



EXPERIENCE
GOLD COAST

MEDIA RELEASE

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NEW FIGURES SIGNAL GROWING STRENGTH IN GOLD COAST VISITOR ECONOMY

Latest National and International Visitor Survey results released by Tourism Research Australia for the year ending December 2023 reveal the Gold Coast's post-pandemic continued growth trajectory.

Experience Gold Coast CEO John Warn said the new figures show that the city's visitor economy continued its post-pandemic recovery.

"In the twelve months to December, the Gold Coast generated \$7.8 billion in total visitor expenditure and welcomed 12.2 million total visitors, up 31.1 per cent and down 13.9 per cent respectively on 2019 levels," Mr Warn said.

"Domestically, the Gold Coast outperformed the state and national result on a growth percentage basis with 4.1 million domestic overnight visitors. This included strong intrastate growth from Brisbane with 1.4 million visitors surpassing 2019 levels by 5.9 per cent.

"Brisbane remains a core target market and we have deployed a suite of Stay & Play campaign activity over the past year that calls out upcoming events matched with an additional activity and prompt to stay overnight, so it's promising to see conversion from daytrips to overnight visits.

"Encouragingly, the Gold Coast maintained its domestic tourism leadership with 22 per cent of all holiday visitors in Queensland for the year."

At the same time, daytrip visitors continued to show their support with 7.4 million day-trippers.

The expected full return of international visitors has been constrained by global events and a hyper-competitive market that is now starting to embrace long haul travel again.

Mr Warn said international visitation had so far recovered by almost 57 per cent having welcomed 612,000 international visitors with top source markets including New Zealand, the UK, South Korea, USA, and Japan.

"New Zealand continued its love affair with the Gold Coast as our number one international market with 200,000 Kiwi visitors – almost half of all New Zealand visitors to Queensland," he said.

"South Korea had the highest growth of all our international markets with a 35 per cent lift to a record 46,000 visitors.

"We are one of the most connected destinations in Queensland right now through two airport gateways and remain laser focused on re-invigorating the Gold Coast's identity as a world-class visitor destination whether travel be for leisure, business, education or visiting friends and relatives.

"Strategically a big focus for us lies with our international high yielding markets because that's where future growth will be strongest.

“And we know that international visitors consider the Gold Coast to be in their top three Australian destinations when it comes to awareness and travel intention in the next four years according to Tourism Australia, so that reinforces to us the window of opportunity we must capitalise on.”

Experience Gold Coast Head of Visitor Economy & Corporate Relations Rachel Hancock said it comes as tourism businesses prepare to welcome an influx of visitors this Easter with the school holidays worth up to \$268 million locally.

“The short-term pick up in accommodation bookings remains reasonably strong at 7 per cent which is up on the same period last year,” Ms Hancock said.

“Overall, we anticipate accommodation providers will be heading through 80 per cent occupancy this weekend but we’re still encouraging last-minute holidaymakers to book now for Easter and beyond.”

Total Visitors (for the 12 months to December 2023)

	Total Visitors	Total Spend
Australia	335.4m -10.4% vs 2019	\$170.3B +32.0% vs 2019
Queensland	72.8m -10.7% vs 2019	\$41.2B +31.5% vs 2019
Gold Coast	12.2m -13.9% vs 2019	\$7.8B +31.1% vs 2019

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