

# Domestic Tourism Snapshot

Year ending December 2024



## Domestic overnight visitors within Australia

	Visitors	Annual <sup>1</sup> change	Change vs YE Dec 2019	Avg <sup>2</sup> stay	Annual # change
<b>Total Australia <sup>3</sup></b>	<b>114,971,000</b>	<b>2.1%</b>	<b>-2.1%</b>	<b>3.5</b>	<b>-0.1</b>
Holiday <sup>4</sup>	49,003,000	2.9%	6.0%	3.5	-0.2
VFR <sup>4</sup>	37,139,000	-0.9%	-7.0%	3.2	0.0
Business	25,030,000	6.4%	-7.4%	3.4	-0.2
<b>Intrastate <sup>3</sup></b>	<b>80,880,000</b>	<b>1.3%</b>	<b>-0.6%</b>	<b>2.9</b>	<b>0.0</b>
Holiday	36,186,000	2.5%	6.4%	2.9	-0.1
VFR <sup>4</sup>	26,030,000	-2.1%	-8.3%	2.5	0.0
Business	14,633,000	4.6%	-0.7%	3.4	-0.2
<b>Interstate <sup>3</sup></b>	<b>36,372,000</b>	<b>4.2%</b>	<b>-5.1%</b>	<b>4.5</b>	<b>-0.3</b>
Holiday	13,755,000	2.7%	4.1%	4.9	-0.4
VFR <sup>4</sup>	11,467,000	1.3%	-3.9%	4.8	-0.2
Business	10,737,000	9.9%	-14.6%	3.2	-0.3

## Domestic overnight visitor expenditure in Australia

	Expenditure	Annual <sup>1</sup> change	Change vs YE Dec 2019
<b>Total Australia <sup>5</sup></b>	<b>\$110,303.4m</b>	<b>0.9%</b>	<b>36.7%</b>
Holiday <sup>6</sup>	\$52,216.0m	-1.5%	45.6%
VFR <sup>6</sup>	\$18,700.6m	-0.9%	32.6%
Business <sup>6</sup>	\$22,154.0m	1.0%	20.1%



COOKTOWN, TROPICAL NORTH QUEENSLAND

## Business OVE still growing in Australia

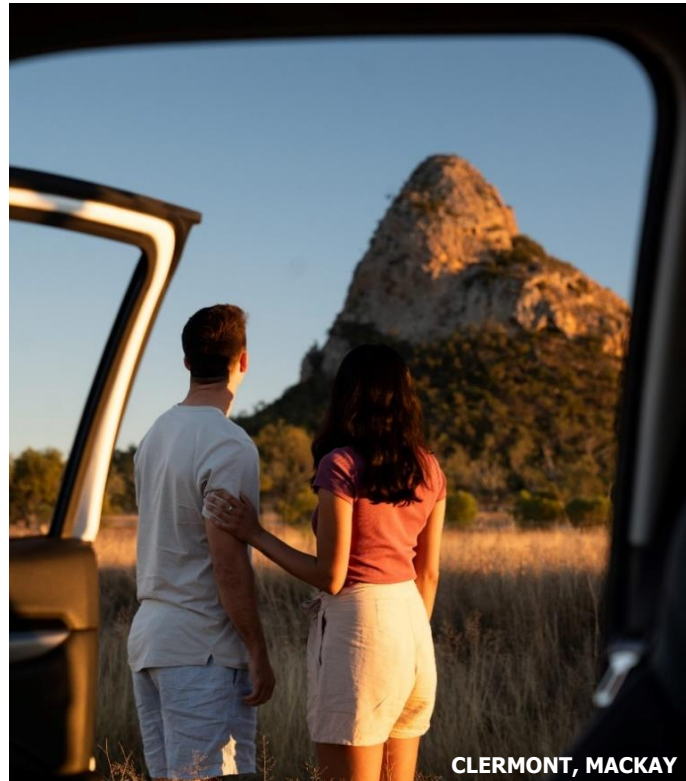
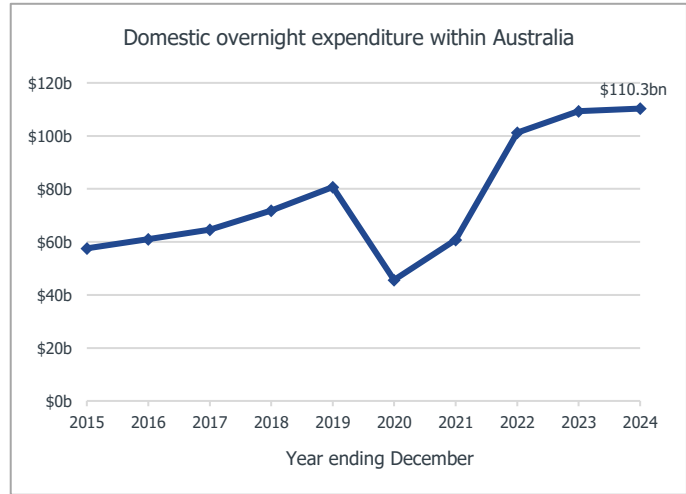
Domestic overnight visitor expenditure (OVE) in Australia reached a record of \$110.3 billion in the year ending December 2024. This is in line (up 0.9 per cent) with what was spent in the year ending December 2023. This record is a result of continued growth in visitation. There were 115.0 million domestic visitor trips within Australia, which is up 2.1 per on the previous year.

The continued growth in OVE was due to business OVE which grew 1.0 per cent over the year to \$22.2 billion, which was due to business visitation growing 6.4 per cent to 25.0 million. The continued strong performance of the business segment may reflect its relatively late recovery after COVID-19 travel restrictions were removed. Business travel was the slowest to return since domestic travel restrictions ended in late 2021 and is now catching up to the recovery pace of other travel purposes. Despite this, business visitation is still 7.4 per cent below 2019 levels, making this sector the furthest from 2019 levels across travel purposes. Visiting friends and relatives (VFR) OVE is sitting steadily at \$18.7 billion, down 0.9 per cent with visitation at 37.1 million, down 0.9 per cent.

## Visitors shorten their trips but still need a holiday

Domestic holiday visitation was up (by 2.9 per cent) to a record 49.0 million, showing that demand continues despite cost-of-living pressures. However, domestic holiday OVE was down 1.5 per cent over the year to \$52.2 billion. The decline in expenditure is largely because visitors are shortening their trips with the average length of stay (ALoS) for holiday visitors being down 0.2 nights to 3.5 nights.

Nationally we see continued growth of the intrastate and interstate market. Intrastate OVE reached a record \$61.7 billion and was stable (up 0.8 per cent) on the previous year. This was on the back of intrastate visitation growing 1.3 per cent to 80.9 million visitors. On the other hand, interstate OVE grew 1.0 per cent to \$48.6 billion. In comparison, interstate visitation grew 4.2 per cent to 36.4 million. The disparity between the growth in interstate OVE and interstate visitation shows that the shortening of ALoS has been more pronounced from the interstate market (down 0.3 night to 4.5 nights).



CLERMONT, MACKAY



# Domestic Tourism Snapshot

Year ending December 2024



## Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Queensland	26,187,000	4.8%	1.1%	3.8	-0.1
Holiday	10,711,000	1.2%	7.0%	4.0	-0.3
VFR	8,320,000	4.8%	-7.0%	3.6	0.2
Business	6,209,000	12.0%	1.3%	3.4	0.0

Intrastate	18,055,000	3.0%	1.5%	3.1	0.1
Holiday	7,344,000	1.8%	10.3%	3.2	0.1
VFR	5,760,000	3.8%	-10.8%	2.8	0.3
Business	4,022,000	6.1%	2.3%	3.3	-0.1

Interstate	8,132,000	8.9%	0.0%	5.2	-0.5
Holiday	3,367,000	0.0%	0.5%	5.7	-1.1
VFR	2,560,000	7.0%	2.8%	5.4	-0.3
Business	2,187,000	24.8%	-0.4%	3.7	0.2

## Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
Total Queensland <sup>5</sup>	\$29,049.4m	2.8%	49.5%
Holiday <sup>6</sup>	\$14,399.3m	-3.4%	49.3%
VFR <sup>6</sup>	\$4,789.1m	5.7%	45.3%
Business <sup>6</sup>	\$5,589.5m	8.9%	41.5%



## Record business spend, but people spend less on holiday

Visitation to Queensland has continued to reach records, but OVE growth has been softer. This reflects that business travel has continued its growth, and VFR has reached a spending record, while the holiday market has faced some challenging conditions. There were a record 26.2 million visitors to Queensland, an increase of 4.8 per cent over the year, however, these visitors spent \$29.0 billion which is an increase, over the year, of 2.8 per cent.

Looking at results by source market, we see that Queensland reached a record \$16.0 billion of intrastate OVE, while interstate OVE was steady (down 0.6 per cent) over the year.

The business market was the greatest contributor to Queensland's record visitation. Queensland welcomed 6.2 million business visitors, up 12.0 per cent, that spent a record \$5.6 billion, an increase of 8.9 per cent. The VFR OVE also reached a record \$4.8 billion (up 5.7 per cent) on the back of VFR visitation, growing 4.8 per cent over the year to 8.3 million. However, Queensland has been affected by softness in the holiday market. Holiday OVE was down 3.4 per cent over the year to \$14.4 billion, despite holiday visitation increasing 1.2 per cent to 10.7 million. The ALoS for holiday visitors decreased by 0.3 nights over the year to 4.0 nights. The decline in average length of stay was particularly evident in the interstate holiday market where it was down by 1.1 nights to 5.7 nights.

Here are the three main reasons for the soft holiday market:

1. Australian residents are continuing to favour interstate and overseas travel. The conundrum between the desire to travel and rising cost of living pressure continues. GDP per capita was slightly down by 0.7 per cent YoY in the year ending December 2024 (source: Australian National Accounts, December 2024, ABS), indicating consumers had less discretionary income to spend. However, consumers indicate a continued desire to travel, but they may cut back on the length of their trips (source: TEQ Quarterly Holiday Intentions, 2024, TEQ). At the national level, we saw outbound and intrastate visitation exceed 2019 levels, while interstate visitation remains below pre-COVID-19 levels. Visitors shortened their trips across the board, especially interstate holiday visitors.
2. Our key source markets, NSW and Victoria, might have opted for international holidays over a holiday in Queensland. With favourable exchange rates to the Australian dollar, the trend has continued with more New South Welshmen and Victorians holidaying in Bali (Indonesia), Japan, Thailand, Fiji, Vietnam and Italy than in 2019.
3. Queensland was affected by a series of weather-related incidents in late December 2023 and early 2024.

## Records in three regions

Results were varied among Queensland's regions, with just three reaching records in OVE: Brisbane (\$8.2 billion, up 13.5 per cent year on year), Southern Great Barrier Reef (\$1.6 billion, up 12.2 per cent) and Queensland Country (\$1.7 billion, up 9.6 per cent). Brisbane and Queensland Country also welcomed a record number of visitors and holiday visitors. These record-breaking regions all benefitted from the strength in the business market.





# Domestic Tourism Snapshot

Year ending December 2024



## Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	26,187,000	4.8%	1.1%	10,711,000	1.2%	7.0%
Brisbane	8,149,000	11.2%	1.7%	2,469,000	7.8%	8.1%
Gold Coast	4,287,000	3.6%	2.0%	2,353,000	4.2%	8.8%
Sunshine Coast	4,028,000	-3.9%	-0.5%	2,148,000	-17.0%	-2.8%
Queensland Country	3,137,000	8.9%	6.5%	1,092,000	18.3%	4.4%
SGBR <sup>8</sup>	1,925,000	5.1%	-1.0%	672,000	-9.1%	3.9%
Townsville	1,279,000	11.8%	-1.4%	427,000	-5.0%	6.0%
TNQ <sup>9</sup>	2,162,000	-5.4%	-2.5%	1,085,000	-12.9%	-5.6%

	Visitors <sup>1</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	730,000	1.4%	351,000	1.0%
Mackay	1,161,000	1.6%	241,000	-3.4%
Outback	1,107,000	6.1%	385,000	11.5%
Whitsundays	709,000	-3.5%	514,000	-0.3%

## Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$29,049.4m	2.8%	49.5%	100%	\$1,109
Brisbane	\$8,247.2m	13.5%	56.5%	28%	\$1,012
Gold Coast	\$5,760.6m	5.1%	56.1%	20%	\$1,344
Sunshine Coast	\$3,953.3m	-0.1%	44.0%	14%	\$981
Queensland Country	\$1,679.1m	9.6%	65.6%	6%	\$535
SGBR	\$1,626.2m	12.2%	58.9%	6%	\$845
Townsville	\$1,052.6m	-10.0%	33.4%	4%	\$823
TNQ	\$3,284.4m	-12.5%	31.0%	11%	\$1,520

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$574.5m	11.5%	2%	\$787
Mackay	\$623.1m	8.8%	2%	\$537
Outback	\$767.6m	7.6%	3%	\$693
Whitsundays	\$1,410.3m	11.3%	5%	\$1,989



UPPER DAWSON, QUEENSLAND COUNTRY

### Brisbane

Brisbane reached a domestic OVE record of \$8.2 billion, up 13.5 per cent over the year ending December 2024. The record level of OVE was reached due to a record 8.1 million visitors (up 11.2 per cent) who stayed a record 25.6 million nights (up 16.8 per cent). There was also a record 2.5 million holiday visitors (up 7.8 per cent). In addition, Brisbane also benefited from the continued strength of business travel to Queensland. There were 2.1 million business visitors, up 13.5 per cent. VFR visitation also increased 9.8 per cent over the year to 3.0 million. Brisbane welcomed a record 4.5 million intrastate visitors, which is 8.2 per cent more than the previous year. This included a record 1.3 million intraregional visitors (up 18.0 per cent) and a record 203,000 visitors from Tropical North Queensland (up 18.1 per cent). There was particularly strong growth in visitation from the Gold Coast, up 35.4 per cent to 665,000. Interstate visitation grew 15.3 per cent to 3.6 million. This included a record 1.1 million visitors from Victoria, up 28.1 per cent over the year. Visitation from New South Wales grew 18.1 per cent to 2.0 million.

### Fraser Coast

Total OVE grew over the three-year trend by 11.5 per cent to \$574.5m. The growth in OVE mostly reflected an increase in spend per night. The average spend per night increased 12.1 per cent to \$212 over the three-year trend. Visitation also grew 1.4 per cent to 730,000 over the three-year trend. An increase in holidaymakers led the growth in visitation. Holiday visitation increased 1.0 per cent to 351,000. Visitation from VFR travellers was down 6.3 per cent to 208,000. The intrastate market has been steady (0.0 per cent change) over the three-year trend at 617,000. There were 305,000 visitors from Brisbane, up 5.0 per cent. Information on the interstate market was not publishable due to small sample size.

### Mackay

Total OVE in Mackay was up 8.8 per cent over the three-year trend to \$623.1 million. This was mostly due to the growth in the average amount spent per night in the region, which was up 7.8 per cent to \$148. An increase in visitation also contributed to the growth in OVE, up 1.6 per cent to 1.2 million. Business drove the increase in visitation to the region. There were 640,000 business visitors, an increase of 4.3 per cent. In contrast, holiday visitation decreased 3.4 per cent over the three-year trend to 241,000. There were 1.1 million intrastate visitors, up 1.7 per cent over the three-year trend. This included a record 243,000 visitors from Brisbane (up 6.9 per cent over the three-year trend). Interstate visitation was not reportable due to small survey sample sizes.

### Gold Coast

Domestic OVE grew 5.1 per cent over the year to \$5.8 billion. The increase is due to an increase in both visitation and the average spend per night. Visitation increased 3.6 per cent to 4.3 million and the average spend per night increased 5.1 per cent to \$387. The increase in visitation occurred across travel purposes. Holiday visitation increased 4.2 per cent to 2.4 million, business visitation increased 2.7 per cent to 575,000 and VFR visitation 1.0 per cent to 1.2 million. The increase in visitation also occurred across both the interstate and intrastate markets. Intrastate visitation increased 3.2 per cent to 2.1 million. This included a record 249,000 visitors from the Sunshine Coast, which is 34.9 per cent more than in 2023. Interstate visitation increased 4.0 per cent over the year to 2.2 million. It was VFR visitation which drove the interstate results, increasing 14.4 per cent to 625,000. There was a record 1.3 million visitors from New South Wales (up 8.1 per cent) and visitation from Victoria increased 8.4 per cent over the year to 631,000.

### Outback Queensland

OVE has grown 7.6 per cent over the three-year trend to \$767.6 million. The growth in OVE reflected an increase in the number of visitors, along with these visitors spending more per night. Visitation increased 6.1 per cent to 1.1 million over the three-year trend and they spent \$179 per night which is up 8.4 per cent. There was a record 385,000 holiday visitors, up 11.5 per cent over the three-year trend. Business visitation also grew, increasing 5.3 per cent to 473,000 over the three-year trend. In the year ending December 2024, there was strong growth of visitation from interstate with 238,000 interstate visitors, up by 20.7 per cent. Intrastate visitation increased 2.8 per cent to 868,000.

### Southern Great Barrier Reef

There was a record \$1.6 billion spent by domestic visitors in the Southern Great Barrier Reef (SGBR) region, up 12.2 per cent over the year. The growth in OVE was due to increased visitation with visitors spending more per night on average. Visitation increased 5.1 per cent to 1.9 million, and the average spend per night increased 4.8 per cent to \$239. The growth in visitation was because of growth in business and VFR visitation. Business visitation increased 28.4 per cent to 543,000 and VFR visitation increased 13.8 per cent to 612,000. On the other hand, holiday visitation was down 9.1 per cent to 672,000. The strongest visitation growth came from interstate. There were 269,000 interstate visitors, an increase of 14.6 per cent. Intrastate visitation increased 3.7 per cent to 1.7 million. This included very strong growth from Brisbane, up 35.0 per cent to 526,000. There were also 410,000 intraregional visitors, an increase of 1.4 per cent over the year.

## Intrastate visitation

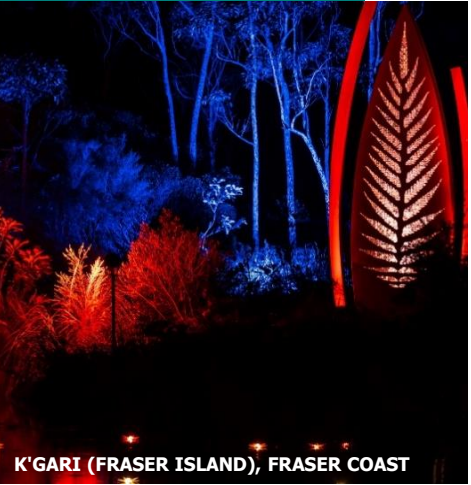
	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	18,055,000	3.0%	1.5%
Brisbane	4,508,000	8.2%	1.6%
Gold Coast	2,096,000	3.2%	3.4%
Sunshine Coast	2,996,000	-0.8%	2.2%
Queenslanf Country	2,588,000	8.3%	12.2%
SGBR	1,656,000	3.7%	-1.7%
Townsville	1,000,000	18.8%	-6.1%
TNQ	1,437,000	-3.5%	-4.2%

	Visitors	3-yr trend
Fraser Coast	617,000	0.0%
Mackay	1,070,000	1.7%
Outback	868,000	2.8%
Whitsundays	443,000	-12.4%

## Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	8,132,000	8.9%	0.0%
Brisbane	3,641,000	15.3%	1.9%
Gold Coast	2,191,000	4.0%	0.7%
Sunshine Coast	1,032,000	-11.9%	-7.6%
Queensland Country	549,000	11.9%	10.8%
SGBR	269,000	14.6%	3.7%
Townsville	280,000	-7.8%	20.2%
TNQ	724,000	-9.0%	1.0%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	238,000	20.7%
Whitsundays	266,000	14.1%



K'GARI (FRASER ISLAND), FRASER COAST



# Domestic Tourism Snapshot

Year ending December 2024



## Domestic visitors by region

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	Visitors <sup>10</sup>	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	730,000	1.4%	351,000	1.0%
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## Queensland Country

Domestic OVE in Queensland Country reached a record \$1.7 billion, up 9.6 per cent over the year. The growth in OVE is in line with the 8.9 per cent increase in visitation to a record 3.1 million. The record number of visitors stayed a record 9.6 million nights, which was up 9.9 per cent. There were also a record 1.1 million holiday visitors to the region, an increase of 18.3 per cent. There was also growth in business visitation, up 12.9 per cent to 829,000 over the year. VFR visitation was the only travel purpose that declined in visitation over the year, down 4.6 per cent to 1.0 million. The growth in visitation occurred across both the intrastate and interstate markets. Intrastate visitation increased 8.3 per cent over the year to 2.6 million. This included 1.3 million visitors from Brisbane which was up 16.7 per cent over the year. Interstate visitation increased 11.9 per cent over the year to 549,000. This included a record 400,000, New South Wales visitors. The New South Wales record came on the back of very strong growth of 33.0 per cent over the year.

## Sunshine Coast

Domestic OVE on the Sunshine Coast was steady (down 0.1 per cent) over the year at \$4.0 billion. This was because an increase in the average spend per night was offset by a decrease in the ALoS and the total number of visitors. Average spend per night increased 11.2 per cent to \$292. However, the ALoS decreased by 0.2 nights to 3.4 nights and total visitation was also down by 3.9 per cent to 4.0 million. The decline in visitation reflects holiday visitation being down 17.0 per cent to 2.1 million. Having said that, business visitation reached a record 383,000 after increasing 63.2 per cent over the year and VFR visitation was up 10.2 per cent to 1.4 million. The fall in visitation to the Sunshine Coast was most profound from interstate visitors. There were 1.0 million interstate visitors, which is 11.9 per cent less than the previous year. Visitation from Victoria was down 18.9 per cent to 397,000 and visitation from New South Wales was down 9.3 per cent to 442,000. Intrastate visitation was steady (down 0.8 per cent) at 3.0 million. There were a record 298,000 intraregional visitors (up 56.5 per cent), but visitation from Brisbane was down 3.7 per cent to 1.9 million.

## Tropical North Queensland (TNQ)

In Tropical North Queensland, there was a 12.5 per cent decrease in domestic OVE to \$3.3 billion. OVE decreased in line with a decline in visitation and a shorter ALoS. Total visitation decreased 5.4 per cent to 2.2 million and the ALoS was down 0.5 nights to 4.6 nights. Spend per night increased 2.9 per cent to an average of \$331. The decrease in visitation was mostly due to the holiday market. Holiday visitation was down 12.9 per cent to 1.1 million visitors. VFR was also down slightly, decreasing 1.7 per cent to 456,000. Bucking the trend though was business visitation, which was up 27.7 per cent to a record 574,000. However that much of the strength in the business visitation may be due to recovery workers after Cyclone Jasper. Visitation decreased from intrastate and interstate. Intrastate visitation was down 3.5 per cent to 1.4 million. In particular, intraregional travel was down 14.2 per cent to 630,000. Interstate visitation was down 9.0 per cent to 724,000. This was driven by the Victorian market. Visitation from Victoria was down 20.8 per cent to 260,000. On the other hand, visitation from New South Wales was up 5.2 per cent to 321,000.

## Townsville

Domestic visitors spent \$1,052.6 million, which is down 10.0 per cent over the year. This occurred because the average spend per visitor was down 19.5 per cent over the year to \$823. The decrease in visitor spend over the year occurred despite visitation increasing 11.8 per cent. In particular, there was growth in both business and VFR visitation. Business visitation increased 38.5 per cent to 362,000 and VFR visitation increased 7.6 per cent to 354,000. In contrast, holiday visitation was down 5.0 per cent to 427,000. The growth in visitation came from intrastate, which was up 18.8 per cent to 1.0 million. Intraregional visitation was up 28.9 per cent to 306,000 and visitation from Brisbane was up 3.3 per cent to 203,000. In contrast visitation from interstate was down 7.8 per cent over the year to 280,000.

## Whitsundays

The Whitsundays' domestic OVE continued to grow over the three-year trend (up 11.3 per cent to \$1.4 billion). The growth reflected visitors increasing how much they spend per night on average by 15.1 per cent to \$446. The growth in OVE occurred despite visitation being down 3.5 per cent to 709,000 over the three-year trend. Most visitors to the region are on holidays. There were with 514,000 holidaymakers which is steady (down 0.3 per cent) over the three-year trend. An increase in visitation from interstate was more than offset by a decrease in intrastate visitation. There were 266,000 interstate visitors, up 14.1 per cent over the three-year trend. In contrast, intrastate visitation down 12.4 per to 443,000 over the three-year trend.

## Intrastate visitation

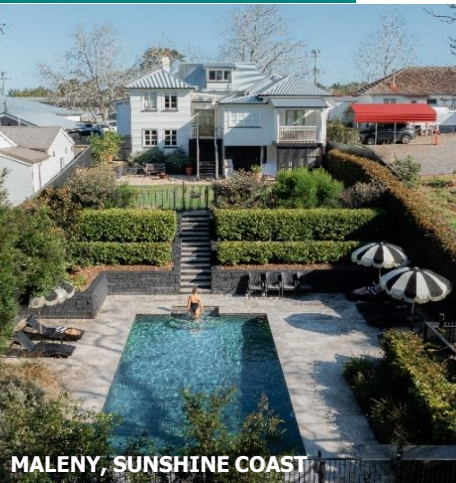
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Sunshine Coast	1,032,000	-11.9%	-7.6%
Queensland Count	549,000	11.9%	10.8%
SGBR	269,000	14.6%	3.7%
Townsville	280,000	-7.8%	20.2%
TNQ	724,000	-9.0%	1.0%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	238,000	20.7%
Whitsundays	266,000	14.1%



# Domestic Tourism Snapshot



Year ending December 2024

## State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$110,303.4m</b>	<b>0.9%</b>	<b>36.7%</b>	<b>100%</b>	<b>\$959</b>
Queensland	\$29,049.4m	2.8%	49.5%	26%	\$1,109
New South Wales	\$31,503.6m	2.7%	33.1%	29%	\$840
Victoria	\$22,821.4m	-0.1%	34.4%	21%	\$783
Other States	\$26,926.3m	-2.3%	30.7%	24%	\$1,043

## State visitation comparison

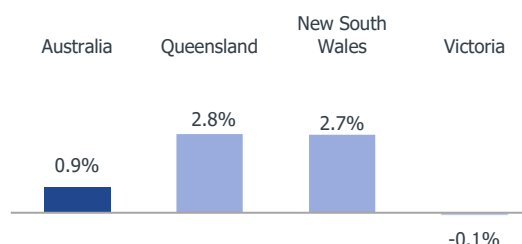
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
<b>Total Australia</b>	<b>114,971,000</b>	<b>2.1%</b>	<b>-2.1%</b>	<b>3.5</b>	<b>-0.1</b>
Queensland	26,187,000	4.8%	1.1%	3.8	-0.1
New South Wales	37,485,000	2.0%	-3.8%	3.1	-0.1
Victoria	29,141,000	2.4%	-2.0%	2.8	-0.2
Other States	25,825,000	-0.4%	-3.5%	4.0	-0.1

<b>Total holiday</b>	<b>49,003,000</b>	<b>2.9%</b>	<b>6.0%</b>	<b>3.5</b>	<b>-0.2</b>
Queensland	10,711,000	1.2%	7.0%	4.0	-0.3
New South Wales	15,779,000	3.5%	6.6%	3.2	-0.1
Victoria	13,693,000	3.8%	10.0%	3.0	-0.1
Other States	10,354,000	0.8%	-1.9%	3.8	-0.1

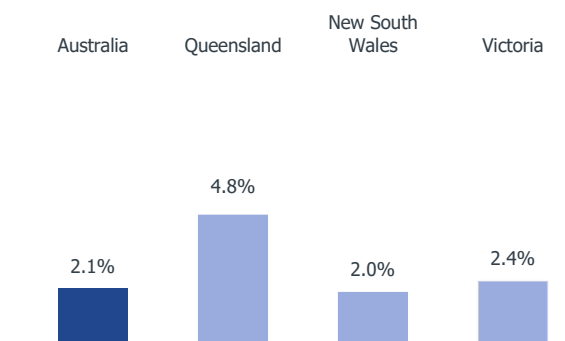
<b>Total VFR</b>	<b>37,139,000</b>	<b>-0.9%</b>	<b>-7.0%</b>	<b>3.2</b>	<b>0.0</b>
Queensland	8,320,000	4.8%	-7.0%	3.6	0.2
New South Wales	12,759,000	-2.7%	-9.2%	3.0	-0.1
Victoria	9,545,000	-2.2%	-7.2%	2.6	-0.1
Other States	7,160,000	-2.9%	-2.5%	3.6	0.1

<b>Total Business</b>	<b>25,030,000</b>	<b>6.4%</b>	<b>-7.4%</b>	<b>3.4</b>	<b>-0.2</b>
Queensland	6,209,000	12.0%	1.3%	3.4	0.0
New South Wales	7,358,000	6.8%	-11.7%	2.6	-0.3
Victoria	4,908,000	8.9%	-15.6%	2.4	-0.5
Other States	7,129,000	2.3%	-5.3%	4.4	-0.2

## Annual change in visitor expenditure by state Year ending December 2024



## Annual change in visitation by state, Year ending December 2024



### 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 owning 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

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