

# Australia Summer Tourism Report 2022-2023

The Covid-19 pandemic changed the nature of Australian tourism, but as restrictions lift and traveller confidence increases, consumer behaviour data can answer key questions including:



- What are tourists doing in summer tourist markets now?
- How does that compare to last summer?
- What types of attractions are tourists visiting most?
- How long are they staying?
- How well have destinations appealed to domestic vs. international tourists?

## Insight #1: All Destinations had fully recovered to pre-pandemic levels in 2022-23

**Findings:** Destinations studied all saw higher visitation in 2022-23 than pre-pandemic. Leading the pack, the Gold Coast saw levels rise by 58%, from -17% last year to 41% in 2022-23.

**Implication:** Following recovery, Australians continue to show an eagerness to travel.

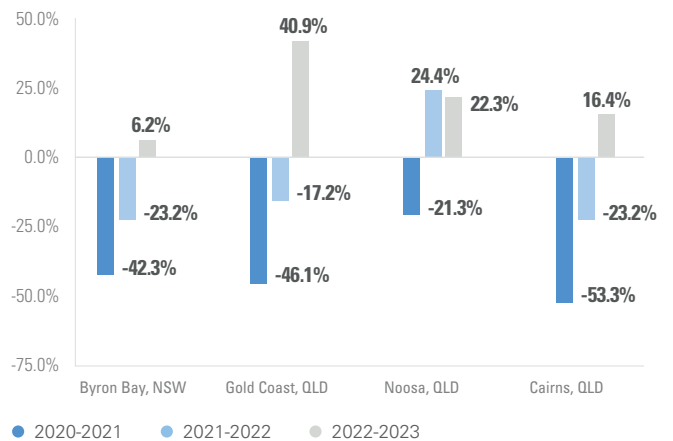
## Insight #2: Tourism growth translates to real economic impact for attractions

**Findings:** Digging deeper on the Gold Coast’s stellar tourism growth, 79% of domestic visitors travelled from within Queensland itself, while 21% were interstate travellers. The Gold Coast attractions that saw the biggest increase in visitors vs. last year were popular mall Pacific Fair, the beach Esplanade, and Warner Brothers Movie World.

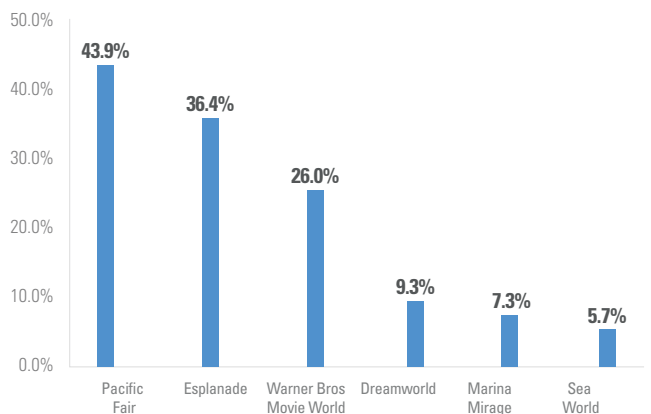
**Implication:** With the average Pacific Fair shopper spending an estimated \$91 per visit, and a family of 4 spending \$400 for tickets at Warner Brothers Movie World, using consumer insights to drive visitor growth to these attractions can bring significant ROI.

Near, the global leader in data intelligence, explored 4 top Australian destinations (Byron Bay, Cairns, Gold Coast, Noosa) during the peak holiday season for the past 4 years to get a pulse on tourism in Australia and where things may be going next.

### Visitors vs. 2019-2020 Holiday Season



### % Growth in Visitors to Gold Coast Attractions vs. 2021-22

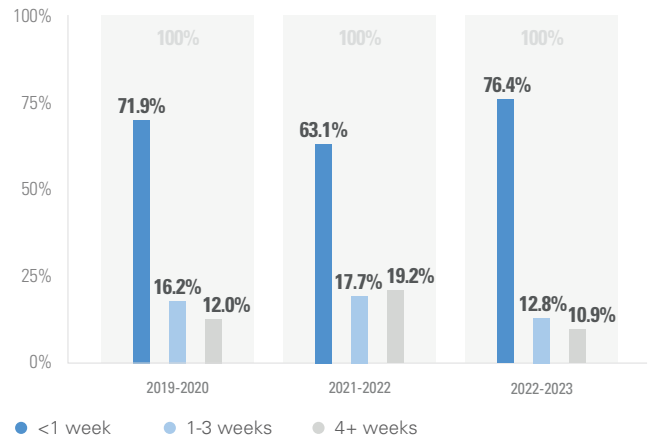


### Insight #3: Visitors are back to taking shorter trips

**Findings:** While longer visits were popular last year, 76% of visits were less than a week this year, up from 63% last year.

**Implication:** Entice longer visits with packages, deals and information on additional attractions that encourage visitors to stay longer.

### Visit Duration by Holiday Season

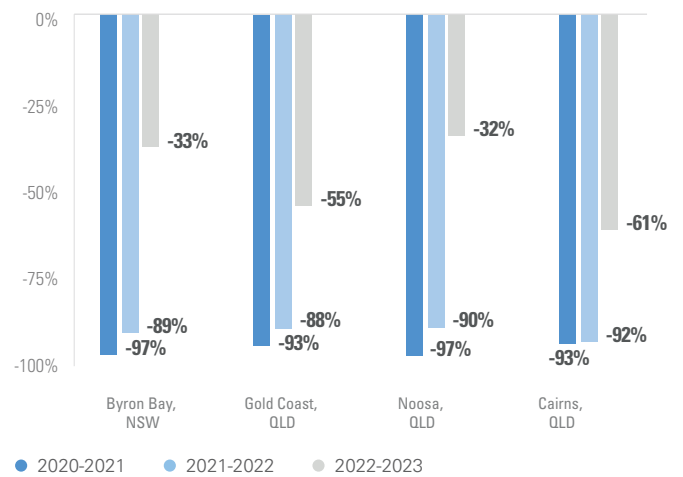


### Insight #4: After 2 years of almost no international travel, it's on the rise

**Findings:** While we saw international visitors return to Australian destinations, we also saw an increase of Australians travelling internationally. While international travel is not fully back to pre-pandemic levels, the destinations studied saw significant increases in 2022-23. Additionally Australians are also travelling a lot internationally - they went to Bali and Fiji more than travellers from any other country.

**Implication:** Understand top origin markets - domestically and internationally - where you can reach prospective visitors.

### International Visitors vs. 2019-2020 Holiday Season



With consumer behaviour data, you can not only stay ahead of these trends, but leverage data to maximise marketing spend through bespoke audience targeting, in-store footfall tracking, location-based targeting, and more.

### Methodology

Near studied 4 top summer tourist destinations in Australia (Byron Bay, Cairns, Gold Coast, Noosa) across 4 holiday seasons (defined as December 15th - January 30th, 2019-20, 2020-21, 2021-22, 2022-23). Reports used include Estimated Visitors, Common Evening Location, Dwell Time, and Brand affinity reports.

### About Near

Near, the global leader in privacy-led Data Intelligence, curates the world's largest source of intelligence on people, places, and products. Near processes data from over 1.6 billion monthly users in 44 countries to empower Marketing and Operational data leaders to confidently reach, understand, and market to highly targeted audiences and optimize their business results.

With offices around the world, Near serves major brands in retail, real estate, travel, tourism, CPG, restaurants, technology, marketing, and other industries. To find out more about how Near and get a demo, please visit [www.near.com](http://www.near.com).