

Year-ending June 2023 – International Snapshot

Methodology update due to COVID-19 border closures:

- Usually, the International Visitor Survey (IVS) produces international visitation estimates using a combination of airport interviews, immigration data taken from visa applications/passports, previous travel records and sampled incoming passenger cards.
- Tourism Research Australia imputed IVS estimates from the March quarter 2020 to June quarter 2022. This was due to COVID-19 related international border closures and insufficient sample size of interviews. The IVS estimates for September quarter 2022 and December quarter 2022 were based on a combination of interview data and imputation.
- The IVS estimates for the March and June quarter 2023 are based on 100 per cent interview data. As a result, the year ending June 2023 IVS results are based on a combination of imputation and interview data.
- **TRA recommends reporting data by purpose only at the national level, while stopover by state and market can be released at the state level for periods using imputed data including the year ending June 2023. The year ending June 2023 data includes six months of imputed data, i.e. July – December 2022, and six months' results based on survey results i.e. January – June 2023. The results for January – June 2023 can be reported by purpose at the state level and visitation at the regional level when sample sizes meet the publishable levels.**

Please see [International Visitor Survey \(IVS\) methodology | Tourism Research Australia](#) for methodology information.

Queensland and Australia – Year ending June 2023

- In the year ending June 2023, total international overnight visitor expenditure (OVE) to Queensland was **\$4.3 billion**, down by 28.7 per cent (or \$1.7 billion) compared to pre-COVID-19 (i.e. year ending December 2019). Queensland slightly outperformed the national average in OVE recovery (OVE at the national level was down by 30.5 per cent). **Total international visitation to Queensland** was 1.6 million visitors, down by 43.8 per cent (or 1.2 million) compared to pre-COVID-19.

	Total \$m	Annual % change	3yr trend	Change since 2019	Total visitors	Annual % change	3yr trend	Change since 2019
Queensland	\$4,339.5m	512.6%	-4.0%	-28.7%	1,563,000	567.2%	-18.3%	-43.8%
New South Wales	\$8,637.8m	344.8%	6.5%	-24.1%	2,730,000	451.3%	-8.9%	-37.7%
Victoria	\$4,777.7m	200.9%	-22.8%	-45.9%	1,645,000	355.4%	-21.3%	-47.6%
Western Australia	\$2,035.6m	569.7%	12.8%	-14.6%	688,000	576.6%	-6.9%	-30.9%
South Australia	\$1,010.5m	527.1%	9.4%	-16.2%	357,000	767.0%	0.5%	-26.8%
ACT	\$417.7m	407.7%	10.4%	-26.1%	164,000	592.6%	-5.6%	-39.3%
Northern Territory	\$339.3m	462.9%	0.2%	-22.3%	150,000	714.9%	-32.6%	-49.7%
Tasmania	\$296.9m	408.4%	-21.1%	-46.5%	166,000	760.4%	-15.6%	-41.5%
Australia	\$21,855.9m	345.6%	-4.0%	-30.5%	5,427,000	391.0%	-10.3%	-37.7%

*Change vs 2019 refers to Year Ending December 2019

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- The top five source markets by **visitation to Queensland** were largely consistent with Australia. They were **New Zealand** (371,000 or 24 per cent of total international visitation to Queensland), **United Kingdom** (184,000 or 12 per cent), **the USA** (140,000 or 9 per cent), **Japan** (67,000, or 4 per cent) and **India** (64,000, or 4.0 per cent).

	Queensland		Australia	
	Total Visitors	Change since 2019	Total visitors	Change since 2019
NZ	371,000	-24.2%	978,000	-24.7%
UK	184,000	-15.8%	537,000	-20.0%
USA	140,000	-40.6%	522,000	-32.0%
Japan	67,000	-69.6%	162,000	-64.5%
India	64,000	-23.1%	363,000	-3.7%
Canada	52,000	-22.3%	131,000	-26.4%
Germany	50,000	-38.2%	127,000	-35.6%
Singapore	42,000	-40.1%	309,000	-25.9%
China	38,000	-92.3%	235,000	-82.3%
France	32,000	-34.8%	90,000	-34.1%
Korea	31,000	-58.1%	156,000	-38.5%
Scandinavia	29,000	-29.3%	70,000	-32.4%
Thailand	27,000	39.9%	81,000	-14.1%
Indonesia	24,000	-17.5%	149,000	-24.6%
Malaysia	23,000	-50.0%	133,000	-61.1%
Taiwan	21,000	-73.8%	68,000	-61.9%
Netherlands	18,000	-28.3%	43,000	-29.9%
Hong Kong	17,000	-73.7%	109,000	-61.7%
Italy	15,000	-40.1%	52,000	-28.9%
Switzerland	14,000	-8.3%	32,000	-36.5%
Total	1,563,000	-56.3%	5,427,000	-37.7%

*Change vs 2019 refers to Year Ending December 2019

Yellow highlights indicate a record.

Queensland and Australia – June Quarter 2023

- In the June quarter 2023**, Queensland welcomed 443,000 international visitors, down 25.2 per cent compared to the June quarter 2019. Total international OVE in Queensland was \$1.1 billion, which was steady (down 0.7 per cent) compared to the June quarter 2019.
- In the June quarter 2023, Queensland welcomed 240,000 international holiday visitors, down by 37.8 per cent compared to the June quarter 2019. These holiday visitors generated \$435.4 million in OVE in Queensland, down by 24.9 per cent compared to the June quarter 2019. Holiday visitors tended to stay longer with Average Length of Stay (ALoS) of 13.9 nights, up by 1.8 nights from 12.1 nights in the June quarter 2019. These holiday visitors spent on average \$1,812 per visitor, up 20.7 per cent compared with the June quarter 2019 with an average spend of \$131 per night (up 5.3 per cent compared to June 2019).

Quarterly overnight visitor expenditure by purpose

	Queensland			Australia		
	Jun 2023	Jun 2019	Change since 2019	Jun 2023	Jun 2019	Change since 2019
Holiday	\$435.4m	\$579.7m	-24.9%	\$1,762.5m	\$2,112.8m	-16.6%
VFR	\$242.9m	\$176.3m	37.8%	\$976.7m	\$933.3m	4.7%
Business	\$79.8m	\$66.1m	20.7%	\$429.4m	\$488.7m	-12.1%
Employment	\$94.4m	\$49.1m	92.4%	\$475.1m	\$358.8m	32.4%
Education	\$263.0m	\$273.4m	-3.8%	\$1,863.5m	\$1,657.6m	12.4%
Other	\$30.4m	\$9.6m	217.0%	\$89.4m	\$58.7m	52.3%
Total	\$1,145.9m	\$1,154.1m	-0.7%	\$5,596.7m	\$5,610.0m	-0.2%

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Quarterly visitation by purpose

	Queensland			Australia		
	Jun 2023	Jun 2019	Change since 2019	Jun 2023	Jun 2019	Change since 2019
Holiday	240,000	386,000	-37.8%	691,000	979,000	-29.4%
VFR	178,000	179,000	-0.5%	698,000	743,000	-6.1%
Business	41,000	50,000	-18.3%	189,000	240,000	-21.4%
Employment	14,000	11,000	24.5%	57,000	52,000	9.9%
Education	13,000	20,000	-35.9%	80,000	101,000	-20.2%
Other	32,000	15,000	111.9%	150,000	154,000	-2.4%
Total	443,000	592,000	-25.2%	1,470,000	1,864,000	-21.2%

- In the June quarter 2023, Queensland's largest source markets by OVE were **New Zealand** (\$212.0m, up 49.9 per cent compared to June 2019), **the United States of America** (\$94.6m, down 2.5 per cent compared to June 2019), **China** (\$88.5 million, down 54.2 per cent compared to June 2019), **the United Kingdom** (\$85.6m, up 38.4 per cent compared to June 2019) and **Japan** (\$57.6 million, down 38.9 per cent compared to June 2019).

Quarterly overnight visitation and expenditure in Queensland, by market

	Overnight Visitor Expenditure			Visitors		
	Jun 2023	Jun 2019	Change since 2019	Jun 2023	Jun 2019	Change since 2019
New Zealand	\$212.0m	\$141.4m	49.9%	115,000	122,000	-5.3%
United States of America	\$94.6m	\$97.0m	-2.5%	39,000	50,000	-23.0%
United Kingdom	\$85.6m	\$61.8m	38.4%	34,000	39,000	-12.3%
China	\$88.5m	\$193.4m	-54.2%	18,000	97,000	-81.9%
Japan	\$57.6m	\$94.3m	-38.9%	20,000	38,000	-48.2%
Korea	\$36.9m	\$55.0m	-33.0%	11,000	12,000	-13.3%
Canada	\$33.8m	\$27.4m	23.3%	17,000	13,000	30.4%
Singapore	\$28.5m	\$43.3m	-34.2%	14,000	18,000	-19.3%
Germany	\$25.3m	\$30.3m	-16.5%	9,000	14,000	-32.4%
Scandinavia	\$16.8m	\$21.3m	-20.9%	5,000	7,000	-34.9%
Indonesia	\$14.8m	np	np	6,000	np	np
France	\$13.2m	\$15.4m	-14.7%	7,000	8,000	-11.0%
Taiwan	np	\$44.0m	np	np	19,000	np
Hong Kong	np	\$57.0m	np	np	16,000	np
India	np	\$33.7m	np	np	24,000	np
Malaysia	np	\$17.3m	np	np	14,000	np
Netherlands	np	np	np	np	np	np
Thailand	np	np	np	np	np	np
Italy	np	np	np	np	np	np
Switzerland	np	np	np	np	np	np
Total International	\$1,145.9m	\$1,154.1m	-0.7%	443,000	592,000	-25.2%

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Regional Visitation – First Half 2023 (Jan-June 2023)

- When it comes to regional performance, **Brisbane** had the largest share of the Queensland's international visitors in the first half of 2023 (504,000, 73.2 per cent of visitor numbers in the first half of 2019), followed by Gold Coast (275,000 visitors, 53.1 per cent of what it was in the first half of 2019) and Tropical North Queensland (193,000 visitors, 51.6 per cent of what it was in the first half of 2019).
- Townsville** (up 2.5 per cent) was the only region where international visitation was above 2019 levels, and visitation to **Sunshine Coast** was close (97 per cent) to what it was in the first half of 2019.

Total International Half Year overnight visitation and nights, By Region

	Visitors			Nights		
	Jan - Jun 2023	Jan - Jun 2019	Change since 2019	Jan - Jun 2023	Jan - Jun 2019	Change since 2019
Brisbane	504,000	689,000	-26.8%	11,608,000	13,245,000	-12.4%
Gold Coast	275,000	519,000	-46.9%	4,110,000	4,739,000	-13.3%
Tropical North Queensland	193,000	374,000	-48.4%	2,149,000	3,139,000	-31.5%
Sunshine Coast	146,000	151,000	-3.0%	2,245,000	1,447,000	55.1%
Whitsundays	68,000	100,000	-31.9%	585,000	688,000	-14.9%
Townsville	55,000	53,000	2.5%	677,000	543,000	24.6%
Southern Great Barrier Reef	45,000	64,000	-29.8%	1,005,000	1,062,000	-5.3%
Fraser Coast	34,000	57,000	-40.9%	178,000	357,000	-50.1%
Queensland	862,000	1,292,000	-33.2%	23,893,000	26,389,000	-9.5%

Holiday International half year overnight visitation and nights, By Region

	Visitors			Nights		
	Jan - Jun 2023	Jan - Jun 2019	Change since 2019	Jan - Jun 2023	Jan - Jun 2019	Change since 2019
Brisbane	197,000	358,000	-44.9%	2,311,000	3,172,000	-27.1%
Gold Coast	175,000	404,000	-56.7%	1,273,000	2,223,000	-42.7%
Tropical North Queensland	165,000	349,000	-52.6%	1,418,000	2,449,000	-42.1%
Sunshine Coast	95,000	114,000	-16.7%	556,000	708,000	-21.5%
Whitsundays	65,000	97,000	-33.0%	435,000	539,000	-19.3%
Townsville	42,000	42,000	-0.9%	203,000	290,000	-30.1%
Southern Great Barrier Reef	31,000	48,000	-36.0%	607,000	473,000	28.4%
Fraser Coast	30,000	50,000	-39.5%	119,000	152,000	-21.8%
Queensland	471,000	864,000	-45.5%	7,255,000	10,511,000	-31.0%