000	2.6%	20.2%	$9,507.9m	-1.7%	23.6%
South Australia	2,056,000	7.4%	18.9%	$2,997.7m	-8.9%	15.1%
Western Australia	1,182,000	14.3%	35.6%	$2,659.6m	-16.5%	21.8%
Tasmania	1,053,000	9.3%	15.6%	$2,164.2m	-6.9%	8.8%
Northern Territory	546,000	18.3%	10.4%	$896.1m	18.7%	20.2%
ACT	2,184,000	1.8%	12.9%	$1,811.7m	2.5%	23.4%
Australia	28,806,353	4.3%	18.1%	$42,829.4m	-0.6%	19.5%
	Intrastate Visitors	**Annual % change**	**3yr trend**	**Intrastate Total $m[3]**	**Annual % change**	**3yr trend**
Queensland	**19,210,000**	**-1.4%**	**-0.4%**	**$13,641.5m**	**1.7%**	**7.2%**
New South Wales	28,721,000	-1.7%	7.3%	$18,207.4m	1.9%	13.0%
Victoria	24,890,000	-0.4%	4.1%	$12,373.7m	-2.4%	9.0%
South Australia	5,777,000	-2.8%	-1.1%	$2,775.5m	0.1%	4.2%
Western Australia	8,657,000	0.1%	-1.2%	$6,889.8m	-7.2%	-1.2%
Tasmania	1,942,000	-2.9%	-1.5%	$874.4m	-3.7%	1.2%
Northern Territory	401,000	24.7%	9.0%	$313.5m	9.0%	20.0%
ACT	51,000	-51.8%	-5.0%	$99.5m	-39.4%	3.7%
Australia	86,768,234	2.0%	3.5%	$55,175.3m	-0.6%	8.0%

Three year trend refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

Queensland and Australia June Quarter 2025 results

- In the June quarter 2025, Queensland achieved $3.2 billion in holiday OVE, similar to NSW at $3.2 billion, and followed by Victoria with $2.5 billion.
- During this period, Queensland welcomed 2.8 million domestic overnight holiday visitors. The average spend per holiday visitor was $1,163, higher than the national average of $974 per visitor.

June quarter 2025 spend by purpose per visitor

	Queensland	Australia
Holiday	$1,163	$974
VFR	$576	$520
Business	$872	$949
Other	$689	$674
Total	$886	$792

Domestic Tourism Statistics Snapshot

Year ending June 2025

Queensland and Australia OVE by purpose – June Quarter 2025

	Holiday		Business		Visiting friends and relatives (VFR)		Total	
	June 2025	Market Share	June 2025	Market Share	June 2025	Market Share	June 2025	Market Share
Queensland	$3,223.8m	27%	$760.5m	25%	$1,381.5m	25%	$5,738.6m	26%
New South Wales	$3,239.9m	27%	$874.1m	28%	$1,673.6m	30%	$6,230.8m	28%
Victoria	$2,533.3m	21%	$559.9m	18%	$1,304.2m	24%	$4,684.0m	21%
Western Australia	$1,183.4m	10%	$376.9m	12%	$506.7m	9%	$2,269.6m	10%
South Australia	$675.2m	6%	$205.4m	7%	$357.5m	7%	$1,313.7m	6%
Tasmania	$444.5m	4%	$71.8m	2%	$117.4m	2%	$644.1m	3%
Northern Territory	$219.2m	2%	$108.7m	4%	$41.8m	1%	$401.2m	2%
ACT	$145.3m	1%	$117.0m	4%	$112.9m	2%	$413.4m	2%
Australia	**$11,796.2m**	**100%**	**$3,086.6m**	**100%**	**$5,497.2m**	**100%**	**$21,892.2m**	**100%**

Queensland and Australia Visitation– June Quarter 2025

	Holiday		Business		Visiting friends and relatives (VFR)		Total	
	June 2025	Visitation share*	June 2025	Visitation share*	June 2025	Visitation share*	June 2025	Visitation share*
Queensland	2,772,000	23%	873,000	27%	2,397,000	23%	6,475,000	23%
New South Wales	3,983,000	33%	1,087,000	33%	3,721,000	35%	9,483,000	34%
Victoria	3,356,000	28%	724,000	22%	3,039,000	29%	7,497,000	27%
Western Australia	1,168,000	10%	259,000	8%	808,000	8%	2,465,000	9%
South Australia	896,000	7%	240,000	7%	655,000	6%	1,911,000	7%
Tasmania	369,000	3%	92,000	3%	225,000	2%	699,000	3%
Northern Territory	106,000	1%	90,000	3%	44,000	0%	276,000	1%
ACT	146,000	1%	123,000	4%	212,000	2%	531,000	2%
Australia	**12,105,000**	**-**	**3,251,000**	**-**	**10,573,000**	**-**	**27,642,000**	**-**

*Each state's share could add to more than 100% as visitors are able to stopover in more than one state.
Source: DoTS

Queensland and Australia Nights – June Quarter 2025

	Holiday		Business		Visiting friends and relatives (VFR)		Total	
	June 2025	Visitor nights share	June 2025	Visitor nights share	June 2025	Visitor nights share	June 2025	Visitor nights share
Queensland	9,644,000	24%	2,548,000	25%	7,933,000	24%	21,782,000	24%
New South Wales	11,908,000	30%	2,878,000	29%	10,687,000	32%	27,614,000	31%
Victoria	9,105,000	23%	1,954,000	19%	8,138,000	24%	20,487,000	23%
Western Australia	3,883,000	10%	1,031,000	10%	2,703,000	8%	8,587,000	9%
South Australia	2,853,000	7%	684,000	7%	2,229,000	7%	6,216,000	7%
Tasmania	1,444,000	4%	235,000	2%	754,000	2%	2,502,000	3%
Northern Territory	384,000	1%	338,000	3%	225,000	1%	1,098,000	1%
ACT	358,000	1%	341,000	3%	656,000	2%	1,493,000	2%
Australia	**40,017,000**	**100%**	**10,079,000**	**-**	**33,423,000**	**-**	**90,498,000**	**-**

Regional Results - Six month of the calendar year (CY) 2025 (1 January 2025 – 30 June 2025)

- In the six months to June, **Brisbane** accounted for 35.3 per cent of domestic TVE in Queensland, achieving $5.8 billion in the first half of 2025. This includes $3.7 billion in OVE and $2.1 billion in day trip spend. The high level of day trip expenditure to Brisbane (50 per cent of domestic day trip expenditure in Queensland) corresponds to the population of 4.1 million in the South East Queensland region, which accounts for 70 percent of Queensland's total population.
- **The Gold Coast** accounted for close to a quarter of domestic TVE in Queensland, achieving $3.7 billion in domestic TVE in the first half of 2025. This includes $3.1 billion in OVE and $634.2 million in day trip spend.
- **The Gold Coast** was the largest holiday overnight market by spend ($2.2 billion in OVE, spent by 1.3 million holiday visitors) in Queensland in the six months to June 2025, while **Brisbane** was the largest holiday market by overnight visitation (with 1.4 million overnight holiday visitors who spent $1.5 billion). The **Sunshine Coast** also had over a million overnight visitors (1.1 million) who spent over $1.0 billion in the first half of CY2025.
- **Among the Top 5 tourism regions in Australia**, **Brisbane** ranked third in total OVE and total overnight visitation, whereas **Gold Coast** was ranked third in holiday OVE.

Regional TVE - six months to June 2025

	Overnight		Day trip		Total	
	Jun 2025	Share	Jun 2025	Share	Jun 2025	Share
Brisbane	$3,723.6m	30.3%	$2,096.8m	50.2%	$5,820.4m	35.3%
Sunshine Coast	$1,497.4m	12.2%	$375.4m	9.0%	$1,872.8m	11.4%
Queensland Country	$535.2m	4.4%	$382.6m	9.2%	$917.8m	5.6%
Gold Coast	$3,100.2m	25.2%	$634.2m	15.2%	$3,734.4m	22.7%
SGBR	$675.7m	5.5%	$195.5m	4.7%	$871.2m	5.3%
Tropical North Queensland	$1,183.8m	9.6%	$119.4m	2.9%	$1,303.1m	7.9%
Townsville	$423.7m	3.4%	$79.3m	1.9%	$503.1m	3.1%
Fraser Coast	$293.5m	2.4%	$66.3m	1.6%	$359.8m	2.2%
Outback Queensland	$111.0m	0.9%	$38.3m	0.9%	$149.3m	0.9%
Whitsundays	$407.5m	3.3%	np	np	np	np
Mackay	$332.0m	2.7%	$168.8m	4.0%	$500.7m	3.0%
Queensland	**$12,294.0m**	**100%**	**$4,177.5m**	**100%**	**$16,471.6m**	**100%**

np indicates not-publishable due to small sample size.

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Regional performance - six months to June 2025

	Overnight Visitation		OVE		Nights	
	June 2025	Share*	June 2025	Share	June 2025	Share
Brisbane	4,657,000	37%	$3,723.6m	30%	13,363,000	30%
Gold Coast	2,446,000	20%	$3,100.2m	25%	8,003,000	18%
Sunshine Coast	2,057,000	17%	$1,497.4m	12%	6,281,000	14%
Tropical North Queensland	802,000	6%	$1,183.8m	10%	3,080,000	7%
Queensland Country	1,436,000	12%	$535.2m	4%	3,842,000	9%
SGBR	932,000	7%	$675.7m	5%	3,056,000	7%
Whitsundays	323,000	3%	$407.5m	3%	1,133,000	3%
Townsville	462,000	4%	$423.7m	3%	1,693,000	4%
Mackay	485,000	4%	$332.0m	3%	1,626,000	4%
Fraser Coast	395,000	3%	$293.5m	2%	1,271,000	3%
Outback Queensland	264,000	2%	$111.0m	1%	850,000	2%
Queensland	**12,424,000**	**-**	**$12,294.0m**	**100%**	**44,351,000**	**100%**

*Each region's share could add to more than 100% since visitors are able to stopover in more than one region.

Regional performance - six months to June 2025

	Domestic Overnight Statistics					
	Trips	Nights	ALoS	Spend	Spend per night	Spend per visitor
Brisbane	4,657,000	13,363,000	2.9	$3,723.6m	$279	$800
Gold Coast	2,446,000	8,003,000	3.3	$3,100.2m	$387	$1,268
Sunshine Coast	2,057,000	6,281,000	3.1	$1,497.4m	$238	$728
Tropical North Queensland	802,000	3,080,000	3.8	$1,183.8m	$384	$1,476
Queensland Country	1,436,000	3,842,000	2.7	$535.2m	$139	$373
SGBR	932,000	3,056,000	3.3	$675.7m	$221	$725
Whitsundays	323,000	1,133,000	3.5	$407.5m	$360	$1,260
Townsville	462,000	1,693,000	3.7	$423.7m	$250	$918
Mackay	485,000	1,626,000	3.4	$332.0m	$204	$685
Fraser Coast	395,000	1,271,000	3.2	$293.5m	$231	$742
Outback Queensland	264,000	850,000	3.2	$111.0m	$131	$420
Queensland	**12,424,000**	**44,351,000**	**3.6**	**$12,294.0m**	**$277**	**$990**

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	Holiday June 2025	Share of State June 2025*	Business June 2025	Share of state June 2025
Brisbane	1,403,000	27%	775,000	41%
Sunshine Coast	1,070,000	21%	129,000	7%
Queensland Country	547,000	11%	245,000	13%
Gold Coast	1,349,000	26%	213,000	11%
SGBR	366,000	7%	212,000	11%
Tropical North Queensland	396,000	8%	132,000	7%
Townsville	156,000	3%	np	np
Fraser Coast	201,000	4%	np	np
Outback	np	np	np	np
Whitsundays	228,000	4%	np	np
Mackay	126,000	2%	158,000	8%
Total	**5,207,000**	**-**	**1,878,000**	**-**

*Each region's share could add up to more than 100% as visitors are able to stopover in more than one region.
np indicates not publishable due to small sample size.

	Visiting friends and relatives (VFR) June 2025	VFR Share of Total June 2025
Brisbane	2,047,000	45%
Sunshine Coast	773,000	17%
Queensland Country	518,000	11%
Gold Coast	776,000	17%
SGBR	272,000	6%
Tropical North Queensland	236,000	5%
Townsville	136,000	3%
Fraser Coast	np	np
Outback	np	np
Whitsundays	np	np
Mackay	np	np
Total	**4,560,000**	**-**

*Each region's share could add up to more than 100% as visitors are able to stopover in more than one region.
np indicates not publishable due to small sample size.

Six-monthly Domestic Overnight Visitor Expenditure by region, by purpose

	Holiday June 2025	Holiday Share of State June 2025	Business June 2025	Business Share of State June 2025	VFR June 2025	VFR Share of State June2025
Brisbane	$1,488.1m	22%	$894.7m	49%	$1,048.0m	37%
Sunshine Coast	$1,044.0m	15%	$52.8m	3%	$351.4m	12%
Queensland Country	$222.8m	3%	$104.1m	6%	$156.7m	6%
Gold Coast	$2,231.4m	33%	$232.4m	13%	$524.8m	18%
SGBR	$309.7m	5%	$137.8m	8%	$178.8m	6%
Tropical North Queensland	$751.3m	11%	$156.9m	9%	$229.2m	8%
Townsville	$181.4m	3%	np	np	$128.6m	5%
Fraser Coast	$173.4m	3%	np	np	np	np
Outback	np	np	np	np	np	np
Whitsundays	$355.7m	5%	np	np	np	np
Mackay	$69.2m	1%	$75.0m	4%	np	np
Total	**$6,863.1m**	**100%**	**$1,828.8m**	**100%**	**$2,840.9m**	**100%**

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Domestic Tourism Statistics Snapshot

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Top tourism regions - six months to June 2025

	Total Overnight Visitors		Total OVE	
1	Melbourne	6,731,000	Melbourne	$5,631.0m
2	Sydney	6,405,000	Sydney	$5,255.7m
3	**Brisbane**	**4,657,000**	**Brisbane**	**$3,723.6m**
4	North Coast NSW	3,216,000	**Gold Coast**	**$3,100.2m**
5	Destination Perth	3,013,000	Destination Perth	$2,934.5m
6	South Coast	2,638,000	North Coast NSW	$2,161.2m
7	Hunter	2,572,000	Hunter	$1,662.4m
8	**Gold Coast**	**2,446,000**	South Coast	$1,643.7m
9	**Sunshine Coast**	**2,057,000**	Adelaide	$1,544.1m
10	Peninsula	1,619,000	**Sunshine Coast**	**$1,497.4m**
11	Adelaide	1,617,000	**Tropical North Queensland**	**$1,183.8m**
12	Australia's South West	1,456,000	Australia's South West	$1,070.5m
13	**Queensland Country**	**1,436,000**	Canberra	$912.4m
14	Central NSW	1,383,000	Great Ocean Road	$808.9m
15	Central Coast	1,268,000	Hobart and the South	$798.8m

	Holiday Overnight Visitors		Holiday OVE	
1	Melbourne	2,321,000	Melbourne	$2,715.0m
2	Sydney	2,132,000	Sydney	$2,236.6m
3	North Coast NSW	1,604,000	**Gold Coast**	**$2,231.4m**
4	South Coast	1,476,000	**Brisbane**	**$1,488.1m**
5	**Brisbane**	**1,403,000**	North Coast NSW	$1,284.7m
6	**Gold Coast**	**1,349,000**	Destination Perth	$1,283.4m
7	Destination Perth	1,165,000	South Coast	$1,144.6m
8	**Sunshine Coast**	**1,070,000**	**Sunshine Coast**	**$1,044.0m**
9	Hunter	1,042,000	Hunter	$875.0m
10	Peninsula	912,000	Australia's South West	$771.0m
11	Australia's South West	912,000	**Tropical North Queensland**	**$751.3m**
12	Great Ocean Road	799,000	Adelaide	$610.1m
13	High Country	657,000	Hobart and the South	$548.8m
14	Central Coast	608,000	Great Ocean Road	$547.2m
15	**Queensland Country**	**547,000**	High Country	$449.9m