

TOURISM FACT FILE

INTERNATIONAL VISITOR SURVEY YEAR ENDING DEC 2025

TOURISM
TROPICAL NORTH
QUEENSLAND

TROPICAL NORTH
QUEENSLAND WELCOMED

622K TOTAL VISITORS
+14.5% FROM 2024

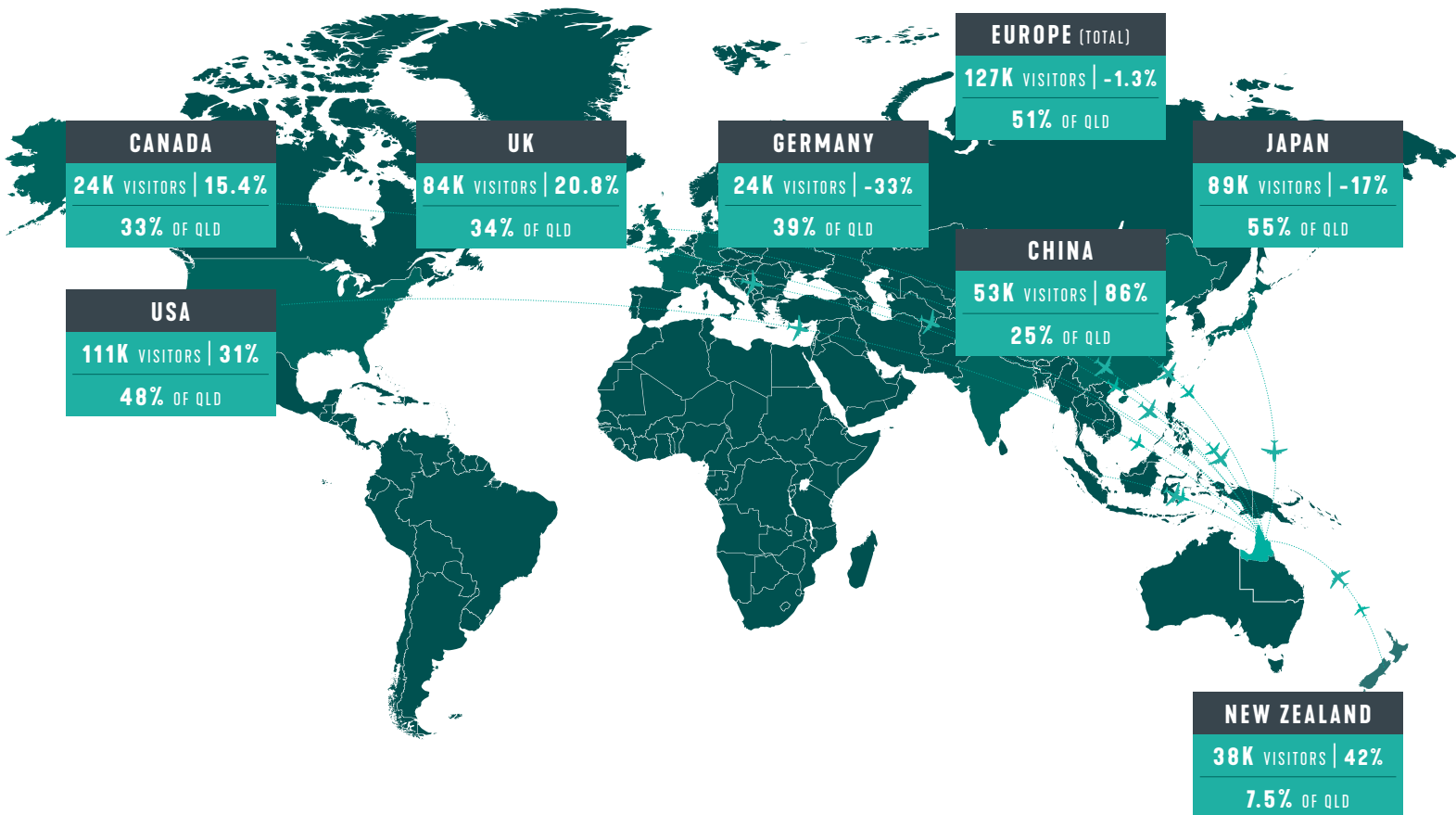


EXPENDITURE
\$1.2B
+24% FROM 2024

TARGET BY 2026
\$1.3B

AVERAGE LENGTH OF STAY	9.5 NIGHTS
AVERAGE NIGHT SPEND	\$206
SHARE OF QLD SPEND	16%
SHARE OF AUS SPEND	3%

THIS MAP OUTLINES THE CHANGING NUMBERS YEAR ON YEAR



INTERNATIONAL VISITORS YE DEC 2025*



INTERNATIONAL HOLIDAY VISITORS*

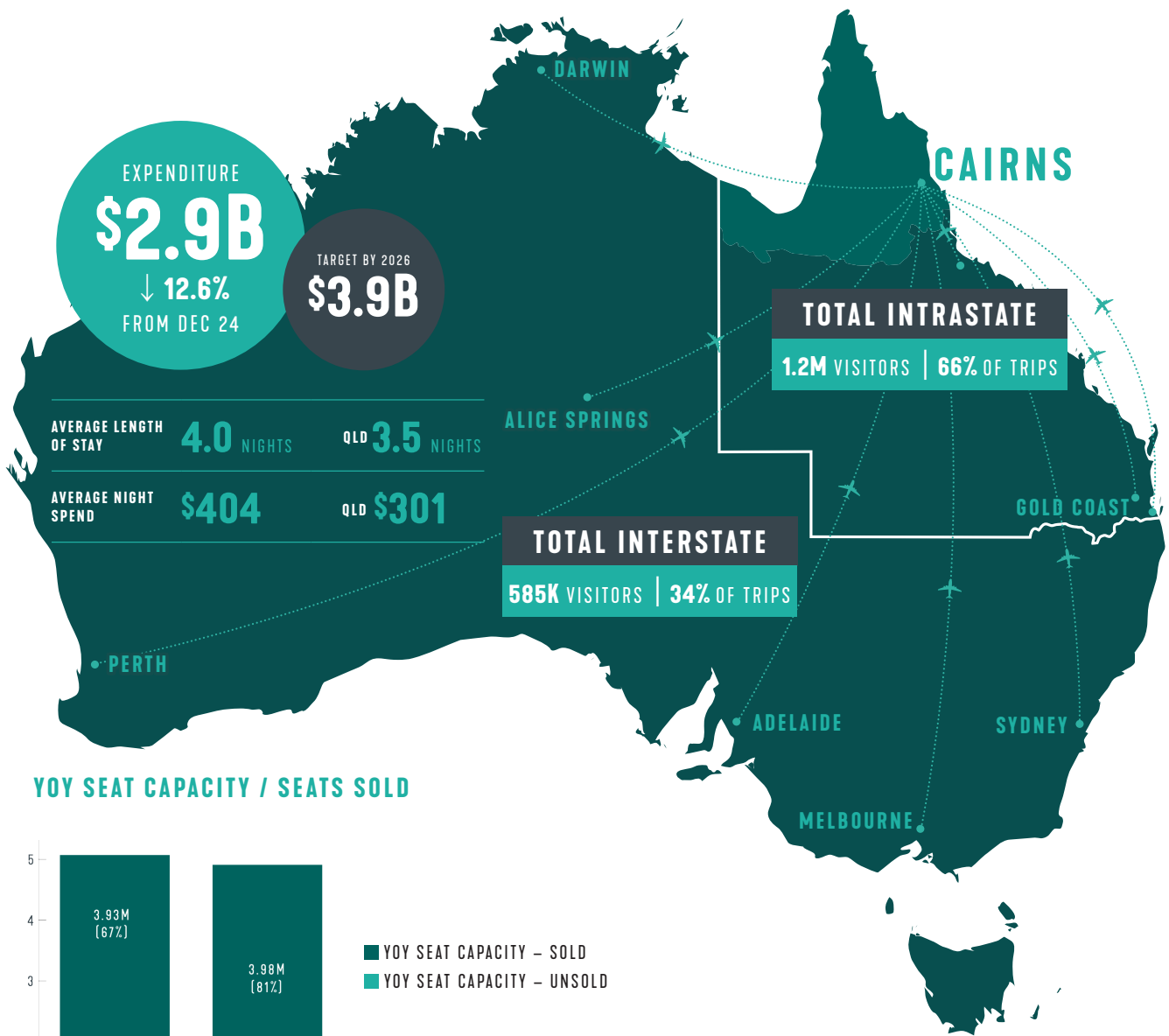


*This data is preliminary data and does not include data relating to purpose of visit. This is due to the quality of the main purpose of visit component of the passenger data supplied to TRA by the Department of Home Affairs. It has been identified as a concern. There is no issues with the IVS survey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

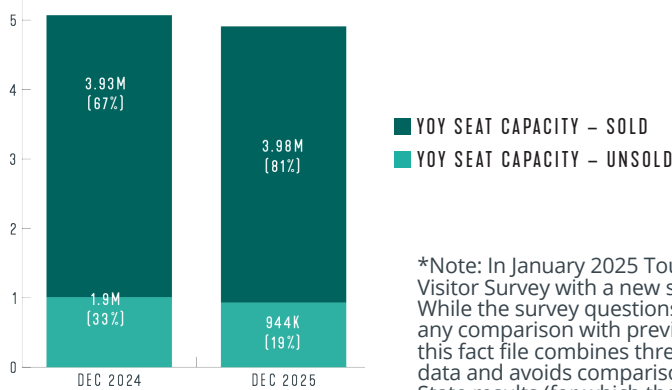
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TOURISM
TROPICAL NORTH
QUEENSLAND

DOMESTIC TOURISM STATISTICS YEAR ENDING DEC 2025*



YOY SEAT CAPACITY / SEATS SOLD



TOTAL INTRASTATE



TOTAL INTERSTATE



TOTAL DOMESTIC



TOTAL DOMESTIC HOLIDAY



MODE OF TRANSPORT

