

# Domestic Tourism Snapshot

Year ending June 2022



## Domestic overnight visitors within Australia

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Australia</b> <sup>3</sup>	<b>85,828,000</b> <sup>3</sup>	<b>-1.8%</b>	<b>-26.9%</b>	<b>3.8</b>	<b>0.0</b>
Holiday	38,480,000	-2.7%	-16.8%	3.9	0.1
VFR <sup>4</sup>	28,169,000	-3.4%	-29.5%	3.3	-0.1
Business	15,914,000	6.3%	-41.1%	4.0	-0.1
<b>Intrastate</b> <sup>3</sup>	<b>67,374,000</b> <sup>3</sup>	<b>-5.6%</b>	<b>-17.2%</b>	<b>3.2</b>	<b>-0.1</b>
Holiday	31,431,000	-6.8%	-7.6%	3.3	-0.1
VFR <sup>4</sup>	21,250,000	-6.8%	-25.2%	2.6	-0.1
Business	11,485,000	2.2%	-22.1%	3.8	0.0
<b>Interstate</b> <sup>3</sup>	<b>19,815,000</b> <sup>3</sup>	<b>13.1%</b>	<b>-48.3%</b>	<b>5.6</b>	<b>0.0</b>
Holiday	7,659,000 <sup>3</sup>	19.2%	-42.0%	6.1	0.7
VFR <sup>4</sup>	7,185,000 <sup>3</sup>	8.8%	-39.8%	5.4	-0.4
Business	4,618,000 <sup>3</sup>	15.7%	-63.3%	4.2	-0.5

## Domestic overnight visitor expenditure in Australia

	Expenditure	Annual change	Change vs YE Dec 2019
<b>Total Australia</b> <sup>5</sup>	<b>\$69,048.9m</b>	<b>12.6%</b>	<b>-14.4%</b>
Holiday <sup>6</sup>	\$36,262.6m	11.3%	8.2%
VFR <sup>6</sup>	\$11,064.5m	13.0%	-12.1%
Business <sup>6</sup>	\$8,832.6m	6.4%	-42.2%



NOOSAVILLE, SUNSHINE COAST

## Strong recovery across the board

A total of 85.8 million domestic overnight trips were taken in Australia in the year ending June 2022, which is down 26.9 per cent compared to the pre-COVID-19 benchmark of the year ending December 2019. Overnight visitor expenditure (OVE) was \$69.0 billion, which is 14.4 per cent lower than the year ending December 2019.

We continue to see that domestic holiday travel performed solidly at the national level as Australians have continued to holiday at home when they have been able to. For the first time since COVID-19 restrictions were first put in place in March 2020, holiday OVE has exceeded pre-COVID-19 levels (up 8.2 per cent) at \$36.3 billion. The increase in holiday OVE at the national level reflects an increase in spend per visitor (up 29.9 per cent to \$942 per visitor) as visitation was down 16.8 per cent compared to pre-COVID-19 levels at 38.5 million. However total OVE was down for other purposes. OVE remained below pre-COVID-19 levels for other travel purposes. Business OVE was down 42.2 per cent at \$8.8 billion and visiting friends and relatives (VFR) OVE was down 12.1 per cent to \$11.1 billion. The decrease in business and VFR OVE was due to business visitation being down 41.1 per cent at 15.9 million and VFR visitation being down 29.5 per cent at 28.2 million.

Over the full year, intrastate visitation and OVE continued to outperform interstate, reflecting various state hotspots and border restrictions across the year. Intrastate OVE was 3.0 per cent higher than the pre-COVID-19 level at \$44.6 billion while visitation was still down 17.2 per cent at 67.4 million visitors. Intrastate spend has been boosted by a 0.3 night increase in the intrastate average length of stay to 3.2 nights and a 12.9 per cent increase in the intrastate average spend per night to \$207 when compared to 2019. Intrastate holiday OVE has been particularly strong, increasing 32.7 per cent compared to 2019 to \$24.2 billion. While intrastate spend was above pre-COVID-19 levels, interstate OVE was down 34.6 per cent at \$24.5 billion on the back of interstate visitation being down 48.3 per cent.

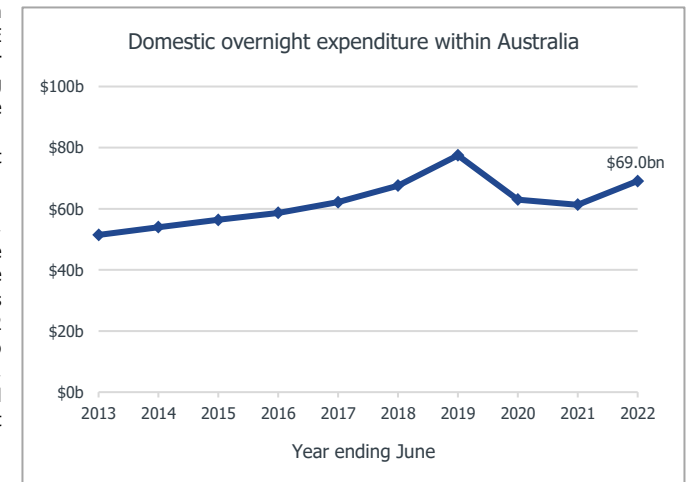
## Recovery accelerates

The June quarter 2022 is the second quarter since March 2020 without any lockdowns and the first full quarter since Western Australia's border restrictions were removed (this restriction ended on 3 March 2022). Total domestic OVE in Australia was significantly higher (up 28.9 per cent) compared to June quarter 2019, on the back of spend per night increasing 31.7 per cent to \$254. Total visitation was still 6.5 per cent below the June 2019 quarter and total nights were down 2.1 per cent. The growth in OVE came from both intrastate (up 24.1 per cent) and interstate (up 34.9 per cent) travel. By purpose, the growth came from both holiday OVE (up 62.3 per cent) and VFR OVE (up 38.5 per cent), with business OVE lower (down 18.5 per cent) compared to the June quarter 2019.

NOTE: The year ending June 2022 (i.e. 1 July 2021 – 31 June 2022) includes a full six months where Queensland's borders were open to all interstate travellers after borders were reopened to Victoria and New South Wales on 13 December 2022. For most of the September and December quarter 2021 border were closed to Queensland's largest market (Victoria and New South Wales) and some Queensland regions experienced lockdowns.

## June quarter 2022 overnight visitors in Australia

	Visitors Jun QTR 2022	Visitors Jun QTR 2019	Change vs Jun QTR 2019
<b>Total Australia</b>	<b>28,323,000</b>	<b>30,277,000</b>	<b>-6.5%</b>
Holiday	12,357,000	11,938,000	3.5%
VFR <sup>4</sup>	9,308,000	10,101,000	-7.9%
Business	5,765,000	7,194,000	-19.9%



SURFERS PARADISE, GOLD COAST

# Domestic Tourism Snapshot

Year ending June 2022



## Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Queensland</b>	<b>21,709,000</b>	<b>4.6%</b>	<b>-16.2%</b>	<b>4.1</b>	<b>0.1</b>
Holiday	9,393,000	4.7%	-6.2%	4.5	0.2
VFR	7,094,000	2.5%	-20.7%	3.5	0.0
Business	4,236,000	9.3%	-30.9%	4.1	0.2

<b>Intrastate</b>	<b>17,192,000</b>	<b>1.6%</b>	<b>-3.3%</b>	<b>3.4</b>	<b>-0.1</b>
Holiday	7,276,000	-1.7%	9.3%	3.5	-0.2
VFR	5,699,000	2.9%	-11.7%	2.7	0.0
Business	3,316,000	7.9%	-15.7%	4.1	0.2

<b>Interstate</b>	<b>4,518,000</b>	<b>17.5%</b>	<b>-44.4%</b>	<b>6.8</b>	<b>0.5</b>
Holiday	2,117,000	34.6%	-36.8%	7.7	0.9
VFR	1,395,000	0.8%	-44.0%	6.6	0.2
Business	919,000	14.8%	-58.1%	4.2	0.1

## Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b> <sup>5</sup>	<b>\$19,647.5m</b>	<b>20.6%</b>	<b>1.1%</b>
Holiday <sup>6</sup>	\$10,751.4m	21.8%	22.0%
VFR <sup>6</sup>	\$2,865.9m	19.0%	-0.8%
Business <sup>6</sup>	\$2,334.8m	13.0%	-29.0%



## Queensland leads the way

Domestic OVE in Queensland totalled \$19.6 billion, the highest OVE of all the states and territories. This was up 1.1 per cent compared to 2019 and an all-time record. As a result, Queensland made the largest gain in market share (up 4.4ppt to 28.5 per cent). The growth in OVE was due to spend per night increasing 17.3 per cent to \$222.

Queensland's strong performance was on the back of the holiday market. Holiday OVE reached its fourth consecutive record (\$10.8 billion up 22.0 per cent compared to 2019). Leisure, which is holiday and VFR combined, also reached a new record (\$13.6 billion up 16.4 per cent compared to 2019). The record levels of holiday OVE were largely due to intrastate holiday visitors with intrastate holiday OVE up 59.2 per cent compared to 2019. VFR OVE was in line with 2019 levels (down 0.8 per cent at \$2.9 billion), with business OVE still significantly lower (down 29.0 per cent at \$2.3 billion). Domestic visitation was still 16.2 per cent lower than 2019 at 21.7 million.

The intrastate market was the engine for growth over the full year. Intrastate expenditure reached another record, up 21.5 per cent to \$12.4 billion compared to 2019. On the other hand, interstate spend was down 21.6 per cent to \$7.2 billion.

## Interstate back in the June quarter

Queensland outperformed the national average growth for both OVE (up 50.9 per cent) and visitation (up 3.4 per cent) in the June quarter 2022 compared to the June quarter 2019. The strong recovery in OVE came from the interstate market. Interstate expenditure was up by 66.4 per cent compared to 2019 and intrastate OVE was up 38.6 per cent.

The growth in OVE was predominantly due to holiday visitors, who spent an extra \$1.6 billion in the June quarter 2022 comparing with the June quarter 2019. Close to half (47 per cent) of this increase in holiday OVE is attributed to the extra spend in accommodation, followed by food and drink (31 per cent), petrol (6 per cent), rental vehicles and taxis (5 per cent) and organised tours and entertainment (3 per cent). The increase in spend on accommodation is aligned with what we saw from STR commercial accommodation data. Average Daily Rates (ADR) were up 39 per cent in the June quarter 2022 compared with the same period in 2019.

## Records around the regions,

Most regions in Queensland experienced fast domestic OVE recovery from COVID-19 and it included record for: Tropical North Queensland (up 24.3 per cent vs 2019 to \$3.1 billion), Sunshine Coast (up 8.4 per cent to \$3.0 billion), Southern Great Barrier Reef (up 14.6 per cent to \$1.4 billion), Southern Queensland Country (up 12.1 per cent to \$895.4 million), Whitsundays (up 31.2 per cent over the three-year trend to \$1.3 billion) and Fraser Coast (up 13.6 per cent over the three year trend to \$553.9 million).

It is interesting to note that for the Sunshine Coast, almost all of the growth in expenditure which led to this record was due to increased spend on accommodation. For SQC, Fraser Coast, TNQ, Whitsundays and SGBR, the increase in spend is dominated by spend on accommodation, followed by spend on food and drinks. It is also worth noting the growth in spend on organised tours and entertainment in the Whitsundays (up 10 per cent), Sunshine Coast (up 6 per cent) and TNQ (up 6 per cent) regions.

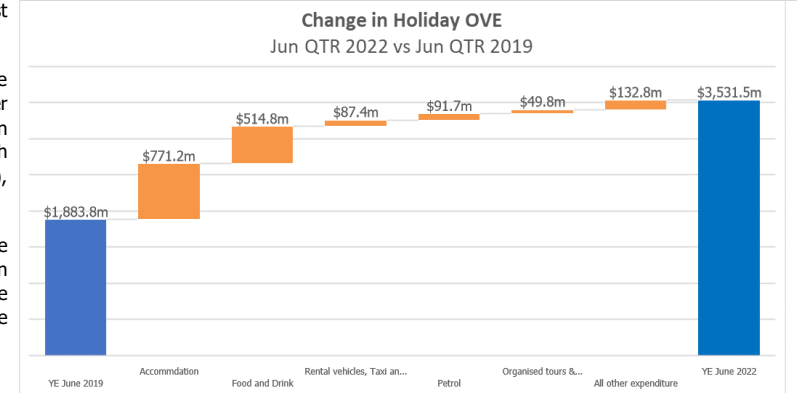
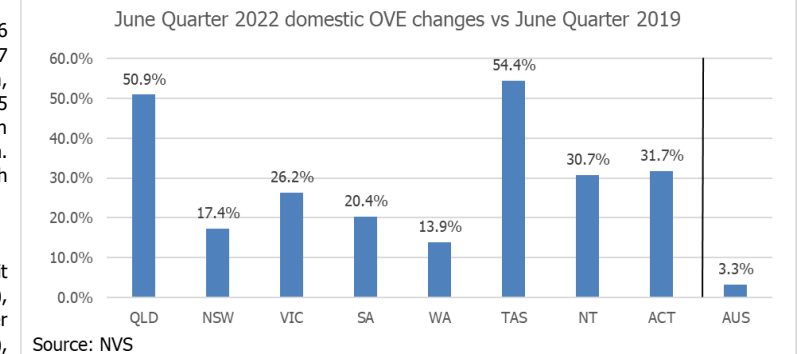
Looking specifically at the June quarter there are early signs of leakage in intrastate visitation with large decreases in regions such as Gold Coast, SGBR and Townsville. In comparison regions that have continued to perform well have experienced a large increase in the number of nights from interstate visitors over the same period such as the Sunshine Coast and Tropical North Queensland.

## June quarter 2022 overnight visitors in Queensland

	Visitors Jun QTR 2022	Visitors Jun QTR 2019	Change vs Jun QTR 2019
<b>Total Queensland</b>	<b>6,763,000</b>	<b>6,539,000</b>	<b>3.4%</b>
Holiday	2,810,000	2,487,000	13.0%
VFR	2,255,000	2,210,000	2.0%
Business	1,454,000	1,692,000	-14.1%
<b>Overnight Visitor Expenditure</b>	<b>\$6,899.5m</b>	<b>\$4,572.2m</b>	<b>50.9%</b>

## June quarter 2022 Queensland interstate vs intrastate

	Visitors Jun QTR 2022	Visitors Jun QTR 2019	Change vs Jun QTR 2019
<b>Visitation</b>			
Interstate	2,045,000	2,004,000	2.0%
Intrastate	4,719,000	4,535,000	4.0%
<b>Overnight Visitor Expenditure</b>			
Interstate	\$3,362.8m	\$2,021.4m	66.4%
Intrastate	\$3,536.7m	\$2,550.8m	38.6%





# Domestic Tourism Snapshot

Year ending June 2022



## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b>	<b>21,709,000</b>	<b>4.6%</b>	<b>-16.2%</b>	<b>9,393,000</b>	<b>4.7%</b>	<b>-6.2%</b>
Brisbane	5,839,000	3.8%	-28.6%	1,782,000	2.8%	-24.6%
Gold Coast	3,196,000	0.5%	-23.9%	1,765,000	1.7%	-18.4%
Sunshine Coast	3,870,000	2.7%	-4.4%	2,292,000	0.6%	3.7%
SQC <sup>7</sup>	2,299,000	10.7%	3.1%	788,000	19.1%	29.1%
SGBR <sup>8</sup>	2,065,000	-1.6%	-10.8%	800,000	-1.4%	8.8%
Townsville	1,156,000	23.1%	-10.9%	447,000	14.2%	10.8%
TNQ <sup>9</sup>	2,061,000	6.9%	-7.0%	1,181,000	13.4%	2.7%

	Visitors <sup>1</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	762,000	0.6%	369,000	-4.0%
Mackay	1,189,000	3.0%	241,000	3.3%
Outback	796,000	-10.6%	293,000	-6.6%
Whitsundays	811,000	8.8%	593,000	15.8%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$19,647.5m</b>	<b>20.6%</b>	<b>1.1%</b>	<b>100%</b>	<b>\$905</b>
Brisbane	\$4,148.0m	26.5%	-21.9%	21%	\$710
Gold Coast	\$3,302.5m	15.2%	-10.5%	17%	\$1,033
Sunshine Coast	\$2,976.9m	8.4%	8.4%	15%	\$769
SQC	\$895.4m	15.2%	12.1%	5%	\$389
SGBR	\$1,371.8m	15.4%	14.6%	7%	\$664
Townsville	\$830.0m	22.4%	5.1%	4%	\$718
TNQ	\$3,118.1m	33.1%	24.3%	16%	\$1,513

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$553.9m	13.6%	3%	\$727
Mackay	\$527.8m	-2.7%	3%	\$444
Outback	\$581.0m	-9.0%	3%	\$730
Whitsundays	\$1,307.5m	31.2%	7%	\$1,613

## June Quarter 2022 overnight visitors and nights, by region

	Visitors Jun QTR 2022	Visitors Jun QTR 2019	Change vs Jun QTR 2019	Nights Jun QTR 2022	Nights Jun QTR 2019	Change vs Jun QTR 2019
<b>Total Queensland</b>	<b>6,763,000</b>	<b>6,539,000</b>	<b>3.4%</b>	<b>25,691,000</b>	<b>24,359,000</b>	<b>5.5%</b>
Brisbane	2,058,000	1,988,000	3.5%	6,166,000	5,780,000	6.7%
Sunshine Coast	1,122,000	930,000	20.7%	3,467,000	3,086,000	12.3%
SQC	780,000	576,000	35.4%	1,656,000	1,480,000	11.9%
Gold Coast	900,000	1,063,000	-15.3%	3,469,000	3,786,000	-8.4%
SGBR	575,000	617,000	-6.8%	1,886,000	2,195,000	-14.1%
TNQ	575,000	548,000	4.8%	3,407,000	2,287,000	49.0%
Townsville	328,000	344,000	-4.8%	1,357,000	1,106,000	22.7%

### Brisbane

Domestic OVE decreased by 21.9 per cent to \$4.1 billion compared to the year ending December 2019. This was on the back of visitation declining by 28.6 per cent to 5.8 million visitors. The decline in visitation compared with 2019 was most pronounced for business visitors (down 45.2 per cent to 1.1 million), while holiday visitation decreased by 24.6 per cent to 1.8 million and VFR visitation decreased by 24.3 per cent to 2.5 million. Interstate visitation (down 52.8 per cent vs. 2019 to 1.7 million) experienced a larger fall than intrastate visitation (down 9.6 per cent to 4.1 million) due to the border closures over the year. Visitation from Victoria was down 55.7 per cent to 386,000, visitation from regional New South Wales was down 54.1 per cent to 428,000 and Sydney was down 50.7 per cent to 535,000. Among intrastate markets, intraregional travel decreased 4.8 per cent to 1.3 million, visitation from the Sunshine Coast decreased 29.1 per cent to 627,000, but visitation from the Gold Coast grew 12.2 per cent to 614,000.

In the June quarter 2022 visitation had begun to recover. Total visitation was up by 3.5 per cent compared to the June quarter 2019 and nights were up by 6.7 per cent. Nights increased for both interstate (up 7.7 per cent) and intrastate nights (5.7 per cent).

### Fraser Coast

Annual OVE reached a record \$553.9 million in the year ending June 2022, which was 13.6 per cent higher on average over the past three years. This was on the back of both total nights growing by 1.8 per cent over the three-year average to 3.0 million and average spend per night increasing by 10.6 per cent to \$186 per night. Over the same period visitation was steady (up 0.6 per cent to 762,000). By purpose, much of the growth came from VFR visitation which was up by 9.6 per cent on average to 263,000. Holiday visitation (which makes up 48 per cent of visitors to the region) decreased by 4.0 per cent on average over the past three years to 369,000. Intrastate visitation grew by 3.9 per cent on average to a record 654,000, while interstate visitation was not publishable due to a small visitor survey sample size.

### Gold Coast

Domestic OVE in the year ending June 2022 decreased by 10.5 per cent to \$3.3 billion compared with the year ending December 2019. This was due to visitation falling by 23.9 per cent to 3.2 million. The decrease in visitation was most pronounced among business (down 37.1 per cent compared with 2019 to 315,000) and VFR visitors (down 27.9 per cent to 1.0 million). On the other hand, holiday (down 18.4 per cent to 1.8 million) held up a little better. The decrease in visitation over the year was largely due to interstate visitation, which fell 40.7 per cent to 1.3 million compared with 2019. This included a 47.7 per cent reduction in visitors from Sydney to 363,000, a 38.2 per cent reduction from regional New South Wales to 344,000 and a 35.5 per cent reduction from Victoria to 412,000. Intrastate visitation was down 5.9 per cent compared to 2019 to 1.9 million.

Visitation in the June quarter was down 15.3 per cent compared to 2019 and nights were down 8.4 per cent. In the most recent quarter we have seen a reversal in the performance of the interstate and intrastate markets when compared to the rest of the year. There appears that there may be some leakage from the intrastate market (intrastate visitation was down 27.8 per cent compared to the June quarter 2019) with borders reopening. Interstate visitation on the other hand was close to June 2019 levels (down 2.7 per cent).

### Tropical North Queensland (TNQ)

Domestic OVE reached a record \$3.1 billion (up 24.3 per cent compared to 2019). This was due to total nights increasing 2.4 per cent to a record 11.5 million and spend per night increasing 21.5 per cent to \$272 per night. Visitation was still down 7.0 per cent compared to 2019 at 2.1 million. Holidays account for 57 per cent of visitors, and this market was responsible for the domestic growth in the region. Tropical North Queensland welcomed a record 1.2 million holiday visitors (up 2.7 per cent) who stayed a record 6.9 million nights (up 11.8 per cent). Conversely, VFR visitation was down 27.4 per cent compared with 2019 to 392,000 and business visitation decreased 20.2 per cent to 377,000. The overall decrease in visitation was due to the interstate market, which was 24.3 per cent lower compared with 2019 to 543,000. This included a 21.1 per cent reduction in visitation from Victoria to 255,000 and a 40.4 per cent reduction in visitation from New South Wales to 172,000. Total intrastate visitation increased 1.2 per cent compared to 2019 to 1.5 million.

More recently, TNQ had an extremely strong June quarter 2022. Visitation was up by 4.8 per cent and nights were up by 49.0 per cent compared to June quarter 2019. Now that borders are reopened, the growth came from the interstate market in the June quarter (visitation up 30.9 per cent). Intrastate visitation decreased (down 8.1 per cent).

### Mackay

Annual OVE totalled \$527.8 million in Mackay, which was down 2.7 per cent on average. Spend decreased even as the number of visitors grew by 3.0 per cent on average over the past three years to a record 1.2 million. This is largely because the average spend per night decreased by 5.5 per cent on average to \$110 per night. Holiday visitation grew by 3.3 per cent on average over the past three years to 241,000 and business visitation was up by 3.0 per cent on average to a record 679,000. Only VFR visitation decreased (down 6.7 per cent on average to 155,000). The region's visitation is predominantly from the intrastate market (94 per cent of trips), which grew on average by 4.8 per cent over the past three years to a record 1.1 million visitors.

### Outback Queensland

Before COVID-19 business visitation accounted for more than half of visitors to the region. As a result, the Outback has suffered from the decrease in business visitation over the COVID-19 period. Business visitation was down 15.3 per cent on average over the past three years to 309,000 visitors. As a result, total visitation was down 10.6 per cent on average to 796,000 visitors. This also has flowed through to total OVE decreasing 9.0 per cent on average to \$581.0 million. Annual OVE in Outback Queensland decreased by 9.0 per cent on average over the past three years to \$581.0 million. On the other hand, holiday visitation has held up a lot better. Holiday visitation was down 6.6 per cent on average to 293,000 and holiday nights were steady (down 0.8 per cent on average) at 1.7 million. Both intrastate (down 7.2 per cent on average over the past three years to 688,000) and interstate (down 26.2 per cent on average to 108,000) visitation decreased.

## Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total intrastate</b>	<b>17,192,000</b>	<b>1.6%</b>	<b>-3.3%</b>
Brisbane	4,146,000	0.0%	-9.6%
Gold Coast	1,906,000	-4.5%	-5.9%
Sunshine Coast	3,133,000	-0.8%	6.9%
SQC	2,019,000	10.3%	12.6%
SGBR	1,878,000	-3.7%	-7.1%
Townsville	976,000	17.2%	-8.4%
TNQ	1,519,000	2.0%	1.2%

	Visitors	3-yr trend
Fraser Coast	654,000	3.9%
Mackay	1,113,000	4.8%
Outback	688,000	-7.2%
Whitsundays	617,000	18.1%

## Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total interstate</b>	<b>4,518,000</b>	<b>17.5%</b>	<b>-44.4%</b>
Brisbane	1,693,000	14.6%	-52.8%
Gold Coast	1,290,000	8.9%	-40.7%
Sunshine Coast	737,000	21.3%	-34.0%
SQC	280,000	14.2%	-35.7%
SGBR	188,000	25.6%	-36.4%
Townsville	181,000	68.7%	-22.3%
TNQ	543,000	23.6%	-24.3%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	108,000	-26.2%
Whitsundays	194,000	np



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Year ending June 2022



## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
<b>Total Queensland</b>	<b>21,709,000</b>	<b>4.6%</b>	<b>-16.2%</b>	<b>9,393,000</b>	<b>4.7%</b>	<b>-6.2%</b>
Brisbane	5,839,000	3.8%	-28.6%	1,782,000	2.8%	-24.6%
Gold Coast	3,196,000	0.5%	-23.9%	1,765,000	1.7%	-18.4%
Sunshine Coast	3,870,000	2.7%	-4.4%	2,292,000	0.6%	3.7%
SQC <sup>7</sup>	2,299,000	10.7%	3.1%	788,000	19.1%	29.1%
SGBR <sup>8</sup>	2,065,000	-1.6%	-10.8%	800,000	-1.4%	8.8%
Townsville	1,156,000	23.1%	-10.9%	447,000	14.2%	10.8%
TNQ <sup>9</sup>	2,061,000	6.9%	-7.0%	1,181,000	13.4%	2.7%

	Visitors <sup>1</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	762,000	0.6%	369,000	-4.0%
Mackay	1,189,000	3.0%	241,000	3.3%
Outback	796,000	-10.6%	293,000	-6.6%
Whitsundays	811,000	8.8%	593,000	15.8%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$19,647.5m</b>	<b>20.6%</b>	<b>1.1%</b>	<b>100%</b>	<b>\$905</b>
Brisbane	\$4,148.0m	26.5%	-21.9%	21%	\$710
Gold Coast	\$3,302.5m	15.2%	-10.5%	17%	\$1,033
Sunshine Coast	\$2,976.9m	8.4%	8.4%	15%	\$769
SQC	\$895.4m	15.2%	12.1%	5%	\$389
SGBR	\$1,371.8m	15.4%	14.6%	7%	\$664
Townsville	\$830.0m	22.4%	5.1%	4%	\$718
TNQ	\$3,118.1m	33.1%	24.3%	16%	\$1,513

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$553.9m	13.6%	3%	\$727
Mackay	\$527.8m	-2.7%	3%	\$444
Outback	\$581.0m	-9.0%	3%	\$730
Whitsundays	\$1,307.5m	31.2%	7%	\$1,613

## June Quarter 2022 overnight visitors and nights, by region

	Visitors Jun QTR 2022	Visitors Jun QTR 2019	Change vs Jun QTR 2019	Nights Jun QTR 2022	Nights Jun QTR 2019	Change vs Jun QTR 2019
<b>Total Queensland</b>	<b>6,763,000</b>	<b>6,539,000</b>	<b>3.4%</b>	<b>25,691,000</b>	<b>24,359,000</b>	<b>5.5%</b>
Brisbane	2,058,000	1,988,000	3.5%	6,166,000	5,780,000	6.7%
Sunshine Coast	1,122,000	930,000	20.7%	3,467,000	3,086,000	12.3%
SQC	780,000	576,000	35.4%	1,656,000	1,480,000	11.9%
Gold Coast	900,000	1,063,000	-15.3%	3,469,000	3,786,000	-8.4%
SGBR	575,000	617,000	-6.8%	1,886,000	2,195,000	-14.1%
TNQ	575,000	548,000	4.8%	3,407,000	2,287,000	49.0%
Townsville	328,000	344,000	-4.8%	1,357,000	1,106,000	22.7%

## Southern Great Barrier Reef (SGBR)

Domestic OVE grew by 14.6 per cent to a record \$1.4 billion compared to the year ending December 2019. This occurred because the average spend per night increased 40.2 per cent to \$186 per night. Visitation decreased by 10.8 per cent to 2.1 million. This decline in visitation compared to 2019 was due to business (down 30.1 per cent to 523,000) and VFR visitation (down 16.9 per cent to 576,000). Holiday visitation on the other hand grew 8.8 per cent to 800,000 compared to 2019. By market, intrastate visitation was lower by 7.1 per cent to 1.9 million, while interstate visitation was down 36.4 per cent to 188,000.

Visitation in the June quarter 2022 was down 6.8 per cent and nights were down 14.1 per cent compared to the June quarter 2019. With interstate borders reopening, SGBR may have experienced some leakage of the intrastate market. It made up 91 per cent of domestic visitors to the region for the year ended June 2022. Intrastate visitation was down 13.2 per cent

## Southern Queensland Country (SQC)

Domestic OVE grew by 12.1 per cent to a record \$895.4 million since 2019. This was on the back of increases in visitation (up 3.1 per cent to 2.3 million) and spend per night up 6.5 per cent to \$144 per night. Visitors average length of stay also increased by 0.1 nights to 2.7 nights so that total nights grew 5.3 per cent to 6.2 million nights when compared to 2019. Holiday visitation increased by 29.1 per cent to a record 788,000 since 2019. Conversely, both VFR visitation (down 1.0 per cent to 930,000) and business visitation (down 15.7 per cent to 450,000) were lower. Intrastate visitation grew by 12.6 per cent to a record 2.0 million. This included a record number of visitors from both Brisbane (up 22.4 per cent to 1.0 million) and the Gold Coast (204,000).

Visitation in the June quarter 2022 was up 35.4 per cent and nights were 11.9 per cent compared to the June quarter 2019. Despite interstate borders reopening, the intrastate market to SQC has remained strong in the June quarter, intrastate visitation was up 38.9 per cent and intrastate nights were up 10.9 per cent compared to June quarter 2019.

## Whitsundays

Annual OVE grew by 31.2 per cent on average over the past three years to a record \$1.3 billion. This was on the back of 811,000 visitors (up 8.8 per cent on average over the past three years) and spend per night growing by 17.3 per cent on average over the period to \$349 per visitor. This increase in spend was mostly due to an increase in expenditure on accommodation. Holiday visitation accounts for 73 per cent of domestic visitors to the region and this grew by 15.8 per cent on average over the past three years to a record 593,000. Reflecting border closures earlier in the year, the growth has been due to intrastate visitation (up 18.1 per cent on average to 617,000). Interstate visitation declined 13.0 per cent on average over the past three years to 194,000.

## Sunshine Coast

Sunshine Coast's domestic OVE grew 8.4 per cent to a record \$3.0 billion compared with the year ending December 2019. This was due to spend per night increasing 16.6 per cent to \$220 per night. This increase in spend was due to higher spend on accommodation. Despite OVE increasing, both visitation (down 4.4 per cent to 3.9 million) and visitor nights (down 7.0 per cent to 13.5 million) were down compared to the year ending December 2019. While the number of holiday visitors grew (up 3.7 per cent to record 2.3 million), both business (down 38.1 per cent to 223,000) and VFR (down 14.1 per cent to 1.2 million) were lower. For the full year, the decrease in visitation came from the interstate market (visitation down 34.0 per cent to 737,000). Visitation from New South Wales decreased 35.8 per cent to 365,000 and visitation from Victoria was down 33.5 per cent to 261,000. Conversely, intrastate visitation grew 6.9 per cent to 3.1 million, including a record 2.1 million from Brisbane (up 21.8 per cent compared to 2019).

In the June quarter 2022, both visitation (up 20.7 per cent) and nights (up 12.3 per cent) were higher when compared to the June quarter 2019. Unlike the rest of the year, June quarter visitation growth came from the interstate market (up 42.1 per cent compared to June quarter 2019). Intrastate visitation was also up by 13.8 per cent in the June quarter.

## Townsville

Domestic OVE grew by 5.1 per cent to \$830.0 million compared to the pre-COVID-19 year ending December 2019. This was the result of average spend per night increasing 15.2 per cent to \$190 per night. It was despite a decline in both visitation (down 10.9 per cent to 1.2 million) and nights (down 8.8 per cent to 4.4 million). The decrease in visitation was due to business (down 20.4 per cent to 299,000) and VFR visitation (down 22.0 per cent to 309,000). Interstate visitation was down 22.3 per cent to 181,000 compared to 2019 while intrastate visitation was down 8.4 per cent to 976,000. On the other hand holiday visitation increased by 10.8 per cent to 447,000.

In the June quarter 2022, visitors to Townsville were lower by 4.8 per cent but nights were up 22.7 per cent compared to the June quarter 2019. With borders reopening to Queensland there appears to have been some leakage from the intrastate market. Intrastate visitation in the June quarter 2022 was down 13.0 per cent, but intrastate nights still increased (up 31.7 per cent).

## Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total intrastate</b>	<b>17,192,000</b>	<b>1.6%</b>	<b>-3.3%</b>
Brisbane	4,146,000	0.0%	-9.6%
Gold Coast	1,906,000	-4.5%	-5.9%
Sunshine Coast	3,133,000	-0.8%	6.9%
SQC	2,019,000	10.3%	12.6%
SGBR	1,878,000	-3.7%	-7.1%
Townsville	976,000	17.2%	-8.4%
TNQ	1,519,000	2.0%	1.2%

	Visitors	3-yr trend
Fraser Coast	654,000	3.9%
Mackay	1,113,000	4.8%
Outback	688,000	-7.2%
Whitsundays	617,000	18.1%

## Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
<b>Total interstate</b>	<b>4,518,000</b>	<b>17.5%</b>	<b>-44.4%</b>
Brisbane	1,693,000	14.6%	-52.8%
Gold Coast	1,290,000	8.9%	-40.7%
Sunshine Coast	737,000	21.3%	-34.0%
SQC	280,000	14.2%	-35.7%
SGBR	188,000	25.6%	-36.4%
Townsville	181,000	68.7%	-22.3%
TNQ	543,000	23.6%	-24.3%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	108,000	-26.2%
Whitsundays	194,000	np



# Domestic Tourism Snapshot

Year ending June 2022



## State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$69,048.9m</b>	<b>12.6%</b>	<b>-14.4%</b>	<b>100%</b>	<b>\$805</b>
Queensland	\$19,647.5m	20.6%	1.1%	28%	\$905
New South Wales	\$17,600.9m	-9.3%	-25.6%	25%	\$707
Victoria	\$12,730.4m	43.8%	-25.0%	18%	\$641
Other States	\$19,069.4m	13.5%	-7.5%	28%	\$885

## State visitation comparison

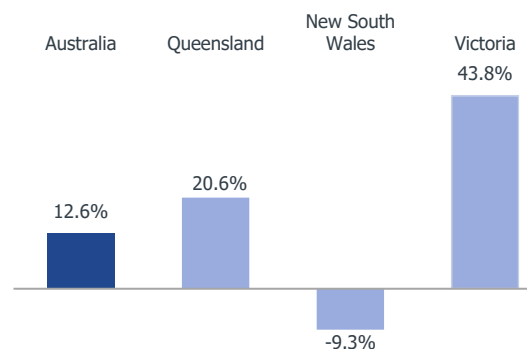
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Australia</b>	<b>85,828,000</b>	<b>-1.8%</b>	<b>-26.9%</b>	<b>3.8</b>	<b>0.0</b>
Queensland	21,709,000	4.6%	-16.2%	4.1	0.1
New South Wales	24,887,000	-17.5%	-36.1%	3.4	0.0
Victoria	19,861,000	19.6%	-33.2%	3.1	-0.2
Other States	21,551,000	-2.2%	-19.5%	4.3	0.0

<b>Total holiday</b>	<b>38,480,000</b>	<b>-2.7%</b>	<b>-16.8%</b>	<b>3.9</b>	<b>0.1</b>
Queensland	9,393,000	4.7%	-6.2%	4.5	0.2
New South Wales	10,501,000	-21.5%	-29.0%	3.6	0.1
Victoria	9,681,000	26.0%	-22.3%	3.2	-0.1
Other States	9,840,000	-4.4%	-6.8%	4.2	0.2

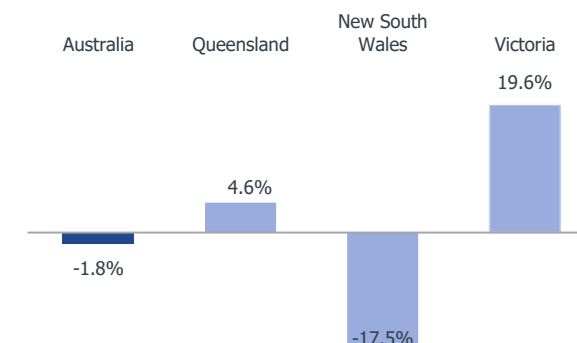
<b>Total VFR</b>	<b>28,169,000</b>	<b>-3.4%</b>	<b>-29.5%</b>	<b>3.3</b>	<b>-0.1</b>
Queensland	7,094,000	2.5%	-20.7%	3.5	0.0
New South Wales	8,938,000	-14.4%	-36.4%	3.3	0.1
Victoria	6,677,000	10.9%	-35.1%	2.9	-0.2
Other States	5,863,000	-4.9%	-20.2%	3.5	-0.2

<b>Total Business</b>	<b>15,914,000</b>	<b>6.3%</b>	<b>-41.1%</b>	<b>4.0</b>	<b>-0.1</b>
Queensland	4,236,000	9.3%	-30.9%	4.1	0.2
New South Wales	4,358,000	-10.6%	-47.7%	3.1	-0.1
Victoria	2,745,000	33.2%	-52.8%	2.8	-0.2
Other States	4,915,000	6.2%	-34.7%	4.9	-0.2

## Annual change in visitor expenditure by state Year ending June 2022



## Annual change in visitation by state, Year ending June 2022



### Data Source:

The information included in this report refers to overnight visitor data extracted from the National Visitor Survey (NVS), managed by Tourism Research Australia (TRA) a federally-funded body based in Canberra. Approximately 120,000 Australian residents aged 15+ are surveyed annually using a telephone interview. The statistics included in this report depict rolling annual data and are updated each quarter. The use of rolling annual data removes seasonality from the data allowing the measurement of real growth and decline.

For this publication, data has been adjusted to conform to Tourism and Events Queensland's (TEQ) tourism region definitions.

In 2019, TRA transitioned to 100 per cent mobile phone interviewing, after previously doing 50 per cent of the sample from landlines. 97 per cent of the Australian population aged 15 years or more own a mobile phone. This change will improve the accuracy of national, state and territory estimates.

Please visit [tra.gov.au](http://tra.gov.au) for more information on the methodology, back-casting process and impact on results.

### Disclaimer:

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### Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior.
2. Avg stay = Average length of stay.
3. Total includes visitors classified as 'Other' purpose. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
4. VFR = Visiting friends or relatives.
5. Expenditure including airfares and long distance transport costs.
6. Expenditure excluding airfares and long distance transport costs.
7. SQC = Southern Queensland Country. Region is inclusive of the Toowoomba, South Burnett, Southern Downs and Western Downs regions.
8. SGBR = Southern Great Barrier Reef. Region is inclusive of Capricorn, Gladstone and Bundaberg.
9. TNQ = Tropical North Queensland.
10. Trend change refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

n/p = Not publishable

Strategic Development and Research  
Tourism and Events Queensland  
e. [research@queensland.com](mailto:research@queensland.com)  
w. [teq.queensland.com/research](http://teq.queensland.com/research)