

Queensland Country

Queensland Country sets a new benchmark, achieving \$1.6 billion in domestic visitor expenditure!

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FOR IMMEDIATE RELEASE

Queensland Country continues to break records, achieving an extraordinary **\$1.6 billion in domestic visitor expenditure** and welcoming **1.1 million holiday visitors**.

This remarkable growth establishes the region as a leader in Queensland tourism and reinforces its status as a premier destination.

This achievement is part of Queensland's broader tourism success story, with visitors contributing an impressive **\$95 million daily to the state's economy**.

Peter Homan, CEO of Queensland Country, expressed his enthusiasm for the remarkable results, recognising them as a testament to the exceptional growth and commitment of the organisation.

"At Queensland Country Tourism, we have a profound understanding of our destination. Located between the vibrant red of the outback and the deep blue of the ocean, it offers an unparalleled experience for visitors seeking a unique country getaway. The exceptional data results from the National Visitor Survey reflect the dedication and hard work of our staff and tourism operators,"

"And it is no wonder people are flocking to Queensland Country, our picturesque countryside features a diverse range of attractions, from exquisite wineries and dramatic gorges to charming farm stays and captivating historical experiences. It serves as a haven for campers, caravanners and families in search of a fun escape from the hustle and bustle."

"As a not-for-profit organisation, we depend on government investment. It is increasingly evident that investing in regions such as Queensland Country not only benefits the local community but also strengthens the broader tourism landscape."

"A huge thank you and congratulations to all the incredible tourism operators and partners in Queensland Country who continue to create exceptional visitor experiences that make this region truly special!" Mr Homan said.

Here are some other encouraging highlights:

- Total **visitor expenditure** soared to \$1.6 billion, an **8.4% increase!**
- Visitors enjoyed a whopping **9 million nights** in the region, **up 3.6%**.
- **Holiday visitation** skyrocketed to 1.1 million, also **up 6.3%**!
- **Holiday nights** jumped to 3.1 million, marking a staggering **32% increase**.
- **Intrastate holiday nights** surged to 2.5 million, **up 30.5%**!
- **New South Wales visitors** flocked to the region, hitting 336,000, a **15.6% increase**, resulting in 1.5 million visitor nights (up 31%).

Overall, visitor numbers reached 3 million, with the average length of stay remaining steady at 3 nights. The average spend per night climbed to \$183, while the average spend per visitor increased by 6.1% to \$546!

These astounding achievements highlight Queensland Country's ability to captivate visitors, encouraging longer stays and greater spending, all while delivering once-in-a-lifetime experiences.

To view the full statement from the Minister of Tourism and Sport (The Honourable Michael Healy) please visit: <https://statements.qld.gov.au/statements/101442>

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