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RECORDS ALL-ROUND IN 2022 FOR GOLD COAST'S VISITOR ECONOMY AS EASTER SIGNALS HEADWINDS

New National Visitor Survey (NVS) figures released by Tourism Research Australia for the year ending December 2022 show the first full year of travel after the pandemic and lockdowns.

Destination Gold Coast's Head of Stakeholders and Strategy Rachel Hancock said the latest NVS reveals exceptionally strong results due to the release of pent-up demand and the continuing desire for Aussies to get away and have a break.

"In the twelve months to December, the Gold Coast welcomed 11.4 million domestic overnight and daytrip visitors who contributed a record \$6.1 billion to our visitor economy," said Ms Hancock.

"There were 4.1 million domestic visitors to the Gold Coast in 2022, including 1.2 million in the December quarter alone.

"What we did see however is the Queensland visitors who underpinned tourism during the pandemic are returning to more normal numbers, however interstate visitors have continued to lift setting a new record of 2.3 million visitors last year.

"This included a record 1.3 million visitors from New South Wales, up 2.1 per cent on 2019 in addition to 707,000 visitors from Victoria, up 10.8 per cent on 2019.

"The early rise in interstate visitors in 2022, particularly from Melbourne, has abated slightly, however their overall numbers helped set a record for overnight visitor expenditure.

"At the same time, daytrip visitors to the Gold Coast continued to show their support with 7.3 million day-trippers who also set a record for expenditure. With continued growth, a return to 2019 visitor numbers in 2023 remains a strong possibility."

The increase in visitor spend has been a welcome respite by the industry, driven in part by their rising costs in line with the rest of the community. However, macro-economic impacts of the cost of living on consumer spending and inflation on tourism industry supply chains have been more acute in recent months with the effects impacting visitor expenditure patterns on the Gold Coast and at state and national levels.

Ms Hancock said the gratefully received surge in visitors converting their pent-up demand for travel after lockdowns is now returning to more normalised numbers.

"The Easter school holidays is worth over \$173 million to our visitor economy from the domestic market alone according to AEC modelling, so it's a very important visitation period as we head towards winter which is traditionally softer," Ms Hancock said.

"We are anticipating accommodation providers will be at 75 per cent capacity this weekend, and whilst down on last year, we are now seeing a return to more normalised numbers – although we are still looking to reach pre-pandemic levels.

“Let’s not forget that we are responding to the continuing changes in a highly dynamic external environment which is being impacted by cost of living increases, rising interest rates, changing consumer demand and taste, and increased competition globally.

“We know there is still plenty of work to do in interstate and international markets and remain focused on the return to pre-pandemic levels.”

Domestic Overnight Visitors (for 12 months to December 2022).

	Total Visitors	Total Spend
Australia	108.2m (+31.8%)	\$101.3B (+66.7%) RECORD
Queensland	25.6m (+25.0%)	\$27.8B (+65.2%) RECORD
Gold Coast	4.1m (+27.3%)	\$5.1B (+81.5%) RECORD
GC Daytrips	7.3m (+14.2%)	\$947.7m (+42.6%) RECORD

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

Visitors	Spend	Nights	ALOS
4.1m (+27.3%)	\$5.1B (+81.5%) RECORD	15.5m (+38.4%)	3.8 nights (+0.3n)

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CONTACT: Madison Harding | 07 5584 6267 | madison.harding@destinationgoldcoast.com

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