



**DESTINATION  
GOLD COAST.**

**MEDIA RELEASE**

21 DECEMBER 2022

## **CHRISTMAS COMES EARLY FOR GOLD COAST TOURISM AS MELBOURNIANS FLOCK IN RECORD NUMBERS**

**The most wonderful time of the year will see the Gold Coast jingle all the way into a bumper summer period as latest figures reveal Australia's tourism mecca is rebounding exceptionally strong.**

Destination Gold Coast's Head of Stakeholders and Strategy Rachel Hancock said it was the Gold Coast's first restriction-free festive period since before the pandemic.

"This is the summer we have been waiting for and it will be memorable for our 10,000 tourism operators as the first time in three years that we can welcome back our Queensland, domestic and international markets at the same time," Ms Hancock said.

"From Boxing Day to Australia Day alone is estimated to inject more than \$657 million into the Gold Coast economy, with more than 50 per cent of visitors coming from interstate according to AEC modelling.

"Our peak holiday period truly sees the city come alive and we are in a great position as Australia's favourite playground to cater to locals and visitors with our renowned beaches, hinterland, restaurants, tourism experiences and new attractions.

"This time last year our conversations as an industry depended on vaccinations and borders, but today the Gold Coast is rebounding with a roar as new Wotif.com data reveals we are the top destination searched and booked in the country this Christmas."

Ms Hancock said it comes as the latest National Visitor Survey (NVS) and state and national International Visitor Survey (IVS) figures are released by Tourism Research Australia for the year ending September 2022.

"In a positive sign of the Gold Coast's recovery, we welcomed 3.7 million domestic overnight visitors who spent a record \$4.2 billion in the twelve months to September, which is more than 50 per cent higher than this time last year," said Ms Hancock.

"This was driven by the continuing support of 2 million Queensland overnight visitors and 1.7 million interstate visitors, including record numbers from Melbourne.

"The considerable increase in spend per visitor to over \$1,126 per head – higher than the state and national average – is a great sign for many small businesses that make up Gold Coast's tourism industry.

"We know that individual domestic and international markets are recovering and responding differently which is to be expected as the world reopens.

"International travel across the world continues to be impacted by a range of external factors including airline capacity, inflation, and cost of living, but we are seeing green shoots with New Zealand, the UK and US, India and Singapore that point to a gradual recovery of our overseas markets.

“With a strong summer holiday period at our doorstep, tourism on the Gold Coast continues to shine and we are buoyed with confidence that 2023 will continue to see our visitor economy strengthen on all fronts.

“We have a lot to be excited for in the year ahead including the launch of a multi-million-dollar campaign to broaden our audience reach, landing more international connections and strengthening the weekday economy.”

**Domestic Overnight Visitors (for 12 months to September 2022).**

	<b>Total Visitors</b>	<b>Total Spend</b>
<b>Australia</b>	101.6m (+22.9%)	\$87.5B (+43.6%)
<b>Queensland</b>	24.5m (+20.4%)	\$24.5B (+47.6%)
<b>Gold Coast</b>	3.7m (+21.7%)	\$4.2B (+50.5%) <b>RECORD</b>
<b>GC Daytrips</b>	6.7m (-1.6%)	\$817m (+14.3%)

**Gold Coast Domestic Overnight Visitors (for 12 months to June 2022).**

<b>Visitors</b>	<b>Spend</b>	<b>Nights</b>	<b>ALOS</b>
3.7m (+21.7%)	\$4.2B (+50.5%) <b>RECORD</b>	13.7m (+23.4%)	3.7 nights (+5.1n)

**ENDS**

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