

International Tourism Snapshot

Year ending September 2024

International visitors to Australia

	Visitors	Change vs 2019	² Avg stay	Change vs 2019
Total Australia³	7,476,000	-14.2%	38.4	6.9
NZ	1,239,000	-4.6%	11.6	1.6
Asia ⁴	3,579,000	-18.0%	46.2	9.1
North America ⁵	811,000	-14.2%	19.6	0.7
Europe ⁶	755,000	-14.6%	53.2	10.8
UK	590,000	-12.2%	35.6	5.1

	Visitors	Change vs 2019	² Avg stay	Change vs 2019
Total holiday	3,616,000	-23.0%	20.9	2.9
NZ	532,000	-0.2%	7.8	0.4
Asia	1,698,000	-29.5%	19.6	3.8
North America	462,000	-15.6%	13.4	-0.3
Europe	466,000	-22.4%	41.2	5.6
UK	304,000	-22.1%	25.1	2.7

	Visitors	Change vs 2019	² Avg stay	Change vs 2019
Total VFR⁷	3,180,000	-6.1%	27.3	4.3
NZ	591,000	0.1%	10.5	0.7
Asia	1,374,000	-6.5%	37.8	7.4
North America	316,000	-3.1%	18.2	2.2
Europe	300,000	-5.4%	22.6	2.9
UK	370,000	-13.3%	21.4	1.7

	Visitors	Change vs 2019	² Avg stay	Change vs 2019
Total business	789,000	-25.1%	11.8	2.0
NZ	167,000	-26.8%	6.6	1.8
Asia	325,000	-23.0%	13.1	0.9
North America	111,000	-33.5%	10.0	0.6
Europe	87,000	-20.5%	13.7	2.6
UK	50,000	-22.1%	18.6	7.5

	Visitors	Change vs 2019	² Avg stay	Change vs 2019
Total education	504,000	-22.7%	133.5	15.9
NZ	9,000	-42.2%	61.6	31.5
Asia	392,000	-20.8%	134.7	11.9
North America	20,000	-35.3%	68.1	-1.4
Europe	30,000	-36.2%	122.8	25.9
UK	np	np	np	np

International visitors spend more than ever in Australia

Australia-wide, overnight visitor expenditure (OVE) from international visitors reached a record of \$32.3 billion. This is a 2.8 per cent increase on 2019. This record expenditure occurred while visitation continues to recover. Australia welcomed 7.5 million international visitors, a recovery of 85.8 per cent. At the national level, aviation capacity has recovered faster than international visitation at 95 per cent of 2019 levels.

The recovery of international travel to Australia by purpose started with the strong comeback of visiting friends and relatives (VFR), followed by employment. Spend by VFR visitors in Australia reached \$5.2 billion (up 13.7 per cent compared with 2019) and OVE by employment visitors reached a record \$2.7 billion (up 76.4 per cent on 2019). Holiday OVE in Australia reached a record \$10.8 billion, which is 1.5 per cent above pre-COVID-19 levels. OVE generated from business travel (\$2.0 billion, 95.7 per cent recovered) and from education (\$11.2 billion, 91.4 per cent recovered) are close to what they were pre-COVID-19.

Australia welcomed a record number of visitors from India (405,000, up 7.7 per cent) and Korea (337,000, up 32.6 per cent). OVE generated from four of Australia's five largest source markets are above 2019 levels. This includes record levels of OVE from India (\$1.5 billion, up 16.5 per cent) and New Zealand (\$2.1 billion, up 28.7 per cent). OVE generated from the UK residents was \$2.1 billion, which is 19.2 per cent more than 2019 and USA residents spent \$2.0 billion, which is 2.0 per cent more than in 2019. Outside of the top four markets, there were OVE records from Indonesia, Taiwan, South Korea and France.

China was the largest source market for Australia in the year ending September 2024, from both OVE and visitation perspectives. China is one of the slowest source markets to return to 2019 levels with Chinese visitation at 60.0 per cent of 2019 levels, and OVE at 76.3 per cent of 2019 levels. In their most recent forecasts, Tourism Research Australia (TRA) expects Chinese visitation will return to 2019 levels in 2027.

For the third time, TRA has reported on the Philippines and Vietnam as individual source markets outside of 'other Asia'. In the year ending September 2024, visitors from Vietnam spent \$849.4 million and visitors from the Philippines spent \$529.6 million in Australia, making them the 12th and 17th largest markets respectively.

International visitor expenditure in Australia

	Expenditure	Change vs 2019
Total Australia	\$32,307.4m	2.8%
Holiday	\$10,771.4m	1.5%
VFR ⁷	\$5,187.3m	13.7%
Business	\$1,955.6m	-4.3%
Employment	\$2,738.1m	76.4%
Education	\$11,222.5m	-8.6%



KIRRA BEACH, GOLD COAST

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Year ending September 2024

State expenditure comparison

	Expenditure	Change vs 2019	Share of expenditure	Spend per visitor
Total Australia	\$32,307.4m	2.8%	100.0%	\$4,322
Queensland	\$6,115.3m	0.5%	18.9%	\$2,839
New South Wales	\$12,043.4m	5.8%	37.3%	\$3,258
Victoria	\$8,801.0m	-0.3%	27.2%	\$3,387

State visitation comparison

	Visitors	Change vs 2019	Avg stay	Change vs 2019
Total Australia	7,476,000	-14.2%	38.4	6.9
Queensland	2,154,000	-22.6%	24.0	4.3
New South Wales	3,697,000	-15.7%	26.7	4.6
Victoria	2,598,000	-17.2%	29.0	5.7
Other States	1,784,000	-13.2%	34.1	10.0

Total holiday	3,616,000	-23.0%	20.9	2.9
Queensland	1,253,000	-33.1%	14.9	2.7
New South Wales	1,881,000	-23.1%	14.3	2.6
Victoria	1,260,000	-25.8%	13.4	3.0
Other States	858,000	-26.8%	15.1	2.4

Total VFR ⁷	3,180,000	-6.1%	27.3	4.3
Queensland	718,000	-4.9%	20.2	2.1
New South Wales	1,188,000	-2.0%	23.4	2.8
Victoria	956,000	-8.5%	23.7	1.4
Other States	684,000	-5.0%	31.8	9.8

Total business	789,000	-25.1%	11.8	2.0
Queensland	170,000	-17.8%	7.0	0.2
New South Wales	339,000	-26.5%	11.4	2.8
Victoria	247,000	-27.7%	8.8	0.4
Other States	176,000	-12.4%	11.5	1.4

Total education	504,000	-22.7%	133.5	15.9
Queensland	78,000	-34.7%	122.5	14.4
New South Wales	201,000	-18.5%	126.4	8.6
Victoria	157,000	-22.9%	139.7	24.3
Other States	76,000	-23.8%	137.1	23.6

Spend above pre-COVID-19 levels in Queensland

International OVE in Queensland reached \$6.1 billion in the year ending September 2024, which is in line (up 0.5 per cent) with 2019 levels. Expenditure is recovering faster than visitation, which sits at 77.4 per cent of 2019 levels (2.2 million visitors). Visitors continue to stay longer and spend more than they did pre-COVID-19. The average length of stay (ALoS) was 4.3 nights higher than 2019 at 24 nights and the average spend per night was \$118, 6.7 per cent higher than 2019.

Queensland followed the national pattern with VFR OVE leading the recovery with \$975.2 million, up 20 per cent compared to 2019, followed by OVE generated from business travel, reaching \$338.6 million, up 16.2 per cent since 2019, and OVE generated by employment visitation, achieving \$473.2 million, up 102.9 per cent since 2019.

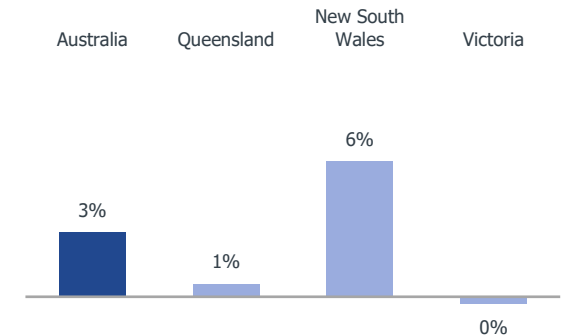
Holiday OVE recovered to \$2.7 billion or 94.5 per cent of 2019 levels and education OVE recovered to \$1.5 billion or 83.4 per cent of 2019 levels.

Comparison to national performance

International OVE recovery in Queensland is slightly behind the national average (100.5 per cent compared to 2019 vs. Australia at 102.8 per cent recovered). Queensland's visitation is 77.4 per cent recovered compared to the national average of 85.8 per cent.

Queensland outpaced the national recovery speed in OVE generated from VFR, business and employment. While holiday and education OVE in Queensland is recovering at a slower pace than the national average.

Change in Overnight Visitor Expenditure compared to 2019



CANNON CREEK VIA BOONAH, SCENIC RIM, BRISBANE

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International visitors to Queensland

	Visitors	Change vs 2019	Avg stay	Change vs 2019
Total Queensland	2,154,000	-22.6%	24.0	4.3
NZ	481,000	-1.6%	10.1	0.4
Asia	738,000	-41.1%	35.0	12.4
North America	274,000	-9.6%	11.7	-0.6
Europe	274,000	-17.2%	26.6	1.0
UK	215,000	-1.8%	20.1	1.1

Holiday	1,253,000	-33.1%	14.9	2.7
NZ	251,000	0.4%	8.0	0.1
Asia	418,000	-53.9%	17.3	6.0
North America	185,000	-14.7%	8.5	0.5
Europe	207,000	-23.7%	22.2	1.5
UK	140,000	-3.4%	15.0	0.5

VFR⁷	718,000	-4.9%	20.2	2.1
NZ	220,000	-1.2%	10.1	0.9
Asia	216,000	-7.6%	34.1	6.5
North America	71,000	-0.1%	14.1	0.7
Europe	59,000	-5.7%	17.2	2.9
UK	94,000	-1.1%	17.0	0.0

Business	170,000	-17.8%	7.0	0.2
NZ	39,000	-19.9%	5.0	0.8
Asia	54,000	-32.2%	8.2	0.1
North America	27,000	-15.6%	7.9	0.9
Europe	22,000	22.1%	8.4	1.2
UK	np	np	np	np

Education	78,000	-34.7%	122.5	14.4
NZ	np	np	np	np
Asia	58,000	26.2%	123.9	8.8
North America	np	np	np	np
Europe	np	np	np	np
UK	np	np	np	np

While OVE has recovered past pre-COVID-19 levels from most of Queensland's individual source markets, a few are still recovering. Among Queensland's largest source markets, OVE from New Zealand has reached a record of \$835.2 million, up 37.9 per cent on 2019, and the recovery from the United Kingdom has been particularly strong with \$490.2 million, up 43.2 per cent. Overnight visitor expenditure has also recovered well past 2019 levels for both Japan (\$528.6 million, up 15.0 per cent) and the United States of America (\$439.3 million, up 4.8 per cent). On the other hand, Queensland's largest market by OVE, China, is still quite far from 2019 levels. With a total OVE of \$916.5 million, China has returned to being Queensland's largest market by OVE however, this is only a recovery of 56.8 per cent of what it was in 2019. The recovery from Chinese VFR and education visitation outpaced holiday recovery with Chinese holiday visitation at 22.5 per cent of 2019 levels and OVE at 25.6 per cent of 2019.

Outside of Queensland's top five markets, South Korea and France reached record OVE.

Big spending Kiwis

New Zealanders have never spent more in Queensland than they did in the year ending September 2024, a record \$835.2 million (up 37.9 per cent). Most of these visitors were here on holidays with 251,000 holiday visitors, which is already in line (up 0.4 per cent) with 2019 levels. Queensland also welcomed 220,000 New Zealanders that visited their friends and relatives here and 39,000 were here on business. In total, visitation is coming very close to achieving its 2019 levels (481,000, 98.4 per cent recovered).

International expenditure in Queensland

	Expenditure	Change vs 2019
Total Queensland	\$6,115.3m	0.5%
Holiday	\$2,704.5m	-5.5%
VFR	\$975.2m	20.0%
Business	\$338.6m	16.2%
Employment	\$473.2m	102.9%
Education	\$1,511.8m	-16.6%

Indians visit their friends and relatives

Queensland welcomed a record 41,000 Indian VFR visitors, which is 54.1 per cent more than in 2019. There were a total of 77,000 visitors (92.9 per cent recovered) who spent \$190.1 million, making VFR the main reason for visiting Queensland. However, there were 28,000 holiday visitors to Queensland as well.

Japanese find a lot to learn in Queensland

Japanese visitors stayed a record 4 million nights in Queensland, up 14.4 per cent compared to 2019. While in the past Japanese tourism to Queensland has been driven by the holiday market, this record was due to a record 1.6 million education nights, up 45.8 per cent compared to 2019. There were 17,000 education visitors to Queensland up 12.7 per cent on 2019 and these visitors increased their ALoS by 22.1 nights to 97.2 nights. Outside of the education market there is still recovery to occur. There were 127,000 holiday visitors, a recovery of 74.4 per cent compared to 2019 and there were 169,000 visitors in total, a recovery of 77.0 per cent.

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International visitors by region

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Total Queensland	2,154,000	-22.6%	24.0	1,253,000	-33.1%
Brisbane	1,251,000	-15.3%	22.2	539,000	-30.2%
Gold Coast	649,000	-39.9%	12.4	456,000	-46.4%
TNQ	519,000	-35.8%	9.3	464,000	-37.9%
Sunshine Coast	309,000	-6.5%	13.1	225,000	-10.2%
Whitsundays	188,000	-14.7%	5.8	180,000	-14.4%
SGBR ⁹	82,000	-39.1%	17.1	57,000	-46.7%
Fraser Coast	93,000	-29.3%	5.5	83,000	-29.1%
Townsville	97,000	-23.3%	12.0	75,000	-27.7%

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Mackay	29,000	-39.9%	14.7	19,000	-47.6%
Outback Queensland	17,000	-36.7%	18.1	9,000	-43.1%
Queensland Country	53,000	-30.9%	40.8	20,000	-38.0%

Expenditure in Queensland regions

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Total Queensland	\$6,115.3m	0.5%	\$2,839	\$118
Brisbane	\$3,128.5m	8.5%	\$2,500	\$112
Gold Coast	\$1,189.2m	-11.3%	\$1,832	\$148
TNQ	\$899.3m	-12.5%	\$1,731	\$187
Sunshine Coast	\$350.5m	24.1%	\$1,135	\$87
Whitsundays	\$196.7m	29.2%	\$1,047	\$179
SGBR ⁹	\$83.5m	8.1%	\$1,019	\$60
Fraser Coast	\$62.4m	36.6%	\$674	\$123
Townsville	\$72.7m	-24.0%	\$751	\$63

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Mackay	\$22.5m	35.8%	\$786	\$54
Outback Queensland	\$11.1m	-25.5%	\$672	\$37
Queensland Country	\$98.9m	-28.3%	\$1,875	\$46



CURRUMBIN BEACH, GOLD COAST

Brisbane

OVE in Brisbane reached \$3.1 billion which is up 8.5 per cent compared to 2019. Brisbane's OVE exceeded 2019 levels because visitors are spending more per night and staying for longer. Visitors spent an average of \$112 per night, which is 5.5 per cent more than in 2019 and visitors stayed 22.2 nights on average, an increase of 3.9 nights. Brisbane welcomed 1.3 million international visitors, which is a recovery to 84.7 per cent of 2019 levels. Visitation for employment was already above 2019 levels (up 46.7 per cent on 2019 at 32,000). Visiting friends and relatives (434,000, 95.6 per cent recovered) and business visitation (126,000 or 89.7 per cent recovered) were both close to reaching 2019 levels. On the other hand, both holiday (539,000 or 69.8 per cent recovered) and education (54,000 or 68.5 per cent recovered) were still far from full recovery. Brisbane welcomed a record number of visitors from New Zealand (249,000, up 8.7 per cent) and a record number of visitor nights from both Japan (2.2 million, up 39.5 per cent) and South Korea (2.6 million, up 29.3 per cent). However, Brisbane's largest source market before COVID-19, China, was still at 42.0 per cent of 2019 levels of visitation at 116,000 - a common challenge across Australia. Despite this, China was still Brisbane's third largest market by visitation.

Gold Coast

OVE on the Gold Coast was slightly down on pre-COVID-19 levels (\$1.2 billion or 88.7 per cent recovered). Visitation was further behind with 649,000 visitors, a recovery of 60.1 per cent. Travel for visiting friends and relatives was the closest to recovering (155,000, or 92.4 per cent of 2019 level). Holiday (456,000 visitors or 53.6 per cent recovered), education (15,000 or 61.4 per cent of 2019 levels), and business (25,000 or 67.8 per cent of 2019 levels) were all quite far from returning to pre-pandemic numbers. The relatively slow recovery of visitation to the Gold Coast was driven by the reliance on the Chinese market before COVID-19, which has been slow to return. In the year ending September 2024, there were 56,000 Chinese visitors at 20.5 per cent of 2019 levels. Visitation from Japan has also been slow to recover with 29,000 or 38.8 per cent of 2019 levels. On the other hand, the Gold Coast welcomed a record number of visitors from New Zealand at 221,000, up 4.5 per cent compared to 2019 and visitation from South Korea at 47,000, up or up 38.4 per cent.

Tropical North Queensland (TNQ)

OVE in Tropical North Queensland reached \$899.3 million, a recovery of 87.5 per cent on 2019 levels. The recovery in visitation has been slower with 519,000 visitors, which is 64.2 per cent of 2019. However, international visitors are now both staying longer and spending more per night than they did in 2019. The average length of stay is now 9.3 nights, which is 0.8 nights more than in 2019 and the average spend per night sitting at \$187 which is 24.4 per cent more than 2019. The holiday market drove visitation to the region with 464,000 holiday visitors, which represents a 62.1 per cent recovery compared to 2019 levels. Part of the reason for the slow recovery in visitation to TNQ is the reliance on China. In 2019, around one in four visitors to the region were Chinese, in the year ending September 2024, TNQ welcomed 26,000 Chinese visitors which is around a seventh (13.8 per cent) of visitation compared to 2019. Conversely, visitation from the UK has achieved full recovery with 75,000 visitors, up 4.1 per cent on 2019. TNQ's other major markets are between 70 per cent and 90 per cent recovered, including Japan with 99,000 visitors or 89.0 per cent of 2019, USA with 86,000 visitors or 80.8 per cent, Germany with 36,000 or 80.4 per cent and New Zealand at 27,000 or 71.4 per cent.

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International visitors by region

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Total Queensland	2,154,000	-22.6%	24.0	1,253,000	-33.1%
Brisbane	1,251,000	-15.3%	22.2	539,000	-30.2%
Gold Coast	649,000	-39.9%	12.4	456,000	-46.4%
TNQ	519,000	-35.8%	9.3	464,000	-37.9%
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Fraser Coast	93,000	-29.3%	5.5	83,000	-29.1%
Townsville	97,000	-23.3%	12.0	75,000	-27.7%

	Visitors	Change vs 2019	Avg stay ²	Holiday visitors	Change vs 2019
Mackay	29,000	-39.9%	14.7	19,000	-47.6%
Outback Queensland	17,000	-36.7%	18.1	9,000	-43.1%
Queensland Country	53,000	-30.9%	40.8	20,000	-38.0%

Expenditure in Queensland regions

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
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	Expenditure	Change vs 2019	Spend per visitor	Spend per night
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Queensland Country	\$98.9m	-28.3%	\$1,875	\$46



BURKETOWN, TROPICAL NORTH QUEENSLAND

Fraser Coast

In the Fraser Coast region, international visitor expenditure reached \$62.4 million, exceeding 2019 levels by 36.6 per cent. Visitor expenditure has grown because of a substantial increase in both the average length of stay (ALoS) and average spend per night. The ALoS of visitors to the Fraser Coast was 0.7 nights more than in 2019 at 5.5 nights, the average spend per night was 68.8 per cent higher at \$123. Visitation is yet to recover, sitting at 70.7 per cent recovered compared to 2019, at 93,000. The majority of these visitors were on holidays, with holiday visitation having recovered to 83,000 or 70.9 per cent of 2019 levels. Visitation from both the UK at 25,000 visitors or 79.6 per cent recovered and continental Europe at 46,000 or 69.4 per cent recovered is around three quarters of what it was in 2019.

Whitsundays

Total international OVE exceeded 2019 levels, reaching \$196.7 million, up 29.2 per cent vs 2019. The recovery has largely been driven by growth in average spend per night. Visitors spent \$179 per night on average which is 61.3 per cent more than in 2019. However, there were 188,000 visitors, a recovery of 85.3 per cent. At 96 per cent nearly all visitors were in the Whitsundays for holidays. There were 180,000 holiday visitors, which is 85.6 per cent recovery compared to 2019 with a record 25,000 visitors from the USA, an increase of 18.1 per cent on 2019. Visitation was also fully recovered from the UK at 56,000, up 30.2 per cent and France with 13,000, up 16.8 per cent. Among the Whitsundays other largest markets, visitation from Germany at 21,000, a recovery of 70.1 per cent was still climbing back to 2019 levels.

Townsville

Total international OVE reached \$72.7 million, which is a recovery of 76.0 per cent compared to 2019. In the year ending September 2024, there were 97,000 visitors, marking 76.7 per cent of 2019 levels. There were 75,000 holiday visitors, which is a recovery of 72.3 per cent. However, the number of VFR visitors is 6.4 per cent above 2019 levels at 16,000 visitors. Visitation from Asia has recovered past 2019 levels to 12,000, up 21.1 per cent. Visitation from the UK at 22,000 is 97.6 per cent recovered however, visitation from continental Europe is still below 2019 levels with 43,000 at 70.1 per cent recovered.

Southern Great Barrier Reef (SGBR)

Total international OVE reached \$83.5 million in the Southern Great Barrier Reef region, which exceeded 2019 levels by 8.1 per cent. This reflects that international visitors average spend was \$60 per night which is 29.8 per cent higher than 2019. Visitation is still recovering, with the region welcoming 82,000 visitors, a recovery of 60.9 per cent. Holiday visitation was particularly slow to recover with 57,000 holiday visitors, marking a recovery of 53.3 per cent. There were 17,000 visiting friends and relatives visitors which is a recovery of 92.8 per cent. From the USA came 11,000 visitors, which is up 12.8 per cent on 2019. Visitation from SGBR's other three largest source markets were all still recovering, these were: the United Kingdom with 14,000, 56.7 per cent recovered, New Zealand with 10,000, 65.4 per cent recovered and Germany with 10,000 or 49.2 per cent recovered.

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Sunshine Coast

International visitors spent \$350.5 million on the Sunshine Coast which is up 24.1 per cent compared to 2019 with this growth reflecting that the average length of stay has increased 4.5 nights to 13.1 nights. The Sunshine Coast was also the closest Queensland region to reaching its pre-COVID-19 international visitation levels as visitation recovered to 309,000 visitors or 93.5 per cent compared to 2019, driven by the 74,000 VFR visitors, which is up 9.9 per cent compared to 2019. Holiday visitation has had a slower recovery with 225,000 holiday visitors, the equivalent of 89.8 per cent compared with 2019. New Zealand was the region's largest international market and is close to recovery with 86,000, at 99.8 per cent recovered. Visitation from the second largest market, the United Kingdom, reached a record 69,000, up 23.4 per cent and visitation from the United States of America was in line with 2019 levels at 24,000, an increase of 0.2 per cent.

Outback, Queensland Country and Mackay growth is usually reported on a three-year trend basis given the large, expected variability in the annual growth due to smaller sample sizes. Given no data was available for 2020-2022, we are comparing directly to 2019 and caution should be taken in interpreting figures.

Outback Queensland

Total overnight visitor expenditure was \$11.1 million which was 74.5 per cent of 2019 levels. The recovery in visitation was slower than the recovery in OVE, but visitors are staying longer. There were 17,000 international visitors, which is a recovery of 63.3 per cent. The average length of stay was 18.1 nights which is 3.9 nights more than in 2019.

Queensland Country

Queensland Country's international overnight visitor expenditure recovered to \$100.6 million or 72.9 per cent of what it was in 2019. The OVE recovery was broadly in line with the recovery in visitation. There were 52,000 international visitors, a recovery of 68.2 per cent. Visiting friends and relatives was the most common reason to visit the region with 23,000 visitors, which is a recovery of 86.8 per cent. The recovery in VFR visitation has been quicker than the recovery of holiday visitation. There were 20,000 holiday visitors which is 59.9 per cent of 2019 levels. There were 11,000 visitors from New Zealand (65.7 per cent of 2019 levels), 11,000 visitors from Asia (52.4 per cent of 2019 levels) and 15,000 visitors from Europe (including the UK) which is the equivalent of 59.8 per cent of 2019 levels.

Mackay

Mackay's international OVE reached \$22.5 million, which exceeded 2019 levels by 35.8 per cent. This reflects that visitors are staying longer and spending more per night on average. The average length of stay increased 5.9 nights to 14.7 nights and the average spend per night increased 35.4 per cent vs 2019 to \$54. Annual international visitation is much slower to recover with 29,000 international visitors which is a recovery of 60.1 per cent. Of these visitors, 19,000 were on holidays, a recovery of 52.4 per cent. The region's largest source market is continental Europe with 11,000 visitors, a recovery of 50.2 per cent.

International visitors by region and source market

	China		Europe (excl UK)		Japan		New Zealand		North America		United Kingdom	
	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019
Total Queensland	169,000	-65.9%	274,000	-17.2%	169,000	-23.0%	481,000	-1.6%	274,000	-9.6%	215,000	-1.8%
Brisbane	116,000	-58.0%	176,000	-14.9%	46,000	-1.2%	249,000	8.7%	147,000	-0.9%	140,000	8.7%
Gold Coast	56,000	-79.5%	75,000	-23.0%	29,000	-61.2%	221,000	4.5%	53,000	-18.0%	52,000	-16.6%
Sunshine Coast	n/p	n/p	77,000	-19.5%	n/p	n/p	86,000	-0.2%	33,000	-7.7%	69,000	23.4%
Fraser Coast	n/p	n/p	46,000	-30.6%	n/p	n/p	9,000	n/p	n/p	n/p	25,000	-20.4%
SGBR ⁹	n/p	n/p	30,000	-46.5%	n/p	n/p	10,000	-34.6%	15,000	-0.1%	14,000	-43.3%
Whitsundays	n/p	n/p	73,000	-20.4%	n/p	n/p	9,000	n/p	35,000	12.0%	56,000	30.2%
TNQ	26,000	-86.2%	121,000	-24.4%	99,000	-11.0%	27,000	-28.6%	104,000	-21.2%	75,000	4.1%
Townsville	n/p	n/p	43,000	-29.9%	n/p	n/p	n/p	n/p	n/p	n/p	22,000	-2.4%

	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019	Visitors	Change vs 2019
Mackay ¹⁰	n/p	n/p	11,000	49.8%	n/p	np	n/p	n/p	n/p	n/p	0.0%	n/p
Outback Queensland ¹⁰	n/p	n/p	n/p	np	n/p	np	n/p	n/p	n/p	n/p	n/p	n/p
Queensland Country ¹⁰	n/p	n/p	n/p	np	n/p	np	13,000	-24.6%	n/p	n/p	n/p	n/p

International Tourism Snapshot

Year ending September 2024

	Queensland						Australia				
	Visitors	Change Vs 2019	Annual change	Expenditure	Change Vs 2019	Annual change	Visitors	Change Vs 2019	Annual change	Expenditure	Change Vs 2019
New Zealand	481,000	-1.6%	16.2%	\$835.2m	37.9%	14.5%	1,239,000	-4.6%	15.2%	\$2,098.0m	28.7%
Total Asia⁴	738,000	-41.1%	37.5%	\$2,802.8m	-17.2%	82.8%	3,579,000	-18.0%	37.2%	\$19,702.1m	-3.2%
China	169,000	-65.9%	172.9%	\$916.5m	-43.2%	164.4%	796,000	-40.0%	105.7%	\$7,890.5m	-23.7%
Japan	169,000	-23.0%	69.7%	\$528.6m	15.0%	37.4%	346,000	-24.4%	55.0%	\$1,384.2m	11.7%
Singapore	39,000	-43.8%	-4.2%	\$121.0m	-20.1%	-10.2%	351,000	-15.6%	12.7%	\$1,140.2m	3.8%
Malaysia	23,000	-49.9%	-9.5%	\$77.3m	-7.5%	-25.2%	182,000	-47.0%	19.6%	\$684.3m	-29.1%
Korea	90,000	21.2%	63.0%	\$356.0m	42.2%	84.7%	337,000	32.6%	60.4%	\$1,456.6m	36.3%
India	77,000	-7.1%	10.6%	\$190.1m	26.6%	-8.0%	405,000	7.7%	11.1%	\$1,472.3m	16.5%
Hong Kong	17,000	-74.5%	-29.3%	\$83.0m	-59.8%	-25.3%	199,000	-30.2%	39.6%	\$861.4m	-15.8%
Indonesia	29,000	-2.0%	-1.1%	\$94.7m	55.0%	-14.5%	197,000	-0.2%	16.6%	\$925.0m	35.5%
Taiwan	36,000	-55.8%	65.9%	\$174.2m	-15.9%	136.3%	148,000	-16.6%	58.9%	\$882.5m	24.9%
Thailand	16,000	-15.1%	-44.4%	\$76.4m	34.1%	-46.1%	89,000	-6.1%	-0.2%	\$434.0m	7.8%
Philippines ¹¹	27,000	n/p	n/p	\$63.7m	n/p	n/p	161,000	n/p	n/p	\$529.6m	n/p
Viet Nam ¹¹	17,000	n/p	n/p	\$22.4m	n/p	n/p	164,000	n/p	n/p	\$849.4m	n/p
Other Asia ¹¹	29,000	n/p	n/p	\$99.1m	n/p	n/p	202,000	n/p	n/p	\$1,192.3m	n/p
North America⁵	274,000	-9.6%	23.6%	\$643.8m	14.1%	7.9%	811,000	-14.2%	13.5%	\$2,555.4m	4.1%
USA	210,000	-11.2%	29.3%	\$439.3m	4.8%	14.4%	656,000	-14.4%	13.9%	\$1,969.4m	2.0%
Canada	64,000	-3.8%	8.0%	\$204.4m	41.0%	-3.8%	154,000	-13.3%	11.8%	\$586.0m	11.9%
Total Europe⁶	489,000	-11.0%	13.8%	\$1,243.1m	18.0%	11.0%	1,345,000	-13.5%	10.5%	\$5,653.6m	11.1%
United Kingdom	215,000	-1.8%	13.1%	\$490.2m	43.2%	6.9%	590,000	-12.2%	6.5%	\$2,123.0m	19.2%
Germany	68,000	-16.0%	17.3%	\$174.2m	7.9%	20.2%	153,000	-22.4%	13.8%	\$658.9m	-4.8%
France	40,000	-17.7%	24.6%	\$114.0m	32.2%	6.4%	120,000	-12.0%	20.9%	\$667.2m	36.0%
Scandinavia	26,000	-36.3%	-13.4%	\$90.0m	-20.2%	-11.1%	80,000	-22.9%	9.0%	\$310.7m	-17.1%
Italy	18,000	-30.6%	0.7%	\$58.0m	0.8%	39.7%	62,000	-14.1%	10.5%	\$323.8m	5.1%
Switzerland	13,000	-16.5%	-8.4%	\$42.3m	46.1%	-2.3%	40,000	-20.4%	14.1%	\$208.2m	-4.4%
Netherlands	22,000	-13.8%	9.9%	\$57.1m	6.9%	8.8%	49,000	-20.0%	7.8%	\$250.3m	14.0%
Other Europe	88,000	-7.0%	28.6%	\$217.2m	3.0%	27.7%	251,000	-4.5%	14.2%	\$1,111.5m	10.8%
Other markets	171,000	-9.1%	-6.0%	\$590.5m	25.1%	-23.3%	502,000	-7.5%	1.4%	\$2,298.2m	20.8%
All markets	2,154,000	-22.6%	20.7%	\$6,115.3m	0.5%	16.4%	7,476,000	-14.2%	22.3%	\$32,307.4m	2.8%

Notes:

- Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
- Avg stay = average length of stay expressed in nights
- Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
- Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand, Philippines, Viet Nam and Other Asia
- North America includes United States of America and Canada
- Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
- Visiting friends or relatives (VFR)
- All expenditure figures include package expenditure
- Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
- To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year on year comparison
- Until year ending December 2023 Philippines and Viet Nam were included in Other Asia. As a result comparisons to previous periods for Other Asia, Philippines and Viet Nam are not publishable.

Other notes:

- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions

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Data Source:
International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

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