Domestic Tourism Statistics Snapshot

Year ending March 2025

Background

- Domestic overnight tourism data for the March quarter 2025 was collected by Tourism Research Australia using the new DoTS (Domestic Tourism Statistics) methodology. 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 old NVS and the new DoTS.

Key differences in methodology between NVS and DoTS

National Visitor Survey (NVS) - Old	Domestic Tourism Statistics (DoTS) - New
100 per cent 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 FIFO routine travel	Excludes FIFO routine travel

- The DoTS data was collected for the March quarter 2025. Back casting was done for **Total Overnight Visitors**, **Visitor Nights** and **Overnight Visitor Expenditure to the year ending December 2019 at the state level**. Back casting was also done for **interstate and intrastate overnight visitors, visitor nights and overnight visitor expenditure at the state level.**
- As a result, our reporting is limited to certain aspects of **year ending March 2025 at the state level**. We cannot report data at granular levels at the state level, e.g. purpose of visits. Regional performance in the year ending March 2025 is unable to be reported.
- **Data related to daytrips** will not be available till September 2025, coinciding with the YE June 2025 release. This data will be required to calculate total visitor expenditure
- **Tourism regional data is only available for the March quarter 2025** in isolation.

Queensland performance in the YE March 2025

- Despite the impact of ex-Tropical Cyclone Alfred in mid-late March 2025, the year ending performance for Queensland was only slightly behind the national average in both overnight visitation and OVE. Queensland welcomed 25.6 million domestic overnight visitors, down 1.8 per cent over the year. These visitors spent $28.6 billion, down 3.1 per cent.
- Each overnight visitor spent $1,115 (down 1.4 per cent YoY), with an average of $311 a night (stable, up 0.1 per cent YoY) in Queensland. This is above the national average of $972 per visitor, and $288 per night.

Queensland and Australia – Year ending March 2025

Year-ended overnight visitor expenditure and overnight visitor trips

	Visitors	Annual % change	3yr trend	Total $m[3]	Annual % change	3yr trend
Queensland	**25,642,000**	**-1.8%**	**3.4%**	**$28,599.2m**	**-3.1%**	**11.4%**
New South Wales	39,085,000	-1.4%	10.0%	$30,812.2m	-0.4%	16.4%
Victoria	31,109,000	-0.7%	8.4%	$24,990.7m	1.1%	18.2%
South Australia	7,854,000	0.3%	3.3%	$6,866.6m	-9.2%	7.8%
Western Australia	9,719,000	0.0%	1.4%	$10,203.2m	-4.2%	7.8%
Tasmania	2,981,000	1.0%	3.8%	$3,297.5m	-5.6%	7.9%
Northern Territory	889,000	11.9%	8.8%	$1,014.0m	-8.0%	15.1%
ACT	2,233,000	-1.3%	11.6%	$2,875.5m	9.8%	24.9%
Australia	112,057,000	-1.0%	6.1%	$108,902.4m	-1.5%	13.9%

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Queensland and Australia – Year ending March 2025

Year-ended overnight visitor expenditure and overnight visitor trips

	Spend per Visitor	Annual % change	3yr trend	Spend per Night	Annual % change	3yr trend
Queensland	**$1115**	**-1.4%**	**8.5%**	**$311**	**0.1%**	**9.8%**
New South Wales	$788	1.0%	7.3%	$263	3.0%	10.4%
Victoria	$803	1.8%	10.9%	$286	3.2%	13.0%
South Australia	$874	-9.5%	4.8%	$268	-7.9%	5.8%
Western Australia	$1050	-4.2%	6.6%	$293	-3.4%	6.7%
Tasmania	$1106	-6.5%	4.5%	$314	-5.8%	5.3%
Northern Territory	$1140	-17.8%	7.2%	$258	-14.2%	11.9%
ACT	$1288	11.3%	14.6%	$457	13.3%	17.6%
Australia	$972	-0.5%	8.6%	$288	0.8%	10.0%

Interstate and intrastate overnight visitation – Year ending March 2025

	Interstate Visitors	Annual % change	3yr trend	Interstate Total $m^3	Annual % change	3yr trend
Queensland	**6,516,000**	**0.4%**	**18.4%**	**$13,271.9m**	**-1.3%**	**17.5%**
New South Wales	10,387,000	2.4%	19.0%	$11,634.3m	0.6%	22.6%
Victoria	6,367,000	3.2%	25.3%	$11,093.1m	1.4%	30.1%
South Australia	2,012,000	6.5%	20.3%	$3,604.9m	-12.2%	14.6%
Western Australia	1,137,000	11.6%	37.3%	$2,974.9m	-6.1%	29.4%
Tasmania	1,013,000	4.5%	15.6%	$2,373.2m	-4.3%	10.7%
Northern Territory	505,000	8.9%	9.8%	$718.8m	-8.8%	13.5%
ACT	2,159,000	0.1%	12.0%	$2,703.5m	14.8%	26.5%
Australia	28,363,000	3.0%	19.8%	$48,618.2m	-0.5%	22.0%
	Intrastate Visitors	**Annual % change**	**3yr trend**	**Intrastate Total $m^3**	**Annual % change**	**3yr trend**
Queensland	**19,125,000**	**-2.5%**	**-0.9%**	**$15,327.3m**	**-4.7%**	**6.4%**
New South Wales	28,698,000	-2.7%	7.2%	$19,177.9m	-1.0%	12.9%
Victoria	24,742,000	-1.6%	4.9%	$13,897.6m	0.8%	10.2%
South Australia	5,843,000	-1.6%	-1.3%	$3,261.7m	-5.7%	0.9%
Western Australia	8,582,000	-1.3%	-1.7%	$7,228.3m	-3.4%	0.7%
Tasmania	1,968,000	-0.7%	-1.3%	$924.3m	-8.7%	1.5%
Northern Territory	384,000	16.2%	7.4%	$295.1m	-5.9%	19.3%
ACT	74,000	-29.8%	3.6%	$172.0m	-34.8%	9.8%
Australia	85,260,000	-0.5%	2.9%	$60,284.2m	-2.4%	8.2%

Queensland and regional performance in the March quarter 2025

- In the March quarter, **Queensland** achieved $3.6 billion in holiday OVE, representing 25 per cent of market share, behind NSW (at 28 per cent). **Victoria** is just behind Queensland, with $3.5 billion in holiday OVE and 24 per cent of market share.
- Queensland's performance in the March quarter 2025 **seems aligned with historic performance**. Over the past three years, the March quarter has been significantly softer for Queensland than the June and September quarters. The September quarter is Queensland's peak season.
- The March quarter is usually a quiet season for most Northern and Western parts of the state, including Tropical North Queensland, Townsville and Outback Queensand regions.

- In the March quarter, **Brisbane** accounts for just under a third of OVE in Queensland (31 per cent, $2.0 billion) and **the Gold Coast** has just over a quarter of OVE in Queensland (27 per cent, $1.8 billion). The next largest regions are **Sunshine Coast** (13 per cent, $830.9 million) and **Tropical North Queensland** (8 percent, $505.5 million).
- The **Gold Coast** was the largest holiday market (with 668,000 overnight holiday visitors who spent $1.3 billion) in Queensland in the March quarter, followed by **Brisbane** (with 639,000 overnight holiday visitors who spent $773.1 million) and **Sunshine Coast** (with 533,000 overnight holiday visitors who spent $593.2 million).
- Among the **top 15 tourism regions in Australia** in the March quarter 2025, **Brisbane** was ranked No. 3 in total OVE and total overnight visitation, whereas **Gold Coast** was ranked No. 2 in holiday OVE and No. 5 in holiday overnight visitation. **Sunshine Coast** was ranked 9 in total and holiday visitation and was 8 in holiday OVE. **Tropical North Queensland** was ranked 13 for both total and holiday spend.

Queensland and Australia – March quarter 2025

Quarterly overnight visitor expenditure

	Queensland		Australia	
	Mar 2025	March 2025 Share of purpose	Mar 2025	March 2025 Share of purpose
Holiday	$3,639.3m	56%	$14,409.7m	53%
VFR	$1,459.4m	22%	$6,602.2m	24%
Business	$1,068.3m	16%	$4,549.6m	17%
Other	$388.5m	6%	$1,504.0m	6%
Total	**$6,555.5m**	**100%**	**$27,065.6m**	**100%**

Quarterly overnight visitation

	Queensland		Australia	
	Mar 2025	March 2025 Share of purpose	Mar 2025	March 2025 Share of purpose
Holiday	2,435,000	41%	12,395,000	43%
VFR	2,163,000	36%	10,852,000	38%
Business	1,005,000	17%	4,064,000	14%
Other	444,000	7%	2,034,000	7%
Total	**5,950,000**	**-**	**28,797,000**	**-**

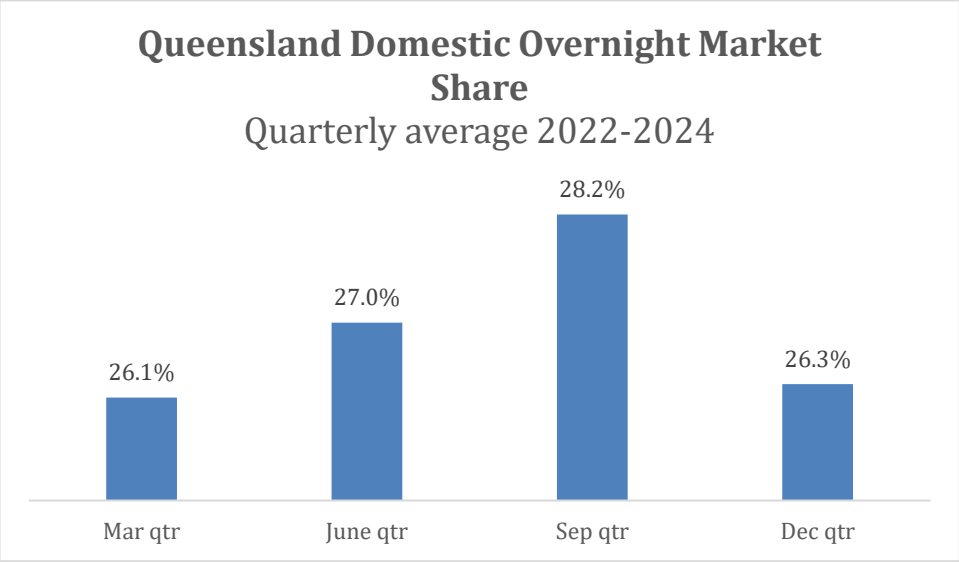
Note: The market share of visitation may exceed 100%, as visitors may have multipurpose trips.

March quarter 2025 spend per visitor

	Queensland	Australia
Holiday	$1,495	$1,163
VFR	$675	$608
Business	$1,062	$1,119
Other	$876	$739
Total	**$1,102**	**$940**

Queensland and Australia OVE – March Quarter 2025

	Holiday		Business		VFR		Total	
	Mar 2025	Market Share	Mar 2025	Market Share	Mar 2025	Market Share	Mar 2025	Market Share
Queensland	$3,639.3m	25%	$1,068.3m	23%	$1,459.4m	22%	$6,555.5m	24%
New South Wales	$4,100.1m	28%	$1,281.5m	28%	$2,136.1m	32%	$7,998.2m	30%
Victoria	$3,477.3m	24%	$999.0m	22%	$1,648.8m	25%	$6,358.3m	23%
Western Australia	$1,308.3m	9%	$507.8m	11%	$596.0m	9%	$2,593.1m	10%
South Australia	$814.9m	6%	$318.4m	7%	$443.3m	7%	$1,682.0m	6%
Tasmania	$617.0m	4%	$126.0m	3%	$153.7m	2%	$924.7m	3%
Northern Territory	$72.2m	1%	$83.0m	2%	$30.5m	0%	$211.5m	1%
ACT	$170.6m	1%	$165.7m	4%	$134.2m	2%	$499.0m	2%
Australia	**$14,409.7m**	-	**$4,549.6m**	-	**$6,602.2m**	-	**$27,065.6m**	-



Source: DoTS

Quarterly overnight visitation

	Holiday		Business		VFR	Total		
	Mar 2025	Visitation share	Mar 2025	Visitation share	Mar 2025	Visitation share	Mar 2025	Visitation share
Queensland	2,435,000	20%	1,005,000	25%	2,163,000	20%	5,950,000	21%
New South Wales	4,159,000	34%	1,393,000	34%	3,870,000	36%	10,000,000	35%
Victoria	3,858,000	31%	1,067,000	26%	3,407,000	31%	8,651,000	30%
Western Australia	1,166,000	9%	311,000	8%	832,000	8%	2,503,000	9%
South Australia	941,000	8%	279,000	7%	710,000	7%	2,100,000	7%
Tasmania	464,000	4%	124,000	3%	245,000	2%	870,000	3%
Northern Territory	46,000	0%	79,000	2%	24,000	0%	178,000	1%
ACT	148,000	1%	148,000	4%	209,000	2%	546,000	2%
Australia	**12,395,000**	-	**4,064,000**	-	**10,852,000**	-	**28,797,000**	-

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Quarterly Nights

	Holiday		Business		VFR		Total	
	Mar 2025	Visitor nights share	Mar 2025	Visitor nights share	Mar 2025	Visitor nights share	Mar 2025	Visitor nights share
Queensland	9,836,000	21%	3,329,000	24%	7,931,000	21%	22,569,000	21%
New South Wales	14,404,000	31%	4,056,000	29%	12,404,000	33%	33,045,000	31%
Victoria	12,259,000	26%	3,144,000	23%	9,802,000	26%	26,342,000	25%
Western Australia	4,248,000	9%	1,367,000	10%	2,968,000	8%	9,454,000	9%
South Australia	3,301,000	7%	924,000	7%	2,599,000	7%	7,486,000	7%
Tasmania	1,995,000	4%	381,000	3%	922,000	2%	3,435,000	3%
Northern Territory	157,000	0%	316,000	2%	157,000	0%	709,000	1%
ACT	402,000	1%	437,000	3%	679,000	2%	1,652,000	2%
Australia	**46,862,000**	-	**13,960,000**	-	**37,503,000**	-	**105,126,000**	-

Quarterly overnight visitation and expenditure

	Visitation		Overnight Visitation Expenditure	
	Mar 2025	Source share	Mar 2025	Source Share
Interstate	1,550,000	26%	$3,100.6m	47%
Intrastate	4,400,000	74%	$3,454.9m	53%
Total	**5,950,000**		**$6,555.5m**	

Quarterly overnight holiday visitation and expenditure

	Visitation		Overnight Visitation Expenditure	
	Mar 2025	Source share	Mar 2025	Source Share
Interstate	691,000	28%	$1,829.3m	50%
Intrastate	1,744,000	72%	$1,809.9m	50%
Total	**2,435,000**		**$3,639.3m**	

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Regional performance – the March Quarter 2025

	Overnight Visitation	Share of State	OVE	Share of State	Nights	Share of State
Brisbane	2,277,000	38%	$2,019.0m	31%	6,861,000	30%
Gold Coast	1,237,000	21%	$1,776.2m	27%	4,362,000	19%
Sunshine Coast	1,041,000	17%	$830.9m	13%	3,392,000	15%
Tropical North Queensland	345,000	6%	$505.5m	8%	1,815,000	8%
Queensland Country	649,000	11%	$256.3m	4%	1,508,000	7%
SGBR	441,000	7%	$334.0m	5%	1,360,000	6%
Whitsundays	158,000	3%	$213.7m	3%	803,000	4%
Townsville	199,000	3%	$211.0m	3%	771,000	3%
Mackay - Isaac	220,000	4%	$176.4m	3%	659,000	3%
Fraser Coast	188,000	3%	$161.3m	2%	557,000	2%
Outback Queensland	111,000	2%	$60.8m	1%	360,000	2%
Queensland	**5,950,000**	**-**	**$6,555.5m**	**-**	**22,569,000**	

Regional performance – the March Quarter 2025

	Domestic Overnight Statistics					
	Trips	Nights	ALoS	Spend	Spend per night	Spend per visitor
Brisbane	2,277,000	6,861,000	3.0	$2,019.0m	$294	$887
SGBR	441,000	1,508,000	3.4	$334.0m	$221	$758
Queensland Country	649,000	1,815,000	2.8	$256.3m	$141	$395
Fraser Coast	188,000	659,000	3.5	$161.3m	$245	$857
Gold Coast	1,237,000	4,362,000	3.5	$1,776.2m	$407	$1436
Mackay - Isaac	220,000	771,000	3.5	$176.4m	$229	$801
Townsville	199,000	803,000	4.0	$211.0m	$263	$1063
Outback Queensland	111,000	360,000	3.2	$60.8m	$169	$547
Sunshine Coast	1,041,000	3,392,000	3.3	$830.9m	$245	$798
Tropical North Queensland	345,000	1,360,000	3.9	$505.5m	$372	$1466
Whitsundays	158,000	557,000	3.5	$213.7m	$384	$1356
Queensland	5,950,000	22,569,000	3.8	$6,555.5m	$290	$1102

Top Tourism Regions March Quarter 2025

	Total Overnight Visitors		Total OVE	
1	Melbourne	3,458,000	Melbourne	$3,159.8m
2	Sydney	3,237,000	Sydney	$2,928.1m
3	**Brisbane**	**2,277,000**	**Brisbane**	**$2,019.0m**
4	North Coast NSW	1,718,000	**Gold Coast**	**$1,776.2m**
5	Destination Perth	1,522,000	Destination Perth	$1,599.0m
6	South Coast (NSW)	1,499,000	North Coast NSW	$1,272.8m
7	Hunter	1,334,000	South Coast (NSW)	$1,035.2m
8	**Gold Coast**	**1,237,000**	Hunter	$928.3m
9	**Sunshine Coast**	**1,041,000**	Adelaide	$872.3m
10	Peninsula (Vic)	994,000	**Sunshine Coast**	**$830.9m**
11	Adelaide	813,000	Australia's South West	$601.2m
12	Australia's South West	771,000	Great Ocean Road	$520.1m
13	Great Ocean Road	742,000	**Tropical North Queensland**	**$505.5m**
14	Central Coast (NSW)	703,000	Canberra	$499.0m
15	Geelong and the Bellarine	678,000	Hobart and the South	$463.6m

	Holiday Overnight Visitors		Holiday OVE	
1	Melbourne	1,168,000	Melbourne	$1,536.1m
2	Sydney	1,058,000	**Gold Coast**	**$1,277.8m**
3	North Coast NSW	849,000	Sydney	$1,214.7m
4	South Coast (NSW)	831,000	**Brisbane**	**$773.1m**
5	**Gold Coast**	**668,000**	North Coast NSW	$748.0m
6	**Brisbane**	**639,000**	South Coast (NSW)	$720.1m
7	Destination Perth	589,000	Destination Perth	$691.2m
8	Peninsula (Vic)	577,000	**Sunshine Coast**	**$593.2m**
9	**Sunshine Coast**	**533,000**	Hunter	$473.1m
10	Hunter	523,000	Australia's South West	$427.9m
11	Australia's South West	476,000	Great Ocean Road	$341.2m
12	Great Ocean Road	465,000	Adelaide	$332.3m
13	Central Coast (NSW)	359,000	**Tropical North Queensland**	**$317.7m**
14	High Country	332,000	Hobart and the South	$313.2m
15	Geelong and the Bellarine	280,000	Peninsula (Vic)	$279.4m