A blurry purple and green background

Description automatically generated

NATIONAL VISITOR SURVEY RESULTS

DECEMBER QUARTER 2023

## December quarter 2023

## In the December quarter 2023: Overnight spend was $28.1 billion, up 2% on the December quarter 2022 Overnight trips were 28.7 million, up 4% on the December quarter 2022 Nights away were 97.5 million, on par with the December quarter 2022

## Year ending December 2023

In the year ending December 2023:

Overnight spend was $109.3 billion, up 8% on the year ending December 2022

Overnight trips were 112.6 million, up 4% on the year ending December 2022

Nights away were 402.4 million, up 1% on the year ending December 2022


## Moderate growth in domestic tourism continued

Domestic tourism growth continued to moderate in the December quarter 2023 following strong results in 2022. In December quarter 2023 spend was up 2%, trips were up 4% while nights away were flat when compared with the December quarter 2022. The strength in intrastate travel was mostly offset by softer interstate travel.

The results suggest that cost-of-living pressures are continuing to encourage travel closer to home and for shorter lengths of time.

The year ending December 2023 saw a similar pattern of results with spend up 8%, trips up 4% and nights up 1% when compared with the previous year.

**Figure 1. Percent change for spend, trips and nights compared the same period in the previous year, March quarter 2023 to December quarter 2023**

**Figure 1 shows the percent change for spend, trips and nights compared the same period in the previous year, for the March quarter 2023 to the December quarter 2023

Compared to the same period in the previous year, spend in:
• the March quarter 2023 was up 33%
• the June quarter 2023 was up 1%
• the September quarter 2023 was up 1%
• the December quarter 2023 was up 2%

Compared to the same period in the previous year, overnight trips in:
• the March quarter 2023 was up 15%
• the June quarter 2023 was down 2%
• the September quarter 2023 was up 1%
• the December quarter 2023 was up 4%

 Compared to the same period in the previous year, nights away in:
• the March quarter 2023 was up 10%
• the June quarter 2023 was down 5%
• the September quarter 2023 was down 2%
• the December quarter 2023 was on par
**

|  |  |
| --- | --- |
| **Intrastate travel drove stronger quarterly results**  Intrastate travel drove the positive results in the December quarter 2023 when compared with the December quarter 2022.  Intrastate trips were up 4%, nights away were up 3% and spend was up 11%, while spend and nights away for interstate travel fell as visitors opted for shorter and less expensive travel closer to home.  Historically the average interstate trip has been 2.5 times the cost of an intrastate trip. Interstate travel spend was softer down 4%, nights were down 5%, however trips were up 2%.  **Figure 2: Change in inter/intrastate spend, trips and nights, DQ23 compared to DQ22**  Figure 2 shows the change in intestate and intrastate spend, trips and nights for the December quarter 2023 compared to the December quarter 2022.  Interstate spend was down 4%, and intrastate spend was up 11%  Interstate trips were up 2%, and intrastate trips were up 4%  Interstate nights were down 5%, and intrastate nights were up 3%. | **Business travel supports growth in 2023**  **Figure 3: Change in trips by main purpose, by quarter in 2023, compared the same quarter in 2022**  Figure 3 shows the change in trips by main purpose by quarter in 2023, compared to the same quarter in 2022.  For the March quarter 2023: • holiday trips were up 11% • trips to visit friends and relatives were up 14% • business trips were up 31% • total trips were up 15%  For the June quarter 2023: • holiday trips were down 8% • trips to visit friends and relatives were up 1% • business trips were up 2% • total trips were down 2%  For the September quarter 2023: • holiday trips were down 3% • trips to visit friends and relatives were up 5% • business trips were up 2% • total trips were up 1%  For the December quarter 2023: • holiday trips were on par • trips to visit friends and relatives were up 3% • business trips were up 13% • total trips were up 4%  In the December quarter 2023 business travel continued to improve when compared with the same period in 2022, following an initially slower recovery from COVID-19.  When compared with the December quarter 2022, travel for:   * business purposes was up 13% or 744,000 trips * visiting friends and relatives was up 3% or 265,000 trips * holiday purposes was slightly softer, down by less than 1% or 45,000 trips. |

**Travellers are opting for shorter trips**

Australians were taking shorter trips in 2023 compared with 2022 (Figure 4). In the year ending December 2023:

* 1 to 2 nights trips increased by 3.7 million, or 6%
* 3 to 4 nights trips increased by 1.5 million, or 6%
* 5 to 7 nights trips fell by 298,000, or 2%
* Trips lasting 8 nights or more fell by 551,000, or 6%.

**Figure 4: Change in length of stay, year ending December 2023 compared with 2022**

Figure 4 shows the change in length of stay in trips, for the year ending December 2023 compared to 2022.

• 1 to 2 nights trips increased by 6%
• 3 to 4 nights trips increased by 1 6%
• 5 to 7 nights decreased by 2%
• Trips lasting 8 nights or more decreased by 6%.


## States and territories

Results for overnight trips and spend in the December quarter were mixed when compared with the December quarter 2022 (Figure 5).

New South Wales, Victoria, Tasmania and the Australian Capital Territory recorded increases in both overnight trips and spend, while Queensland and South Australia saw decreases. Results for Western Australia were mixed; spend was up 14% while the number of trips fell by 2%.

New South Wales saw the largest increase in trips (up 608,000 or 7%) followed by Victoria (up 489,000 or 7%). The largest decrease was in Queensland (down 222,000 or 3%).

New South Wales saw the largest increase in spend (up $744 million or 10%) followed by Western Australia (up $420 million or 14%). The largest decrease was in Queensland, down $795 million or 11%.

**Figure 5. Overnight trips and spend by state and territory, December quarter 2023 compared to December quarter 2022**

Figure 5 depicts an image of Australia that illustrates the number of trips and spend in each state or territory for the December quarter 2023. The per cent change on the December quarter 2022 is also shown.

• New South Wales – 9.7 million trips and $8.4 billion spend, up 7% and up 10% respectively
• Victoria – 7.0 million trips and $5.7 billion spend, up 7% and up 5% respectively
• Queensland – 6.2 million trips and $6.5 billion spend, down 3% and down 11% respectively
• South Australia – 1.8 million trips and $1.5 billion spend, down 3% and down 11% respectively
• Western Australia – 2.8 million trips and $3.5 billion spend, down 2% and up 14% respectively
• Tasmania – 0.8 million trips and $1.1 billion spend, up 4% and up 9% respectively
• Northern Territory – 0.3 million trips and $0.6 billion spend, up 6% and down 10% respectively
• ACT – 0.9 million trips and $0.7 billion spend, up 16% and up 24% respectively. 


**Year ending December 2023**

In the year ending December 2023, Australians took 112.6 million trips for 402.4 million nights away and spent $109.3 billion. Compared with the year ending December 2022 this was:

* up 4.4 million or 4% for overnight trips
* up 2.7 million or 1% for nights away
* up $8.1 billion or 8% for spend.

This report has been prepared by the Commonwealth of Australia represented by the Australian Trade and Investment Commission (Austrade). The report is a general overview and is not intended to provide exhaustive coverage of the topic. The information is made available on the understanding that the Commonwealth of Australia is not providing professional advice. While care has been taken to ensure the information in this report is accurate, the Commonwealth does not accept any liability for any loss arising from reliance on the information, or from any error or omission, in the report.