

# International Tourism Snapshot

Year ending December 2023

## State expenditure comparison

	Expenditure	Change vs 2019	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$27,996.5m</b>	<b>-10.9%</b>	<b>100.0%</b>	<b>\$4,217</b>
Queensland	\$5,743.2m	-5.6%	20.5%	\$2,911
New South Wales	\$10,959.5m	-3.7%	39.1%	\$3,202
Victoria	\$6,432.3m	-27.1%	23.0%	\$3,090

## State visitation comparison

	Visitors	Change vs 2019	Avg stay	Change vs 2019
<b>Total Australia</b>	<b>6,640,000</b>	<b>-23.8%</b>	<b>36.5</b>	<b>5.0</b>
Queensland	1,973,000	-29.1%	25.4	5.7
New South Wales	3,423,000	-21.9%	25.4	3.4
Victoria	2,082,000	-33.7%	24.4	1.2
Other States	1,609,000	-21.7%	33.4	9.4

	Visitors	Change vs 2019	Avg stay	Change vs 2019
<b>Total holiday</b>	<b>3,096,000</b>	<b>-34.1%</b>	<b>19.6</b>	<b>1.7</b>
Queensland	1,101,000	-41.2%	14.9	2.7
New South Wales	1,648,000	-32.7%	12.8	1.0
Victoria	965,000	-43.1%	10.8	0.3
Other States	772,000	-34.2%	16.6	3.9

	Visitors	Change vs 2019	Avg stay	Change vs 2019
<b>Total VFR</b>	<b>2,993,000</b>	<b>-11.6%</b>	<b>27.0</b>	<b>4.0</b>
Queensland	724,000	-4.0%	22.2	4.2
New South Wales	1,146,000	-5.4%	24.4	3.8
Victoria	800,000	-23.5%	20.3	-2.0
Other States	669,000	-7.1%	30.5	8.5

	Visitors	Change vs 2019	Avg stay	Change vs 2019
<b>Total business</b>	<b>753,000</b>	<b>-28.5%</b>	<b>10.7</b>	<b>0.9</b>
Queensland	175,000	-15.3%	8.0	1.1
New South Wales	350,000	-24.1%	9.6	0.9
Victoria	213,000	-37.6%	7.6	-0.8
Other States	150,000	-25.4%	11.0	0.9

	Visitors	Change vs 2019	Avg stay	Change vs 2019
<b>Total education</b>	<b>436,000</b>	<b>-33.3%</b>	<b>139.6</b>	<b>22.0</b>
Queensland	78,000	-34.0%	130.1	21.9
New South Wales	187,000	-24.0%	128.9	11.2
Victoria	114,000	-44.0%	148.0	32.6
Other States	65,000	-35.0%	147.1	33.6

## International spend coming back quickly to Queensland

Queensland outperformed the national average in international OVE recovery, with OVE reaching \$5.7 billion. Expenditure is recovering quicker than visitation, which is 70.9 per cent recovered (2.0 million visitors), since visitors are both staying longer than they did pre-COVID-19 and spending substantially more per night. The average length of stay (ALoS) was 5.7 nights higher than 2019 at 25.4 nights and the average spend per night was 3.5 per cent higher than 2019 at \$115.

Holidays continued to be the main reason to visit Queensland in 2023. Holiday OVE is 79.0 per cent of what it was in 2019 (at \$2.3 billion) and holiday visitation is 58.8 per cent of what it was (at 1.1 million). Education is still the second largest source of OVE (\$1.5 billion, 81.4 per cent recovered) and education visitation is 66.0 per cent recovered at 78,000.

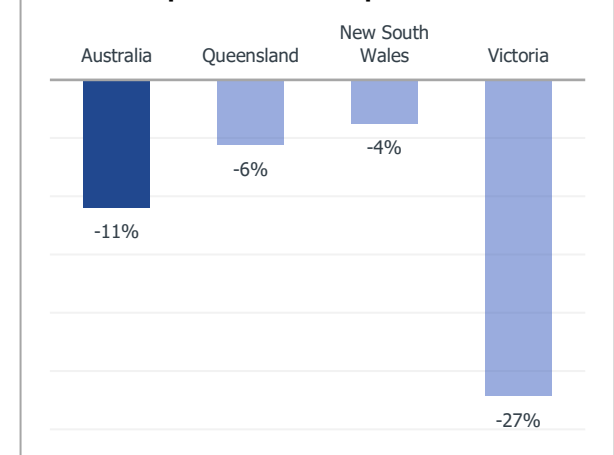
Queensland followed the national pattern of OVE recovery being led by VFR, which reached a record \$1.1 billion (up 34.3 per cent compared to 2019). In addition, Queensland also reached record level of business OVE (up 37.7 per cent to \$401.1 million) as well as employment OVE (up 61.2 per cent to \$375.9 million).

## Comparison to national performance

Queensland is more advanced in its OVE recovery (94.4 per cent recovered) than the national average (89.1 per cent recovered) but is further behind than the national average in recovering visitation numbers. Queensland's visitation is 70.9 per cent recovered compared to the national average of 76.2 per cent recovered.

It has been Queensland's performance in the VFR and business markets which has enabled it to outperform the national average in terms of OVE growth, nationally VFR OVE is up 6.6 per cent and business OVE is down 2.0 per cent. On the other hand, Queensland is a little behind the national average in terms of both holiday OVE and education OVE. Nationally holiday OVE is 82.0 per cent recovered and education OVE is 81.7 per cent recovered.

## Change in Overnight Visitor Expenditure compared to 2019



## Annual change OVE visitor type, by state

