International Tourism Snapshot

Year ending December 2024

International visitors to Australia

	Visitors	Change vs 2019	Avg stay[2]	Change vs 2019
Total Australia[3]	**7,634,000**	**-12.3%**	**38.6**	**7.1**
NZ	1,260,000	-3.1%	11.8	1.8
Asia[4]	3,666,000	-16.0%	46.7	9.6
North America[5]	823,000	-12.9%	20.1	1.3
Europe[6]	773,000	-12.6%	52.9	10.5
UK	605,000	-10.0%	36.1	5.7
Total holiday	**3,749,000**	**-20.1%**	**21.0**	**3.0**
NZ	537,000	0.8%	7.6	0.3
Asia	1,789,000	-25.7%	19.5	3.6
North America	463,000	-15.4%	13.4	-0.3
Europe	484,000	-19.4%	41.7	6.2
UK	318,000	-18.5%	25.9	3.4
Total VFR[7]	**3,263,000**	**-3.6%**	**27.2**	**4.2**
NZ	610,000	3.2%	10.5	0.7
Asia	1,413,000	-3.8%	37.3	6.9
North America	322,000	-1.2%	18.5	2.5
Europe	308,000	-2.8%	22.5	2.8
UK	375,000	-12.1%	21.0	1.3
Total business	**783,000**	**-25.6%**	**10.5**	**0.7**
NZ	164,000	-28.3%	5.6	0.8
Asia	334,000	-20.8%	10.9	-1.3
North America	111,000	-33.9%	10.3	0.9
Europe	82,000	-24.8%	12.5	1.4
UK	45,000	-30.0%	19.5	8.4
Total education	**510,000**	**-21.8%**	**133.4**	**15.7**
NZ	9,000	-43.1%	54.8	24.7
Asia	402,000	-18.8%	135.6	12.9
North America	20,000	-33.4%	69.8	0.3
Europe	31,000	-35.2%	120.4	23.5
UK	np	np	np	np

International visitor spend in Australia keeps growing

Australia-wide, overnight visitor expenditure (OVE) from international visitors reached a record of $32.9 billion. This is a 4.7 per cent increase on 2019. Despite a record OVE, international visitation continues to recover. Australia welcomed 7.6 million international visitors, a recovery of 87.7 per cent. At the national level, aviation capacity has recovered faster than international visitation at 97 per cent of 2019 levels.

By purpose, international OVE reached respective records from holiday, visiting friends and relatives (VFR), and employment visitors. Employment OVE has had the strongest growth increasing 95.1 per cent to $3.0 million from 2019 levels. VFR OVE is up 14.9 per cent compared to 2019 at $5.2 billion and holiday OVE is up 3.4 per cent compared to 2019 at $11.0 billion. However, business OVE and education OVE is still recovering. Education OVE reached 93.5 per cent of 2019 levels at $11.5 billion and business OVE reached 89.2 per cent of 2019 levels at $1.8 billion.

Australia welcomed a record number of visitors from India (421,000, up 11.8 per cent compared to 2019), South Korea (342,000, up 34.6 per cent) and Indonesia (202,000, up 2.3 per cent). OVE generated from four of Australia's five largest source markets are above 2019 levels. This includes record levels of OVE from the United Kingdom ($2.2 billion, up 23.2 per cent) and India ($1.7 billion, up 31.4 per cent). OVE generated from New Zealand residents was $2.1 billion, 26.6 per cent more than 2019, and USA residents spent $2.0 billion, 3.2 per cent more than in 2019. Outside of the top four markets, there were OVE records from Japan, Indonesia, Taiwan, South Korea and France.

China was the largest source market for Australia in the year ending December 2024 for OVE. China is one of the slowest source markets returning to 2019 levels, with Chinese visitation at 62.4 per cent of 2019 levels, and OVE at 78.0 per cent of 2019 levels. In the most recent forecasts, Tourism Research Australia (TRA) expects Chinese visitation will return to 2019 levels in 2027.

International visitor expenditure in Australia

	Expenditure	Change vs 2019
Total Australia	**$32,911.6m**	**4.7%**
Holiday	$10,982.0m	3.4%
VFR[7]	$5,241.8m	14.9%
Business	$1,822.1m	-10.8%
Employment	$3,027.5m	95.1%
Education	$11,476.7m	-6.5%

OXENFORD, GOLD COAST

International Tourism Snapshot

Year ending December 2024

State expenditure comparison

	Expenditure	Change vs 2019	Share of expenditure	Spend per visitor
Total Australia	**$32,911.6m**	**4.7%**	**100.0%**	**$4,311**
Queensland	$6,220.7m	2.3%	18.9%	$2,883
New South Wales	$12,025.6m	5.7%	36.5%	$3,160
Victoria	$9,046.0m	2.5%	27.5%	$3,340

State visitation comparison

	Visitors	Change vs 2019	Avg stay	Change vs 2019
Total Australia	**7,634,000**	**-12.3%**	**38.6**	**7.1**
Queensland	2,158,000	-22.5%	24.7	4.9
New South Wales	3,806,000	-13.2%	26.5	4.5
Victoria	2,708,000	-13.7%	29.6	6.4
Other States	1,790,000	-12.9%	33.5	9.4
Total holiday	**3,749,000**	**-20.1%**	**21.0**	**3.0**
Queensland	1,273,000	-32.0%	15.0	2.8
New South Wales	1,952,000	-20.2%	14.1	2.3
Victoria	1,313,000	-22.6%	13.7	3.3
Other States	893,000	-23.9%	15.5	2.8
Total VFR [7]	**3,263,000**	**-3.6%**	**27.2**	**4.2**
Queensland	704,000	-6.8%	20.6	2.5
New South Wales	1,231,000	1.6%	24.2	3.5
Victoria	1,015,000	-2.9%	25.1	2.7
Other States	673,000	-6.6%	28.4	6.4
Total business	**783,000**	**-25.6%**	**10.5**	**0.7**
Queensland	180,000	-13.1%	6.6	-0.2
New South Wales	334,000	-27.7%	9.6	1.0
Victoria	256,000	-25.3%	7.2	-1.2
Other States	171,000	-15.0%	11.4	1.4
Total education	**510,000**	**-21.8%**	**133.4**	**15.7**
Queensland	79,000	-33.5%	122.4	14.3
New South Wales	200,000	-18.7%	126.7	9.0
Victoria	159,000	-22.0%	138.4	23.0
Other States	80,000	-20.5%	138.1	24.6

Spend above pre-COVID-19 levels in Queensland

International OVE in Queensland reached $6.2 billion in the year ending December 2024, up 2.3 per cent on 2019 levels. Expenditure is recovering faster than visitation, sitting at 77.5 per cent recovered (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 4.9 nights higher than 2019 at 24.7 nights, and the average spend per night was $117, 5.5 per cent higher than 2019.

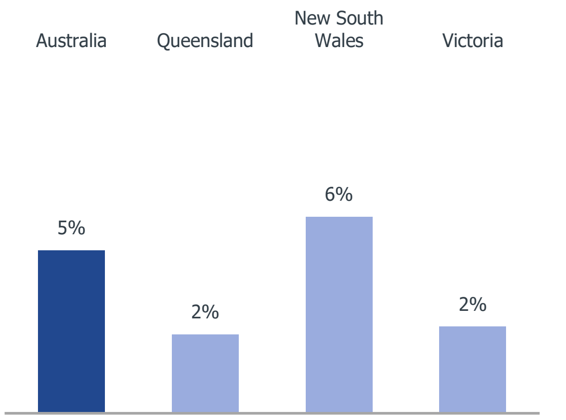
OVE from employment visitors reached a record $530.9 million, more than double what it was in 2019 (up 127.6 per cent). VFR ($947.5 million, up 16.6 per cent) and business OVE ($356.3 million, up 22.3 per cent) have also both surpassed pre-COVID 19 levels. Holiday OVE is close to recovering ($2.8 billion or 97.1 per cent recovered). Education is much slower in its recovery ($1.5 billion, 84.0 per cent recovery).

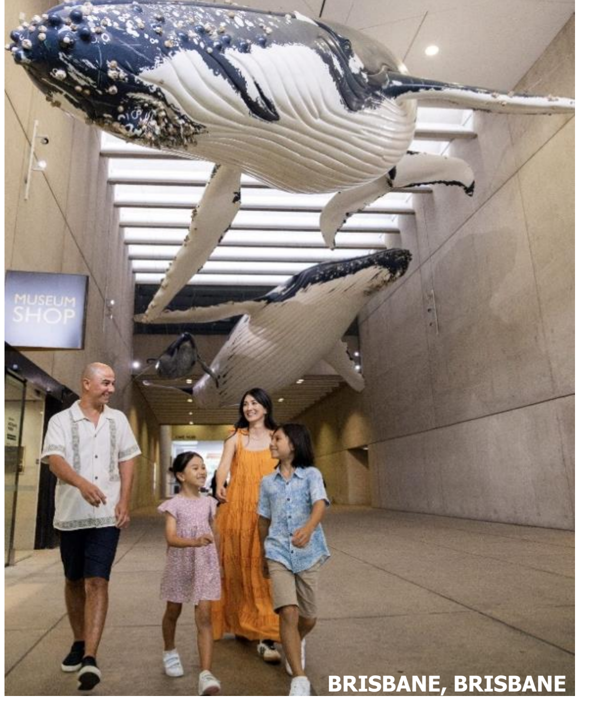
Comparison to national performance

International OVE recovery in Queensland is slightly behind the national average (up 2.3 per cent compared to 2019 vs. Australia up 4.7 per cent recovered). Queensland's visitation is 77.5 per cent recovered compared to the national average of 87.7 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





BRISBANE, BRISBANE

International Tourism Snapshot

Year ending December 2024

International visitors to Queensland

	Visitors	Change vs 2019	Avg stay	Change vs 2019
Total Queensland	**2,158,000**	**-22.5%**	**24.7**	**4.9**
NZ	486,000	-0.7%	10.4	0.7
Asia	734,000	-41.4%	36.4	13.8
North America	278,000	-8.4%	13.0	0.6
Europe	283,000	-14.5%	25.0	-0.6
UK	210,000	-4.1%	20.8	1.8
Holiday	**1,273,000**	**-32.0%**	**15.0**	**2.8**
NZ	251,000	0.5%	7.9	0.0
Asia	436,000	-51.9%	18.8	7.6
North America	184,000	-14.9%	8.4	0.4
Europe	212,000	-21.7%	19.9	-0.8
UK	136,000	-6.3%	13.8	-0.7
VFR[7]	**704,000**	**-6.8%**	**20.6**	**2.5**
NZ	228,000	2.5%	10.2	1.0
Asia	187,000	-20.1%	38.0	10.5
North America	70,000	-1.6%	15.6	2.2
Europe	68,000	8.6%	17.7	3.4
UK	94,000	-0.6%	17.9	0.8
Business	**180,000**	**-13.1%**	**6.6**	**-0.2**
NZ	39,000	-21.3%	4.9	0.7
Asia	62,000	-22.6%	6.8	-1.3
North America	28,000	-12.7%	8.0	1.1
Europe	22,000	26.6%	8.9	1.7
UK	np	np	np	np
Education	**79,000**	**-33.5%**	**122.4**	**14.3**
NZ	np	np	np	np
Asia	60,000	-24.1%	125.5	10.4
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 number of key source markets are still recovering. Among Queensland's largest source markets, OVE from New Zealand has reached a record of $838.5 million, up 38.5 per cent on 2019. The recovery in OVE from the United Kingdom has been particularly strong with $510.5 million, up 49.1 per cent. Overnight visitor expenditure also recovered well past 2019 levels for both Japan ($529.4 million, up 15.1 per cent) and the United States of America ($482.6 million, up 15.1 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 $916.1 million, a recovery of 56.8 per cent of what it was in 2019.

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

Record breaking New Zealanders

New Zealanders continue to break spending records in Queensland for the year ending December 2024. They spent $838.5 million (up 38.5 per on 2019). Most of these visitors were here on holidays with 251,000 holiday visitors, which is already in line (up 0.5 per cent) with 2019 levels. Queensland also welcomed 228,000 New Zealanders that visited their friends and relatives and 39,000 were here on business. In total, visitation is very close to achieving its 2019 levels (486,000, 99.3 per cent recovered). This means that Queensland is the most popular place in Australia for New Zealanders to visit

UK visitors come for holidays or family

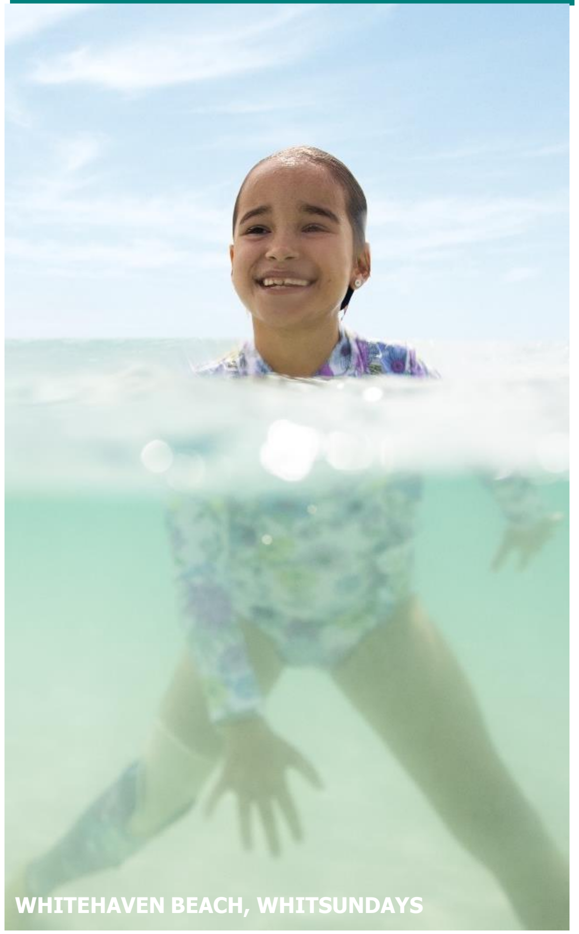
Not only is total OVE spent by UK visitors in Queensland well above what it was in 2019 ($510.5 million, up 49.1 per cent), UK visitation is very close to recovering to pre-COVID 19 levels (210,000, 95.9 per cent of 2019). UK visitors mostly come to Queensland for a holiday or to visit their friends and family. Either way they are spending much more than they did in 2019. Holiday OVE was $297.0 million, up 43.4 per cent compared to 2019, and VFR OVE was $136.9 million, up 39.8 per cent compared to 2019. Queensland is the second most popular destination in Australia for UK holiday visitors after NSW and is the closest to recovering to 2019 levels.

Americans spend in Queensland again

OVE generated from the US market in Queensland is 15.1 per cent higher than it was in 2019 at $482.6 million. The strongest growth in spending has come from Americans visiting friends and relatives in Queensland. VFR OVE was up 70.6 per cent compared to 2019 at $74.7 million. However, the main reason US residents come to Queensland is for a holiday. Holiday OVE was up 22.9 per cent compared to 2019 at $271.6 million. Queensland is the second most popular Australian holiday destination for US visitors after New South Wales.

International expenditure in Queensland

	Expenditure	Change vs 2019
Total Queensland	**$6,220.7m**	**2.3%**
Holiday	$2,779.9m	-2.9%
VFR	$947.5m	16.6%
Business	$356.3m	22.3%
Employment	$530.9m	127.6%
Education	$1,523.4m	-16.0%



WHITEHAVEN BEACH, WHITSUNDAYS

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International Tourism Snapshot

Year ending December 2024

International visitors by region

	Visitors	Change vs 2019	Avg stay [2]	Holiday visitors	Change vs 2019
Total Queensland	**2,158,000**	**-22.5%**	**24.7**	**1,273,000**	**-32.0%**
Brisbane	1,275,000	-13.7%	22.0	578,000	-25.3%
Gold Coast	635,000	-41.2%	12.6	452,000	-46.9%
TNQ	543,000	-32.8%	9.5	481,000	-35.6%
Sunshine Coast	314,000	-4.8%	12.5	229,000	-8.6%
Whitsundays	188,000	-14.7%	7.1	181,000	-13.7%
SGBR[9]	94,000	-30.4%	18.0	64,000	-40.2%
Fraser Coast	88,000	-33.0%	5.3	79,000	-32.4%
Townsville	108,000	-14.5%	10.6	87,000	-16.9%

	Visitors	Change vs 2019	Avg stay [2]	Holiday visitors	Change vs 2019
Mackay	37,000	-22.8%	20.5	26,000	-28.3%
Outback Queensland	20,000	-22.0%	24.1	10,000	-34.3%
Queensland Country	51,000	-33.7%	43.1	19,000	-43.7%

Expenditure in Queensland regions

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Total Queensland	**$6,220.7m**	**2.3%**	**$2,883**	**$117**
Brisbane	$3,104.7m	7.7%	$2,435	$111
Gold Coast	$1,172.3m	-12.6%	$1,847	$146
TNQ	$981.3m	-4.5%	$1,806	$190
Sunshine Coast	$317.8m	12.5%	$1,011	$81
Whitsundays	$252.0m	65.5%	$1,342	$188
SGBR[9]	$98.0m	26.9%	$1,047	$58
Fraser Coast	$39.0m	-14.6%	$445	$83
Townsville	$81.2m	-15.1%	$752	$71

	Expenditure	Change vs 2019	Spend per visitor [1]	Spend per night
Mackay	np	np	np	np
Outback Queensland	np	np	np	np
Queensland Country	$107.5m	-22.0%	$2,123	$49


MACKAY, MACKAY

Brisbane

OVE in Brisbane reached $3.1 billion, up 7.7 per cent compared to 2019. International OVE is also up 5.6 per vent over the year. Brisbane's OVE exceeded 2019 levels because visitors are spending more per night and staying for longer. Visitors spent an average of $111 per night, 3.8 per cent more than in 2019, and stayed 22.0 nights on average, an increase of 3.7 nights. The increase in the average length of stay meant that international visitors stayed a record 28.1 million nights in Brisbane, 3.7 per cent more than in 2019. However, visitation was still recovering. Brisbane welcomed 1.3 million international visitors, a recovery to 86.3 per cent of 2019 levels. Visitation for employment was above 2019 levels (up 40.7 per cent on 2019 at 31,000). Business (139,000, 98.7 per cent recovered) and VFR visitation (420,000 or 92.4 per cent recovered) were both close to reaching 2019 levels. On the other hand, both holiday (578,000 or 74.7 per cent recovered) and education (55,000 or 69.2 per cent recovered) were still far from fully recovered. Brisbane welcomed a record number of visitors from New Zealand (250,000, up 8.9 per cent) and India (53,000, up 22.0 per cent). There were record numbers of visitor nights from Korea (2.8 million, up 37.2 per cent) and Indonesia (769,000, up 27.5 per cent). However, Brisbane's largest source market before COVID-19, China, was still at 39.6 per cent of 2019 levels of visitation at 110,000 - a common challenge across Australia. Despite this, China was still Brisbane's fourth largest market by visitation.

Gold Coast

OVE on the Gold Coast was slightly down on pre-COVID-19 levels ($1.2 billion or 87.4 per cent recovered). This is after international OVE increased 3.4 per cent over the year. Visitation was further behind in recovery with, 635,000 visitors, a recovery of 58.8 per cent. Travel for visiting friends and relatives was the closest to recovering (142,000, or 84.7 per cent of 2019 level). Holiday (452,000 visitors or 53.1 per cent recovered), education (15,000 or 62.1 per cent of 2019 levels), and business (25,000 or 69.4 per cent of 2019 levels) were all quite far from returning to pre-pandemic numbers. A big contributor to the relatively slow recovery in visitation to the Gold Coast is the region's reliance on the slow-to-return Chinese market. In the year ending December 2024, there were 53,000 Chinese visitors at 19.2 per cent of 2019 levels. Visitation from Japan has also been slow to recover with 27,000 visitors, or 36.5 per cent of 2019 levels. On the other hand, the Gold Coast welcomed a record number of visitors from New Zealand at 222,000, up 5.0 per cent compared to 2019.

Tropical North Queensland (TNQ)

OVE in Tropical North Queensland reached $981.3 million, a recovery of 95.5 per cent on 2019 levels. Over the year OVE increased 10.4 per cent. The recovery in visitation compared to 2019 has been slower than OVE. The region welcomed 543,000 visitors, which is 67.2 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 9.5 nights, 1.0 night more than in 2019, and the average spend per night was sitting at $190 which is 26.5 per cent more than 2019. The main reason international visitors travel to TNQ is for a holiday. There were 481,000 holiday visitors, which represents a 64.4 per cent recovery compared to 2019 levels. While holidays have been slow to recover VFR visitation is 10 per cent higher than 2019, with 46,000 visitors. TNQ's pre-COVID-19 reliance on China has weighed on its visitation recovery. In 2019, around one in four visitors to the region were Chinese. In the year ending December 2024, TNQ welcomed 29,000 Chinese visitors - around a seventh (15.0 per cent) of the visitation levels of 2019. Of the major markets, visitation from India has had the strongest recovery and at 27,000 is now 32.7 per cent above 2019. TNQ's other major markets have not reached 2019 levels, including Japan (107,000, 95.8 per cent recovered), the USA (85,000, 80.4 per cent recovered), the United Kingdom (69,000, 96.5 per cent recovered) and Germany (37,000, 81.9 per cent recovered).

International Tourism Snapshot

Year ending December 2024

International visitors by region

	Visitors	Change vs 2019	Avg stay [2]	Holiday visitors	Change vs 2019
Total Queensland	**2,158,000**	**-22.5%**	**24.7**	**1,273,000**	**-32.0%**
Brisbane	1,275,000	-13.7%	22.0	578,000	-25.3%
Gold Coast	635,000	-41.2%	12.6	452,000	-46.9%
TNQ	543,000	-32.8%	9.5	481,000	-35.6%
Sunshine Coast	314,000	-4.8%	12.5	229,000	-8.6%
Whitsundays	188,000	-14.7%	7.1	181,000	-13.7%
SGBR[9]	94,000	-30.4%	18.0	64,000	-40.2%
Fraser Coast	88,000	-33.0%	5.3	79,000	-32.4%
Townsville	108,000	-14.5%	10.6	87,000	-16.9%

	Visitors	Change vs 2019	Avg stay [2]	Holiday visitors	Change vs 2019
Mackay	37,000	-22.8%	20.5	26,000	-28.3%
Outback Queensland	20,000	-22.0%	24.1	10,000	-34.3%
Queensland Country	51,000	-33.7%	43.1	19,000	-43.7%

Expenditure in Queensland regions

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Total Queensland	**$6,220.7m**	**2.3%**	**$2,883**	**$117**
Brisbane	$3,104.7m	7.7%	$2,435	$111
Gold Coast	$1,172.3m	-12.6%	$1,847	$146
TNQ	$981.3m	-4.5%	$1,806	$190
Sunshine Coast	$317.8m	12.5%	$1,011	$81
Whitsundays	$252.0m	65.5%	$1,342	$188
SGBR [9]	$98.0m	26.9%	$1,047	$58
Fraser Coast	$39.0m	-14.6%	$445	$83
Townsville	$81.2m	-15.1%	$752	$71

	Expenditure	Change vs 2019	Spend per visitor	Spend per night
Mackay	np	np	np	np
Outback Queensland	np	np	np	np
Queensland Country	$107.5m	-22.0%	$2,123	$49


COOKTOWN, TROPICAL NORTH QUEENSLAND

Fraser Coast

In the Fraser Coast region, international visitor expenditure reached $39.0 million, a recovery of 85.4 per cent of 2019 levels. OVE has decreased 3.0 per cent over the year. The recovery in visitation was slower than the OVE recovery. The region welcomed 88,000 visitors, 67.0 per cent of pre-COVID-19 levels. This slow recovery of visitation was partially offset by an increase in the average spend per night and the ALoS. Visitors spent $83 per night which is 14.6 per cent more than they did in 2019 and the ALoS of 5.3 nights is 0.5 nights more than 2019. The majority of these visitors were on holiday. Holiday visitation has recovered to 79,000 or 67.6 per cent of 2019 levels. Visitation in the UK has recovered to around four fifths (81.1 per cent, 26,000) of what it was in 2019, and continental Europe has recovered to two thirds (66.7 per cent or 44,000).

Whitsundays

Total international OVE reached a record $252.0 million, 65.5 per cent above 2019. The recovery compared to 2019 has largely been driven by growth in average spend per night. Visitors spent $188 per night on average,69.4 per cent more than in 2019. Visitors have also increased their ALoS by 0.9 nights to 7.1 nights. There were 188,000 visitors, a recovery of 85.3 per cent. Nearly all visitors to the Whitsundays go for a holiday. There were 181,000 holiday visitors, which is 86.3 per cent recovery compared to 2019. Visitation to the Whitsundays has fully recovered from the UK (51,000, 18.7 per cent more than 2019) and the US (23,000, 9.8 per cent more than 2019). Among the Whitsundays other largest markets, visitation from Germany was still climbing back to 2019 levels, with 24,000 visitors or 78.9 per cent of 2019.

Townsville

Total international OVE reached $81.2 million, which is a recovery of 84.9 per cent compared to 2019. International OVE is down 3.1 per cent over the year. In the year ending December 2024, there were 108,000 visitors, marking 85.5 per cent of 2019 levels. This included 87,000 holiday visitors, a recovery of 83.1 per cent and 14,000 VFR visitors, a recovery of 93.7 per cent. Visitation from the UK is 97.9 per cent recovered at 22,000 visitors and visitation from continental Europe is 90.2 per cent recovered at 56,000 visitors.

Southern Great Barrier Reef (SGBR)

Total international OVE reached $98.0 million in the Southern Great Barrier Reef region, which exceeded 2019 levels by 26.9 per cent. This reflects that international visitors' average spend was 26.5 per cent higher than 2019 at $58 per night. Visitation is still recovering, with the region welcoming 94,000 visitors, a recovery of 69.6 per cent. Holiday visitation was particularly slow to recover with 64,000 holiday visitors, marking a recovery of 59.8 per cent. Conversely, VFR visitation has recovered with 19,000 visitors, or 5.9 per cent more than in 2019. Visitation from SGBR's three largest source markets was still recovering: the United Kingdom with 14,000, 58.3 per cent recovered, Germany with 12,000, 58.5 per cent recovered and New Zealand with 11,000 or 75.5 per cent recovered.

International Tourism Snapshot

Year ending December 2024

Sunshine Coast

International visitors spent $317.8 million on the Sunshine Coast, up 12.5 per cent compared to 2019, but down 12.4 per cent over the year. The growth compared to 2019 was due to the ALoS on the Sunshine Coast increasing 3.9 nights to 12.5. As a result, total international nights on the Sunshine Coast have grown by 38.7 per cent since 2019 to 3.9 million. The Sunshine Coast was also the closest Queensland region to reaching its pre-COVID-19 international visitation levels, as visitation recovered to 314,000 visitors or 95.2 per cent compared to 2019. The strength in visitation was driven by the 78,000 VFR visitors, which is up 15.2 per cent compared to 2019. Holiday visitation has had a slower recovery. There were 229,000 holiday visitors, the equivalent of 91.4 per cent of 2019 visitation. New Zealand was the region's largest international market and is close to recovery with 84,000, marking 98.2 per cent recovered. Visitation from the second largest market, the United Kingdom, reached a record 70,000, up 25.9 per cent. Visitation from the United States of America was just below 2019 levels at 24,000 (97.4 per cent recovered) and visitation from Germany was 66.0 per cent recovered at 22,000.

Note: 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.

Mackay

Mackay welcomed 37,000 visitors which is a recovery of 77.2 per cent compared to 2019. There visitors stayed 754,000 nights which is a recovery of 80.4 per cent. The average length of stay increased by 11.8 nights to 20.5 nights. Of these visitors, 26,000 were on holidays, a recovery of 71.7 per cent.

Queensland Country

Queensland Country's international overnight visitor expenditure recovered to $107.5 million, or 78.0 per cent, of what it was in 2019. Over the year, OVE in the region has decreased 5.2 per cent. The OVE recovery was broadly in line with the recovery in visitation. There were 51,000 international visitors, a recovery of 66.3 per cent. VFR was the most common reason to visit the region with 21,000 visitors, a recovery of 81.2 per cent. The recovery in VFR visitation has been quicker than the recovery of holiday visitation. There were 19,000 holiday visitors, which is 56.3 per cent of 2019 levels. There were 12,000 visitors from New Zealand at 70.4 per cent of 2019 levels, 12,000 visitors from Asia at 56.5 per cent of 2019 levels and 14,000 visitors from Europe (including the UK) which is the equivalent of 53.3 per cent of 2019 levels.

Outback Queensland

Outback welcomed 20,000 visitors which is a recovery of 78.0 per cent compared to 2019. There visitors stayed 490,000 nights which is up 33.1 per cent compared to 2019. The average length of stay increased 10.0 nights to 24.1 nights. Of these visitors, 10,000 were on holidays, a recovery of 65.7 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	**161,000**	**-67.7%**	**283,000**	**-14.5%**	**176,000**	**-19.7%**	**486,000**	**-0.7%**	**278,000**	**-8.4%**	**210,000**	**-4.1%**
Brisbane	110,000	-60.4%	188,000	-9.0%	46,000	-2.2%	250,000	8.9%	150,000	1.7%	141,000	9.6%
Gold Coast	53,000	-80.8%	84,000	-13.6%	27,000	-63.5%	222,000	5.0%	47,000	-28.0%	52,000	-16.6%
Sunshine Coast	n/p	n/p	88,000	-8.2%	n/p	n/p	84,000	-1.8%	33,000	-8.7%	70,000	25.9%
Fraser Coast	n/p	n/p	44,000	-33.3%	n/p	n/p	n/p	n/p	n/p	n/p	26,000	-18.9%
SGBR [9]	n/p	n/p	39,000	-30.5%	n/p	n/p	11,000	-24.5%	14,000	-1.2%	14,000	-41.7%
Whitsundays	n/p	n/p	81,000	-11.6%	n/p	n/p	n/p	n/p	33,000	5.8%	51,000	18.7%
TNQ	29,000	-85.0%	129,000	-19.3%	107,000	-4.2%	27,000	-28.6%	103,000	-21.9%	69,000	-3.5%
Townsville	n/p	n/p	56,000	-9.8%	n/p	n/p	n/p	n/p	n/p	n/p	22,000	2.1%

	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	18,000	21.0%	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	12,000	-29.6%	n/p	n/p	n/p	n/p

International Tourism Snapshot

Year ending December 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	Annual change
New Zealand	486,000	-0.7%	11.6%	$838.5m	38.5%	6.3%	1,260,000	-3.1%	9.8%	$2,063.8m	26.6%	3.0%
Total Asia[4]	**734,000**	**-41.4%**	**16.1%**	**$2,846.4m**	**-16.0%**	**19.8%**	**3,666,000**	**-16.0%**	**24.7%**	**$20,368.0m**	**0.0%**	**27.6%**
China	161,000	-67.7%	67.3%	$916.1m	-43.2%	90.2%	829,000	-37.6%	63.4%	$8,065.0m	-22.0%	38.5%
Japan	176,000	-19.7%	41.5%	$529.4m	15.1%	16.4%	362,000	-21.0%	33.1%	$1,434.9m	15.8%	22.5%
Singapore	39,000	-44.0%	-0.3%	$109.5m	-27.7%	-20.7%	361,000	-13.4%	14.1%	$1,088.4m	-1.0%	-7.6%
Malaysia	18,000	-61.6%	-39.0%	$66.2m	-20.8%	-41.4%	184,000	-46.4%	14.1%	$685.1m	-29.0%	16.5%
Korea	77,000	3.5%	-6.8%	$359.2m	43.5%	38.2%	342,000	34.6%	30.2%	$1,571.1m	47.0%	43.4%
India	88,000	5.6%	19.1%	$230.1m	53.3%	15.6%	421,000	11.8%	12.4%	$1,660.2m	31.4%	15.9%
Hong Kong	16,000	-76.5%	-46.6%	$58.8m	-71.5%	-61.3%	199,000	-30.2%	17.9%	$873.4m	-14.6%	2.4%
Indonesia	27,000	-5.5%	3.9%	$109.3m	78.9%	-11.0%	202,000	2.3%	11.2%	$998.0m	46.2%	27.5%
Taiwan	42,000	-47.5%	np	$196.5m	-5.1%	np	149,000	-16.2%	33.0%	$902.9m	27.8%	60.8%
Thailand	17,000	-12.1%	-41.7%	$76.4m	34.2%	-48.1%	90,000	-5.1%	-0.3%	$456.8m	13.4%	-1.8%
Philippines[11]	31,000	n/p	5.9%	$74.4m	n/p	4.3%	164,000	n/p	10.8%	$601.4m	n/p	59.1%
Viet Nam[11]	13,000	n/p	-36.4%	$15.5m	n/p	-57.1%	160,000	n/p	3.7%	$833.2m	n/p	16.7%
Other Asia[11]	29,000	n/p	-10.0%	$105.0m	n/p	-18.0%	204,000	n/p	6.0%	$1,197.5m	n/p	30.7%
North America[5]	**278,000**	**-8.4%**	**8.0%**	**$668.4m**	**18.5%**	**0.1%**	**823,000**	**-12.9%**	**7.8%**	**$2,547.1m**	**3.7%**	**-0.5%**
USA	217,000	-8.1%	15.2%	$482.6m	15.1%	13.9%	669,000	-12.8%	8.5%	$1,992.6m	3.2%	1.5%
Canada	61,000	-9.4%	-11.8%	$185.7m	28.1%	-23.8%	154,000	-13.4%	5.0%	$554.5m	5.9%	-7.1%
Total Europe[6]	**492,000**	**-10.4%**	**6.7%**	**$1,275.2m**	**21.0%**	**3.7%**	**1,377,000**	**-11.5%**	**8.1%**	**$5,702.3m**	**12.1%**	**125.3%**
United Kingdom	210,000	-4.1%	6.0%	$510.5m	49.1%	7.6%	605,000	-10.0%	7.7%	$2,195.1m	23.2%	15.3%
Germany	64,000	-20.2%	1.3%	$173.8m	7.6%	4.8%	159,000	-19.4%	10.9%	$612.3m	-11.6%	-2.4%
France	40,000	-17.1%	14.7%	$120.0m	39.2%	11.9%	122,000	-10.3%	12.7%	$680.4m	**38.7%**	**20.4%**
Scandinavia	32,000	-22.5%	7.7%	$101.5m	-10.1%	-10.4%	82,000	-20.1%	7.7%	$312.2m	-16.7%	1.5%
Italy	21,000	-18.6%	-2.4%	$59.7m	3.7%	14.4%	63,000	-12.5%	5.9%	$348.4m	13.1%	35.3%
Switzerland	13,000	-17.8%	-21.5%	$34.9m	20.5%	-37.5%	41,000	-19.5%	4.6%	$199.4m	**-8.5%**	**-82.4%**
Netherlands	21,000	-17.6%	-7.2%	$50.6m	-5.2%	-17.4%	48,000	-21.4%	-0.9%	$194.0m	-11.6%	-18.4%
Other Europe	93,000	-2.3%	21.7%	$224.2m	6.3%	12.5%	257,000	-2.4%	8.4%	$1,160.4m	15.7%	29.6%
Other markets	**168,000**	**-10.9%**	**-11.7%**	**$592.2m**	**25.4%**	**-25.9%**	**508,000**	**-6.4%**	**-1.1%**	**$2,230.4m**	**17.3%**	**-13.9%**
All markets	**2,158,000**	**-22.5%**	**9.2%**	**$6,220.7m**	**2.3%**	**6.1%**	**7,634,000**	**-12.3%**	**15.0%**	**$32,911.6m**	**4.7%**	**17.1%**

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 expressed in nights
3. Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand, Philippines, Viet Nam and Other Asia
5. North America includes United States of America and Canada
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
7. Visiting friends or relatives (VFR)
8. All expenditure figures include package expenditure
9. Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. 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
11. Until year ending December 2023 Philippines and Viet Nam were included in Other Asia. As a result comparisons to previous peiods 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

Strategic Research and Development
Tourism and Events Queensland
e. research@queensland.com
w. teq.queensland.com/research

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.