

TOURISM FACT FILE

INTERNATIONAL VISITOR SURVEY YEAR ENDING MARCH 2025

TOURISM
TROPICAL NORTH
QUEENSLAND

TROPICAL NORTH
QUEENSLAND WELCOMED

557K TOTAL VISITORS
+13.4% FROM 2024



EXPENDITURE

\$1.1B
+14% FROM 2024

TARGET BY 2026

\$1.3B

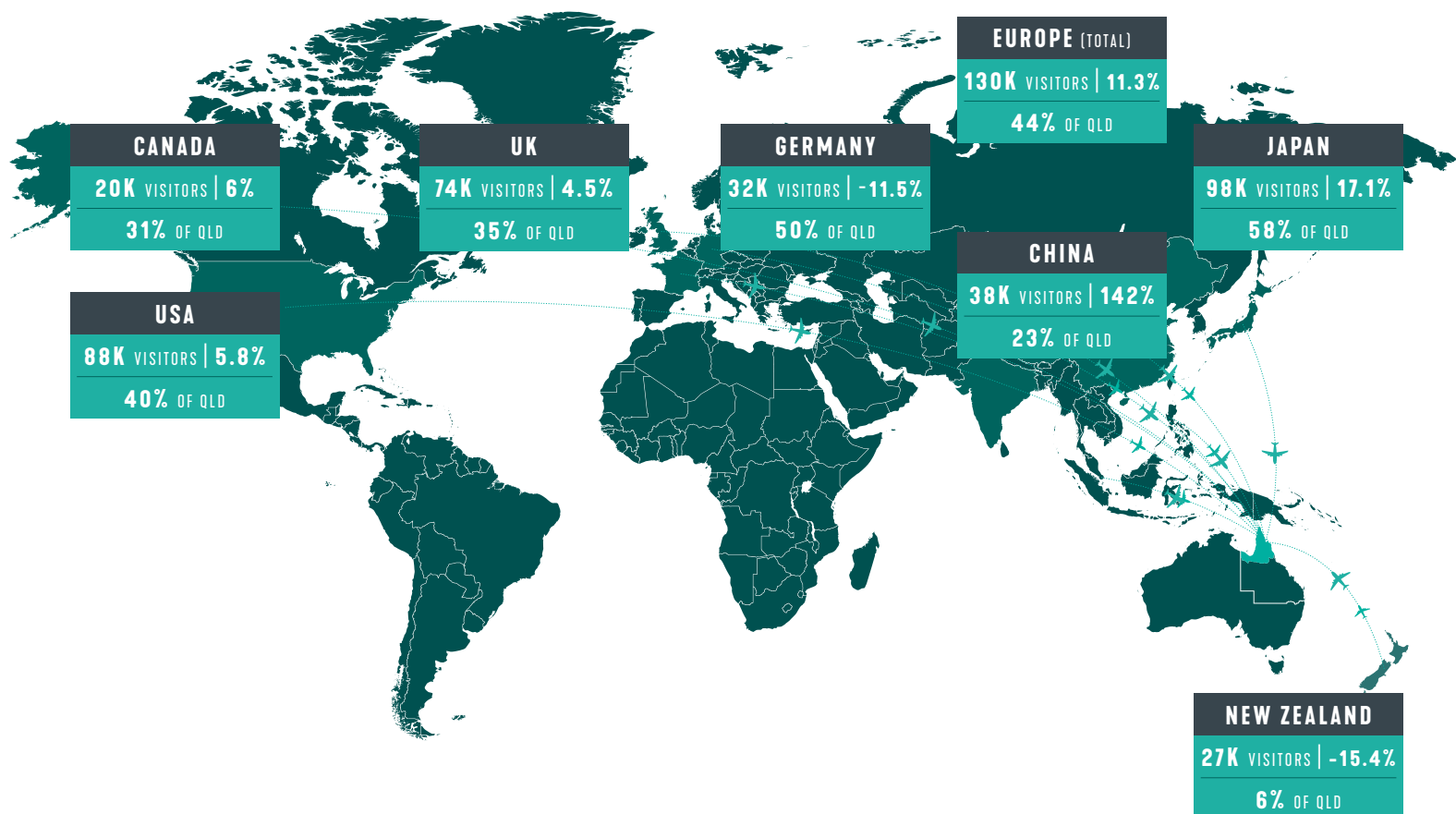
AVERAGE LENGTH
OF STAY **9.1** NIGHTS

AVERAGE NIGHT
SPEND **\$215**

SHARE OF
QLD SPEND **15%**

SHARE OF
AUS SPEND **3.5%**

THIS MAP OUTLINES THE CHANGING NUMBERS YEAR ON YEAR



INTERNATIONAL VISITORS YE MARCH 2025*



INTERNATIONAL HOLIDAY VISITORS*

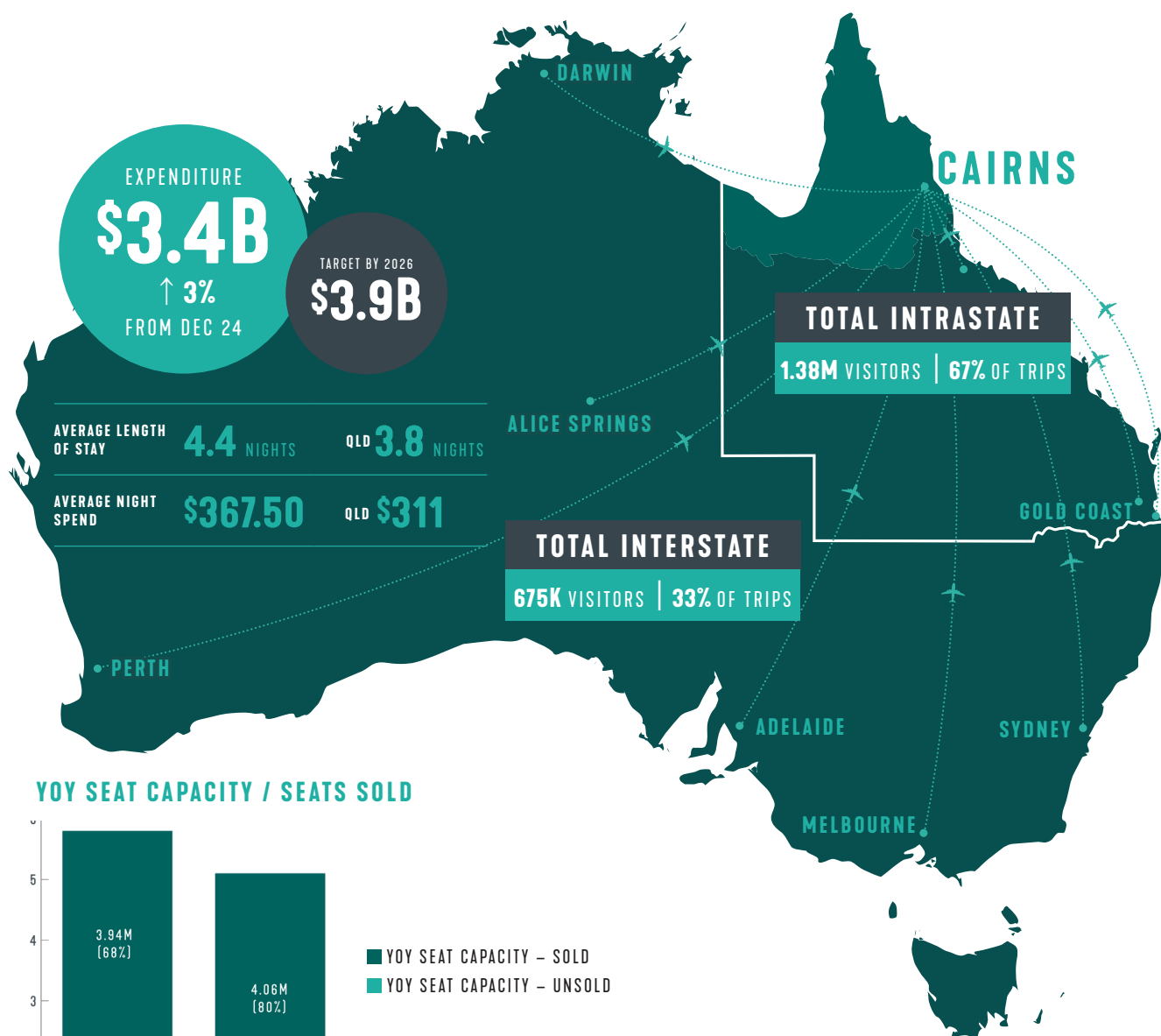


*This data is preliminary data and does not include data relating to purpose of visit. This is due to the quality of the main purpose of visit component of the passenger data supplied to TRA by the Department of Home Affairs. It has been identified as a concern. There is no issues with the IVS survey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

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TROPICAL NORTH
QUEENSLAND

DOMESTIC TOURISM STATISTICS YEAR ENDING MARCH 2025*



*Note: In January 2025 Tourism Research Australia replaced the long-running National Visitor Survey with a new survey methodology called the Domestic Tourism Survey (DoTS). While the survey questions remain the same the methodology has changed and as such any comparison with previous NVS data is not recommended. The TNQ data reported in this fact file combines three quarters of 2024 NVS data and the DoTS March quarter 2025 data and avoids comparison of trends over time, rather comparisons are made to the State results (for which there are back-cast DoTS results)

TOTAL INTRASTATE



TOTAL INTERSTATE



TOTAL DOMESTIC



TOTAL DOMESTIC HOLIDAY



MODE OF TRANSPORT

