


TOURISM FACT FILE

TOURISM
TROPICAL NORTH
QUEENSLAND

INTERNATIONAL VISITOR SURVEY YEAR ENDING DECEMBER 2024

TROPICAL NORTH
QUEENSLAND WELCOMED

543K TOTAL VISITORS 
-39% FROM 2019
+18.3% FROM 2023

EXPENDITURE
\$981M
-4.6% FROM 2019
+18% FROM 2023
TARGET BY 2026
\$990M

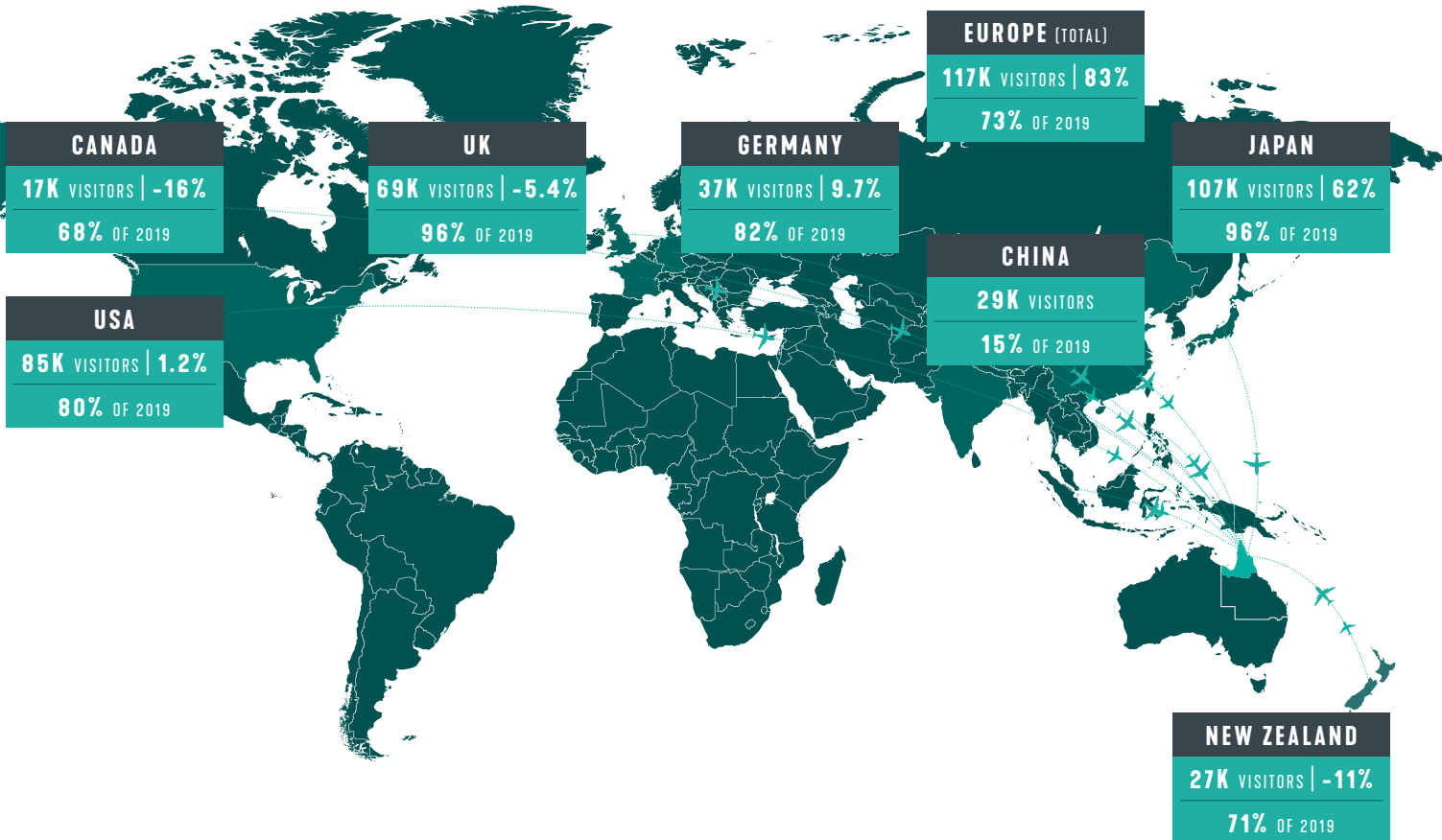
AVERAGE LENGTH OF STAY **9.5** NIGHTS

AVERAGE NIGHT SPEND **\$190**

SHARE OF QLD SPEND **15.8%**

SHARE OF AUS SPEND **3.2%**

THIS MAP OUTLINES THE CHANGING NUMBERS YEAR ON YEAR



INTERNATIONAL VISITORS YE DEC 2024*



INTERNATIONAL HOLIDAY VISITORS*

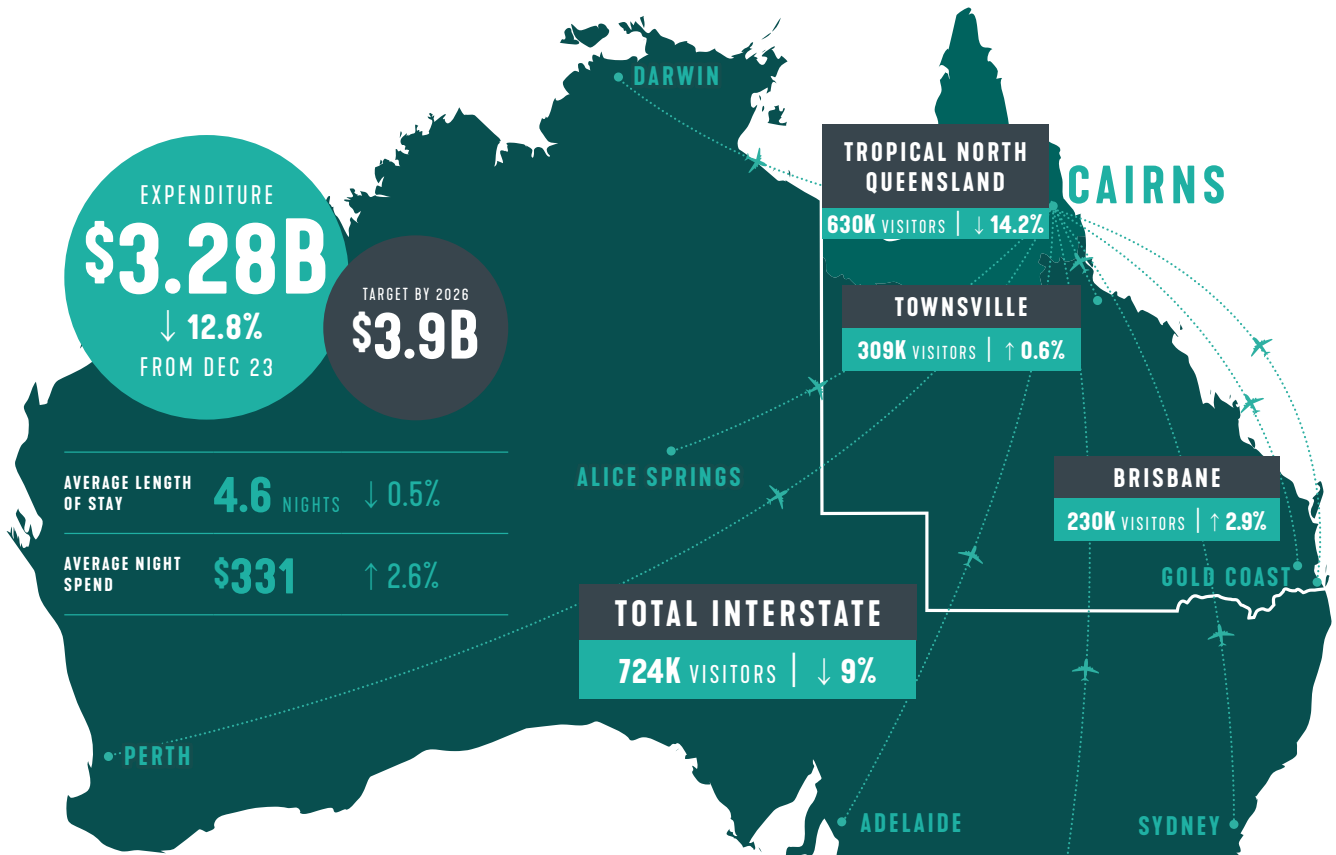


*This data is preliminary data and does not include data relating to purpose of visit. This is due to the quality of the main purpose of visit component of the passenger data supplied to TRA by the Department of Home Affairs. It has been identified as a concern. There is no issues with the IVS survey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

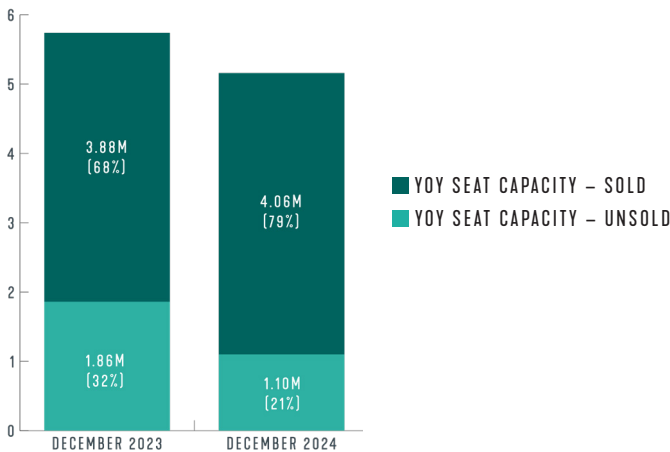
TOURISM FACT FILE

TOURISM
TROPICAL NORTH
QUEENSLAND

NATIONAL VISITOR SURVEY YEAR ENDING DECEMBER 2024



YOY SEAT CAPACITY / SEATS SOLD



TOTAL INTRASTATE



TOTAL INTERSTATE



TOTAL DOMESTIC VISITORS
2.2M
↓ 5.4%

TOTAL DOMESTIC VISITOR NIGHTS
9.9M
↓ 15%

TOTAL DOMESTIC HOLIDAY VISITORS
1.09M
↓ 12.9%

TOTAL DOMESTIC HOLIDAY VISITOR NIGHTS
5.3M
↓ 25.6%

AIR VISITOR ARRIVALS
1.09M
↑ 2.1%

DRIVE VISITOR ARRIVALS
1.05M
↓ 15.4%