



NATIONAL VISITOR SURVEY RESULTS MARCH QUARTER 2023

Note: Summary results for the March quarter 2023, and the year ending March 2023, are compared to the March quarter 2020, and the year ending March 2020 unless stated otherwise.

March quarter 2023



Year ending March 2023



March quarter summary

The March quarter 2023 spend continued to perform strongly, exceeding the March quarter 2020 by 53%. Overnight trips and nights away rose by 16% and 13% respectively when compared to the same period.

The forward-looking overnight domestic trip rate indicator (Figure 1) showed an increase in April 2023 (Easter and school holidays) followed by a slightly milder May.

Figure 1. Domestic overnight trips and trip rates, April 2022 to May 2023¹



¹ The trip rate reports whether a respondent has taken a trip in the past four weeks. The trip rate of 30.10% for May 2023 indicates a high level of NVS respondents reported taking one or more overnight trips in the preceding 28 days (the reference period). The return date will have been in April 2023 for some of these trips reported in May 2023.

The trip estimate of 9.5 million for the month of March refers to overnight trips returned from in that month.

Travellers return to capital cities

Domestic overnight travellers continued to return to capital cities in the year ending March 2023, nearing levels seen in the year ending March 2020 (Figure 2).

Capital cities

In the year ending March 2023, Australians took 44.2 million trips to capital cities and spent \$49.1 billion. This was a:

- 63% increase in overnight trips and a 113% increase in spend when compared to the year ending March 2022
- 6% decrease in overnight trips but a 29% increase in spend when compared to the year ending March 2020.

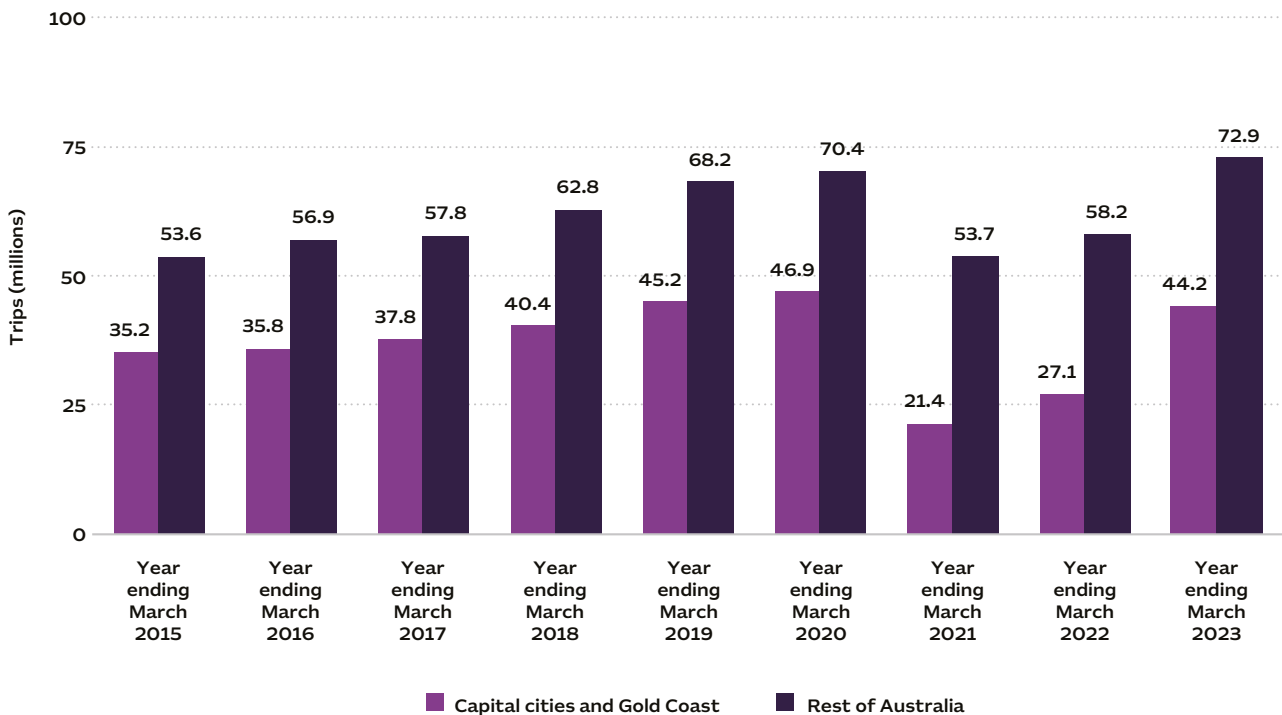
Regional areas

Travel to regional areas also performed well. Overnight trips exceeded the year ending March 2020 levels for the first time since the onset of the pandemic.

In the year ending March 2023, Australians took 72.9 million trips to regional areas and spent \$59.0 billion. This was a:

- 25% increase in overnight trips and a 46% increase in spend when compared to the year ending March 2022
- 4% increase in overnight trips and a 45% increase in spend when compared to the year ending March 2020.

Figure 2. Overnight trips to capital cities & regional areas, Year ending March 2015 to 2023



Holiday travel drives the return to capital cities

The March quarter 2023 saw holiday trips drive the return to capital cities. This was followed by business trips, with both exceeding the March quarter 2022 levels.

Capital cities

When compared to the March quarter 2022:

- Holiday travel rose by 41% or 1.2 million trips
- Business travel rose by 35% or 523,000 trips
- Travel for visiting friends and relatives rose by 15% or 473,000 trips.

When compared to the March quarter 2020:

- Holiday travel rose by 40% or 1.2 million trips
- Travel for visiting friends and relatives rose by 6% or 205,000 trips
- Business travel fell by 12% or 283,000 trips.

Figure 3. Overnight trips to capital cities, March quarter 2020 to 2023

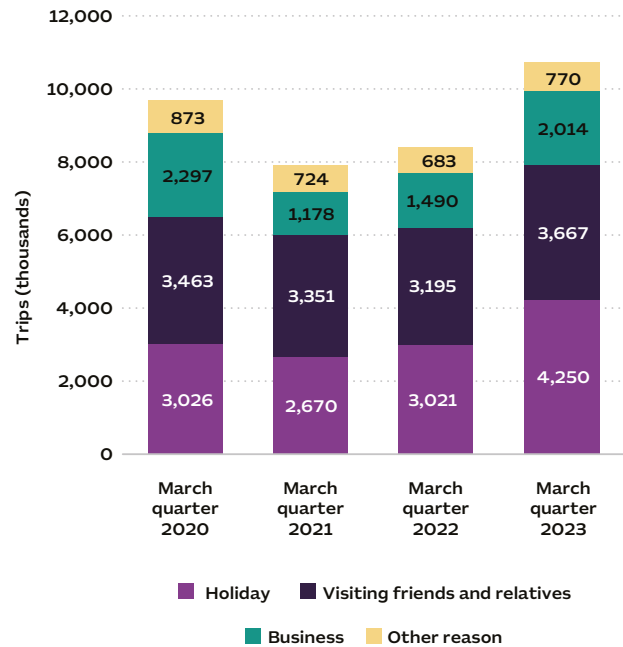
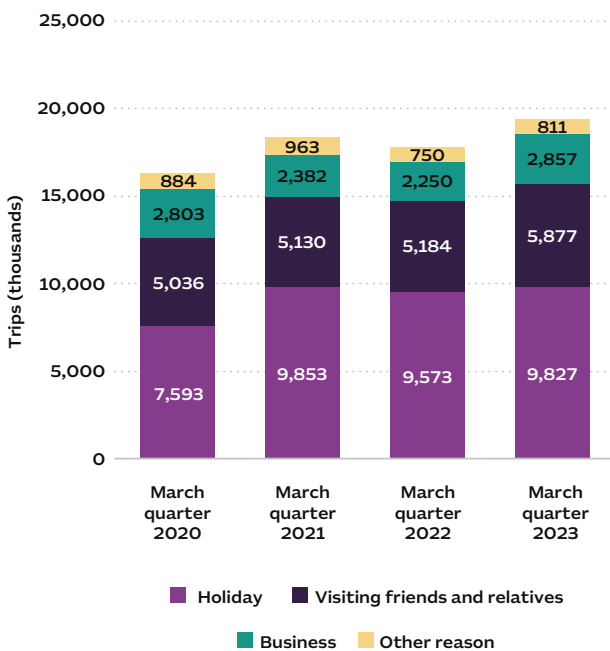


Figure 4. Overnight trips to regional areas, March quarter 2020 to 2023



Regional areas

When compared to the March quarter 2022:

- Travel for visiting friends and relatives rose by 13% or 693,000 trips
- Business travel rose by 27% or 607,000 trips
- Holiday travel rose by 3% or 254,000 trips.

When compared to the March quarter 2020:

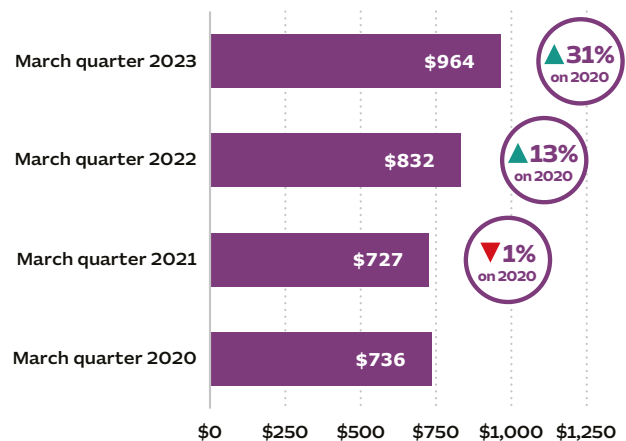
- Holiday travel rose by 29% or 2.2 million trips
- Travel for visiting friends and relatives rose by 17% or 841,000 trips
- Business travel rose by 2% or 54,000 trips.

Travellers spending more per trip

Travellers were spending more per trip when compared to the previous March quarters. Compared to the March quarter 2020, the average spend per trip was (Figure 5):

- \$964 in the March quarter 2023, up 31%
- \$832 in the March quarter 2022, up 13%
- \$727 in the March quarter 2021, down 1%.

Figure 5. Average spend per trip, March quarter 2020 to 2023

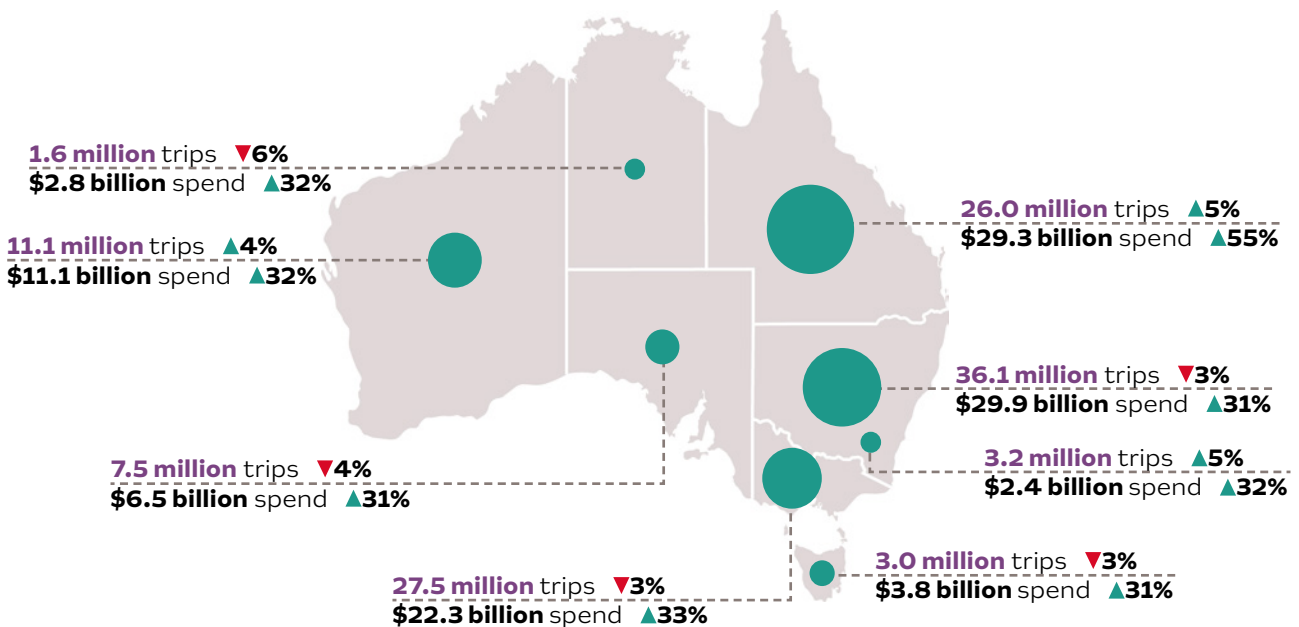


States and territories

Overnight spend in the year ending March 2023 exceeded the year ending March 2020 levels across all states and territories (Figure 6).

Queensland showed the strongest domestic tourism in the year ending March 2023 results. Overnight trips to Queensland were up 5% and spend was up 55% or \$10.4 billion. Western Australia and the Australian Capital Territory also experienced growth in overnight trip numbers. All Australian states and territories saw growth in visitor spend of 31% or more.

Figure 6. Overnight trips and spend by state and territory, year ending March 2023 compared to the year ending March 2020



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.