

TOURISM FACT FILE

TOURISM
TROPICAL NORTH
QUEENSLAND

INTERNATIONAL VISITOR SURVEY YEAR ENDING MARCH 2024

TROPICAL NORTH
QUEENSLAND WELCOMED

491K TOTAL VISITORS



-42% FROM 2019

+93% FROM 2023

EXPENDITURE

\$895M

-17% FROM 2019

+103% FROM 2023

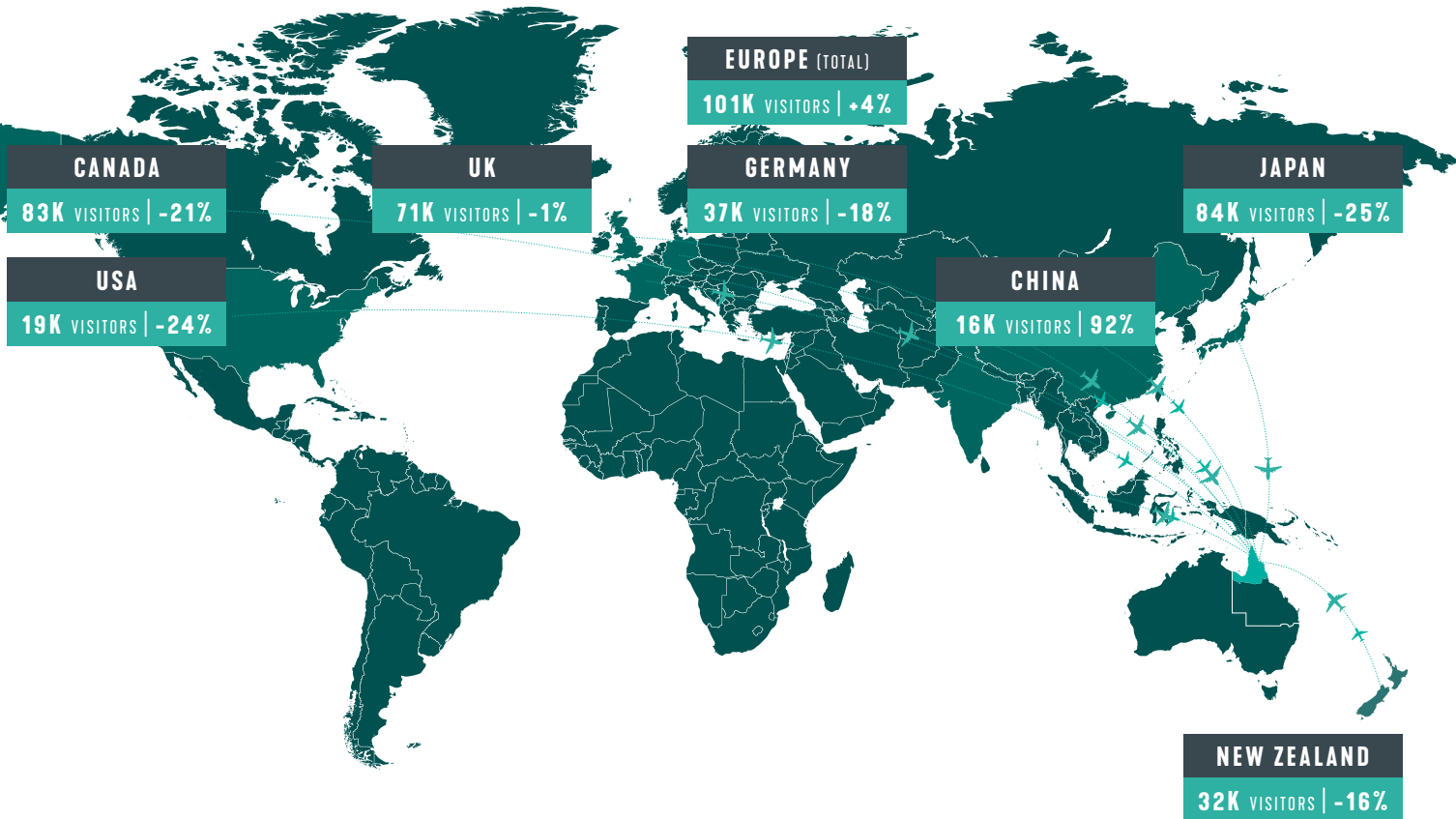
AVERAGE LENGTH
OF STAY **11** NIGHTS

AVERAGE NIGHT
SPEND **\$167**

SHARE OF
OLD SPEND **14.6%**

SHARE OF
AUS SPEND **3%**

THIS MAP OUTLINES THE CHANGING NUMBERS



INTERNATIONAL VISITORS YE JUNE 2020*



INTERNATIONAL HOLIDAY VISITORS*

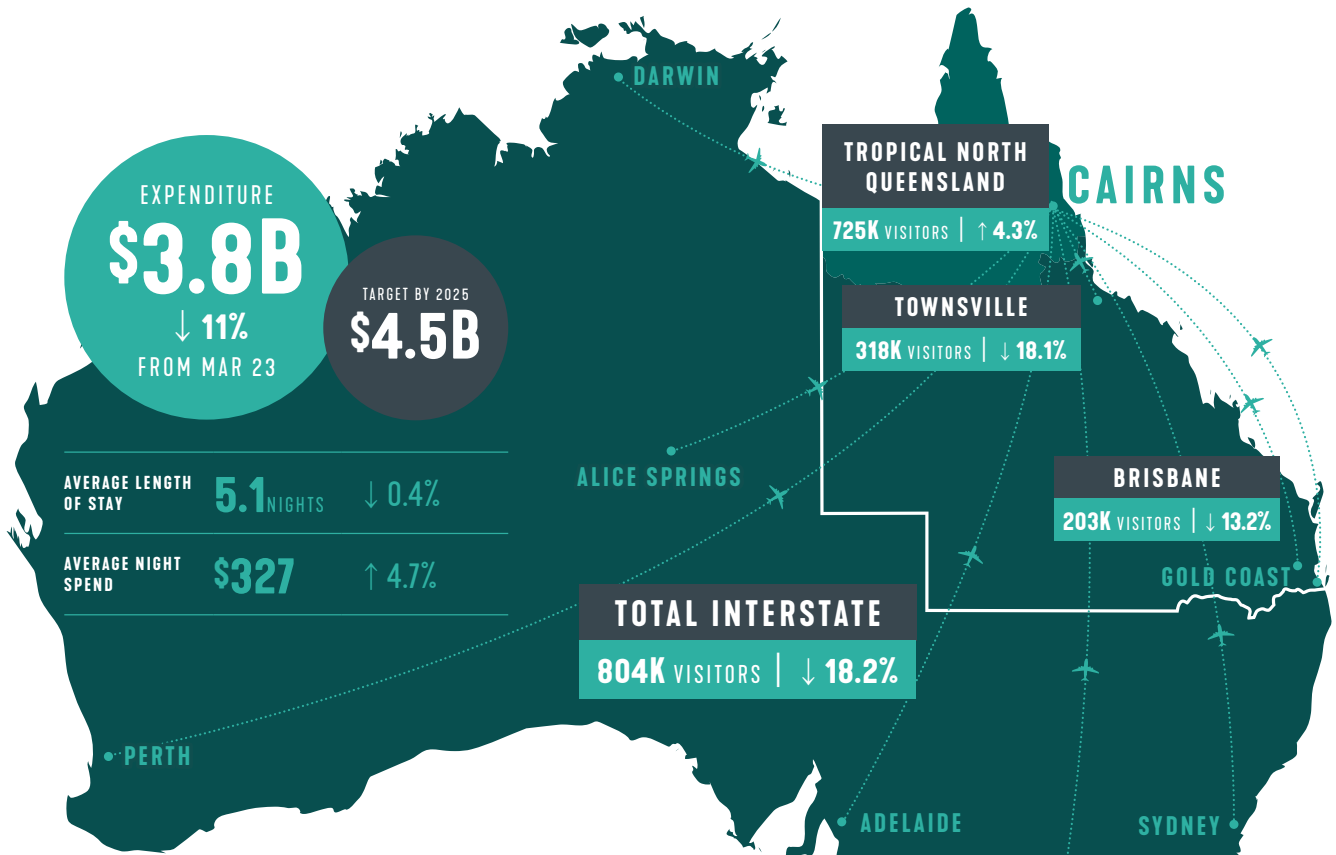


*This data is preliminary data and does not include data relating to purpose of visit. This is due to the quality of the main purpose of visit component of the passenger data supplied to TRA by the Department of Home Affairs. It has been identified as a concern. There is no issues with the IVS survey

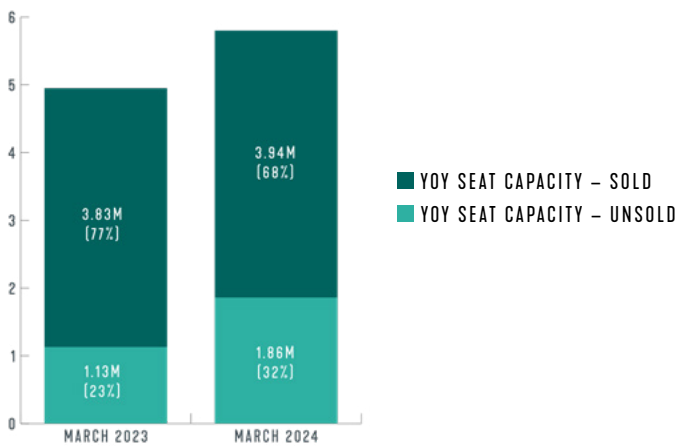
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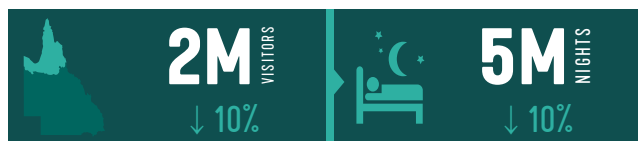
NATIONAL VISITOR SURVEY YEAR ENDING MARCH 2024



YOY SEAT CAPACITY / SEATS SOLD



TOTAL INTRASTATE



TOTAL INTERSTATE



TOTAL DOMESTIC VISITORS
2.3M
↓ 8.5%

TOTAL DOMESTIC VISITOR NIGHTS
11.7M
↓ 15%

TOTAL DOMESTIC HOLIDAY VISITORS
1.2M
↓ 16.8%

TOTAL DOMESTIC HOLIDAY VISITOR NIGHTS
7M
↓ 17.6%

AIR VISITOR ARRIVALS
1.07M
↓ 21.2%

DRIVE VISITOR ARRIVALS
1.24M
↑ 5.4%