

TOURISM NOOSA VISITOR STATISTICS YEAR ENDING DEC 2022

The Noosa region attracted 2 million visitors in 2022, including domestic overnight visitors and day-trippers, for a record \$1.7B.

While total visitor numbers remained steady compared to the previous year, they were down about 20% compared to pre-COVID 2019, mostly due to the lack of data from international travellers, which is still at low numbers.

In the same time, total visitor spend increased almost 60% on the previous year, and 40% compared to 2019.

Strong gains from the overnight visitor market, particularly interstate travellers who returned after the re-opening of state borders, contributed to the results:

Compared to the previous year (all figures for overnight visitors):

- Visitors +11% to 1.07M
- Nights +12% to 4.43M
- Spend +66% to \$1.6B

OVERNIGHT VISITATION TO NOOSA REGION

Domestic + international (excludes day-trip)



1.07M VISITORS
-14.8% since 2019*



\$1.6B SPEND
+45% since 2019

*2019 includes international visitors.

No international data for 2022 is available, due to low numbers.

Average daily spend per person (overnight) increased to \$361 (from \$243), while trip spend per person increased to \$1492 (from \$999).

Interstate visitors spend increased to \$908.3M (from \$433M), while spend by visitors from Queensland increased to \$689.3M (from \$529.9M)

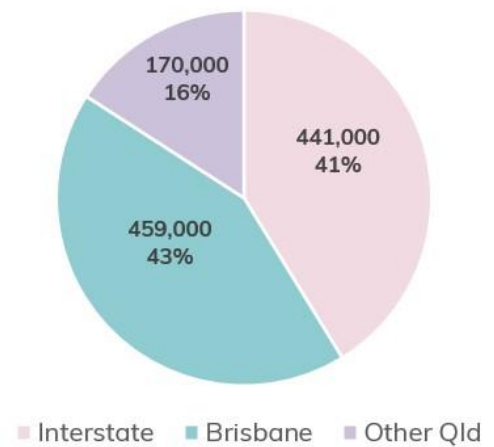
Overnight visitors

Tourism Noosa focuses its marketing on overnight travellers as they spend more in local businesses than day-trippers. Domestic overnight visitors spent a record \$1.6B during the year, more than 60% higher than the previous year and when compared to 2019.

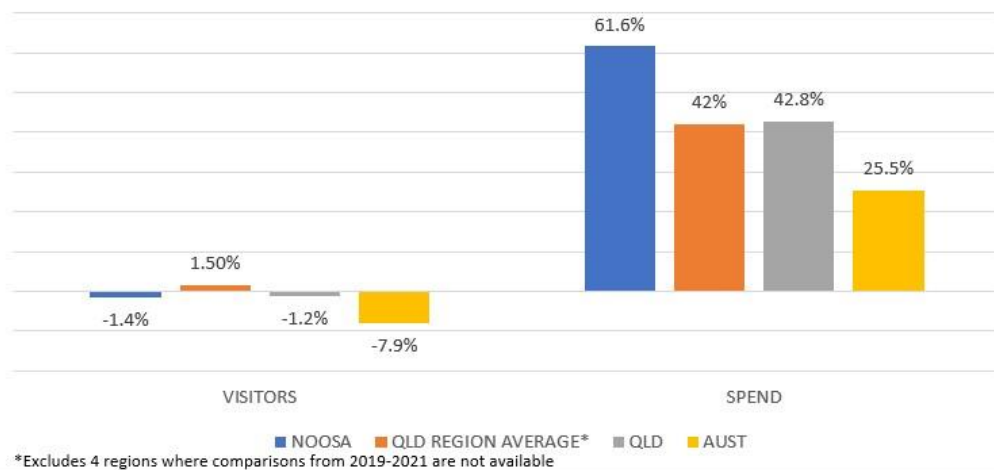
Visitor numbers returned to the same level as pre-COVID which included international numbers, and are about 11% higher than the previous year.

Noosa's results were stronger than recorded for Queensland and most regions around the State.

OVERNIGHT VISITORS TO NOOSA
YEAR ENDING DECEMBER 2022
TOTAL = 1.07M



CHANGE IN DOMESTIC OVERNIGHT VISITORS AND SPEND SINCE DEC 2019



Interstate and intrastate visitors

Following the opening of interstate borders in late 2021, interstate travellers made up the bulk of the increases:

- Record interstate spend \$908 million
- +40% on their pre-COVID spend
- Interstate numbers almost back to pre-COVID levels
- Average spend per person +42% to \$2060
- Average length of stay increased from 5.7 to 6.3 nights

Queenslanders answered the call to visit Noosa in 2021 when borders were shut, and while we've seen their numbers stabilise back to pre-COVID times, they've doubled their spend since 2019 to \$689.3M.

AVERAGE SPEND PER PERSON	YE DEC 2022	PRE-COVID
INTERSTATE VISITOR	\$2060	\$1460 (+42%)
QLD VISITOR	\$1096	\$519 (+111%)

Day-trip numbers dropped about 4% over the year, and about 10% since pre-COVID, although they are spending slightly more on average, per person.

Our marketing encourages visitors to explore the entire Noosa region and its villages, from beaches to river and hinterland, and we work with member businesses to promote their tours, restaurants, shops, spas and other activities. These increased spend figures continue to show that visitors are taking up the call.

DOMESTIC OVERNIGHT VISITORS TO NOOSA REGION

	YE DEC 2022	YE DEC 2021	CHANGE VS 2021	YE DEC 2019 (PRE-COVID)	CHANGE VS 2019
VISITORS	1,071,000	964,000	+11%	1,086,000	-1.4%
SPEND	\$1,597.6M	\$963.4M	+66%	\$988.9M	+62%
NIGHTS	4,430M	3,958M	+12%	4350M	+2%
AVG LENGTH OF STAY	4.1	4.1		4	
AVG \$ PER PERSON	\$1491.7	\$990.40		\$910.60	

	YE DEC 2022	CHANGE VS 2021	CHANGE VS 2019
VISITORS			
From Qld	629,000	-12.5%	-1%
Interstate	441,000	+80%	-2,4%
SPEND			
From Qld	\$689.3M	+30%	+109%
Interstate	\$908.3M	+110%	+38%
NIGHTS			
From Qld	1,664,000	+24%	+6%
Interstate	2,766,000	+57%	+7%
AVG LENGTH OF STAY			
From Qld	2.7 nights	3.1 nights	2.8 nights
Interstate	6.3 nights	7.2 nights	5.7 nights
AVG \$ PER PERSON			
From Qld	\$1096	\$737	\$519
Interstate	\$2060	\$1769	\$1460

DAY TRIP VISITORS TO NOOSA: Year ending DEC 2022

	YE DEC 2022	CHANGE SINCE 2021	CHANGE SINCE 2019
VISITORS	955,000	-11.7%	-27.4%
SPEND	\$103.1M	-14.4%	-1.8%
AVG \$ PER PERSON	\$108	\$111.50	\$79.80

Source: Tourism Research Australia National Visitor Survey for the year ending December 2022.