



Opening insights: Queensland's visitor economy in motion

Robbie Dalton, Localis



RAPID TRAVEL TRENDS

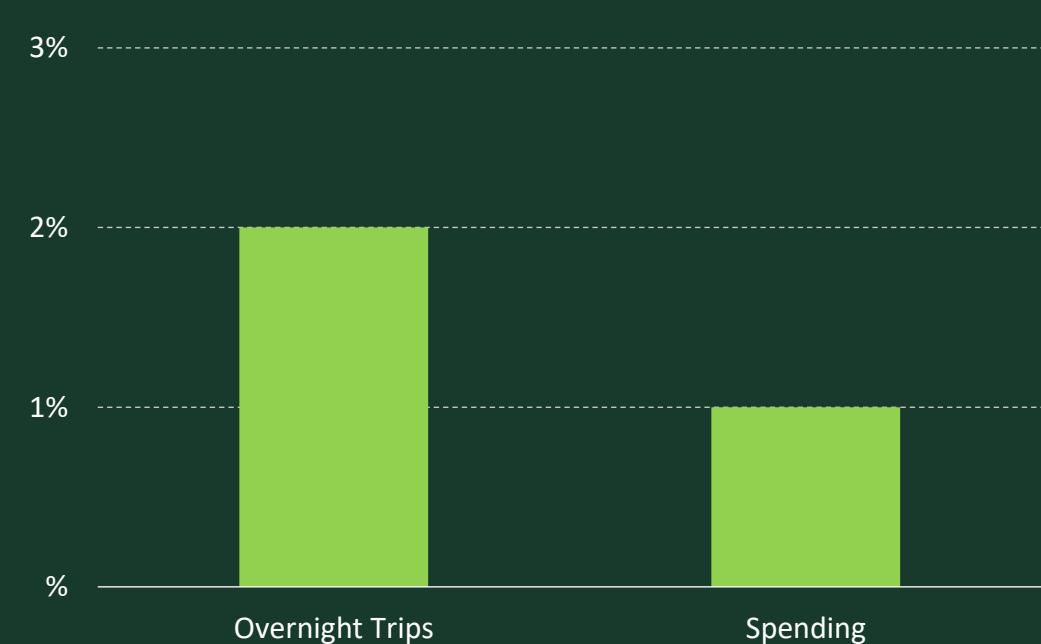
Domestic Travel Spend is Declining Despite Rising Trip Numbers

TRA Data shows that while overnight trips increased by 2% to 27.6 million in June quarter 2025, spending fell 3% to \$21.9 billion. Australians are taking trips but cutting back on expenditure, with Queensland experiencing an increase of 2% in visitors and 1% in spending.

AUSTRALIA - JUNE QUARTER 2025



QUEENSLAND JUNE QUARTER 2025



Sources: [Tourism Research Australia, Domestic Tourism Statistics Results](#)

Cost of Living Crisis is Forcing Australians to Cut Travel Spending



of Australians traveling in 2024 needed to reduce travel costs

41%

Booking Cheaper Accommodation

41%

Taking Fewer trips overall

36%

Taking Shorter trips

34%

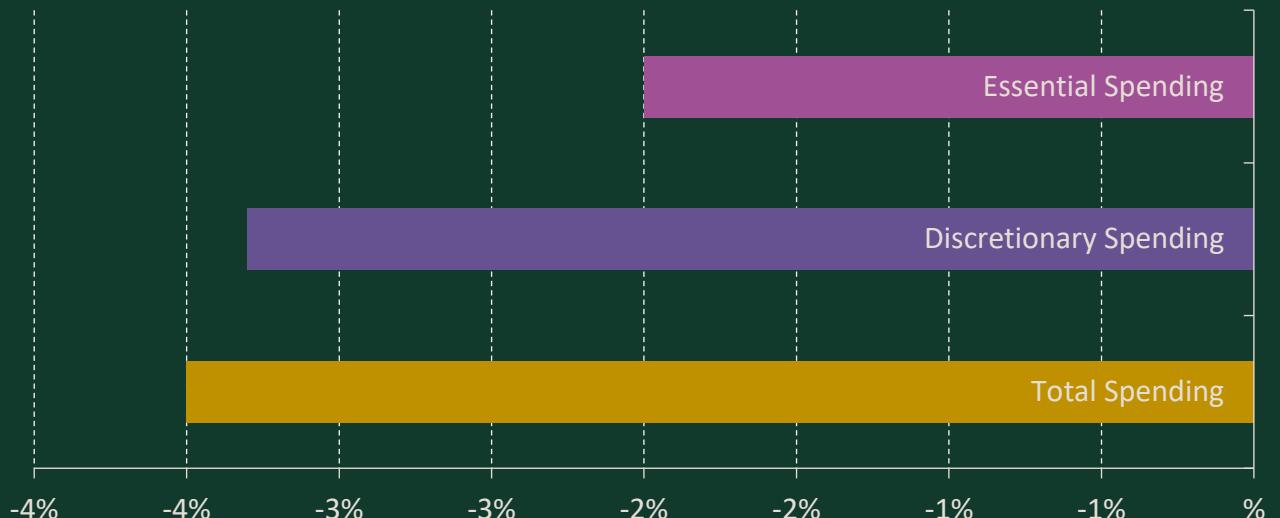
Choosing cheaper destinations



Young Australians Hit Hardest

25-29 year olds are spending less in both essential (-2%) and discretionary (-3.3%) spending

Age 25 - 29 Spending Changes Mar 2024 vs 2023



Source: [Commonwealth Bank iQ Cost of Living Insights Report](#)

47% of Australians consider travel more important than discretionary spending.

1 in 5 claim its a top priority



Australians Choose Value Destinations Over Perceived Expensive Domestic Travel

Travel

Indonesia surpassed New Zealand as the top destination, driven by value-seeking behaviour and favourable exchange rates. Asian destinations surge while long-haul travel declines.

#	Destination	Trips (2024-2025)	10 Year Difference
1	Indonesia	1,741,370	55% Increase
2	New Zealand	1,409,320	15% Increase
3	Japan	910,640	234% Increase
4	United States	746,220	-25% Decline
5	China	652,950	61% Increase

Sources: [Australian Bureau of Statistics](#) | [SBS News Analysis](#)

International Visitors Are Flocking To Australia in Record Numbers

Australia

Visitor arrivals
arrivals
8.4M

+5.5% YoY

Financial Year 2024-2025

Visitor Spend
\$37.5 B

+18% YoY

Year Ending June 2025

7 Year High
Above 2019

+22% Spend

Year Ending June 2025

Queensland

2.1M
+2.7% YoY

Financial Year 2024-2025

\$6.9B
+10.6% YoY

Year Ending June 2025

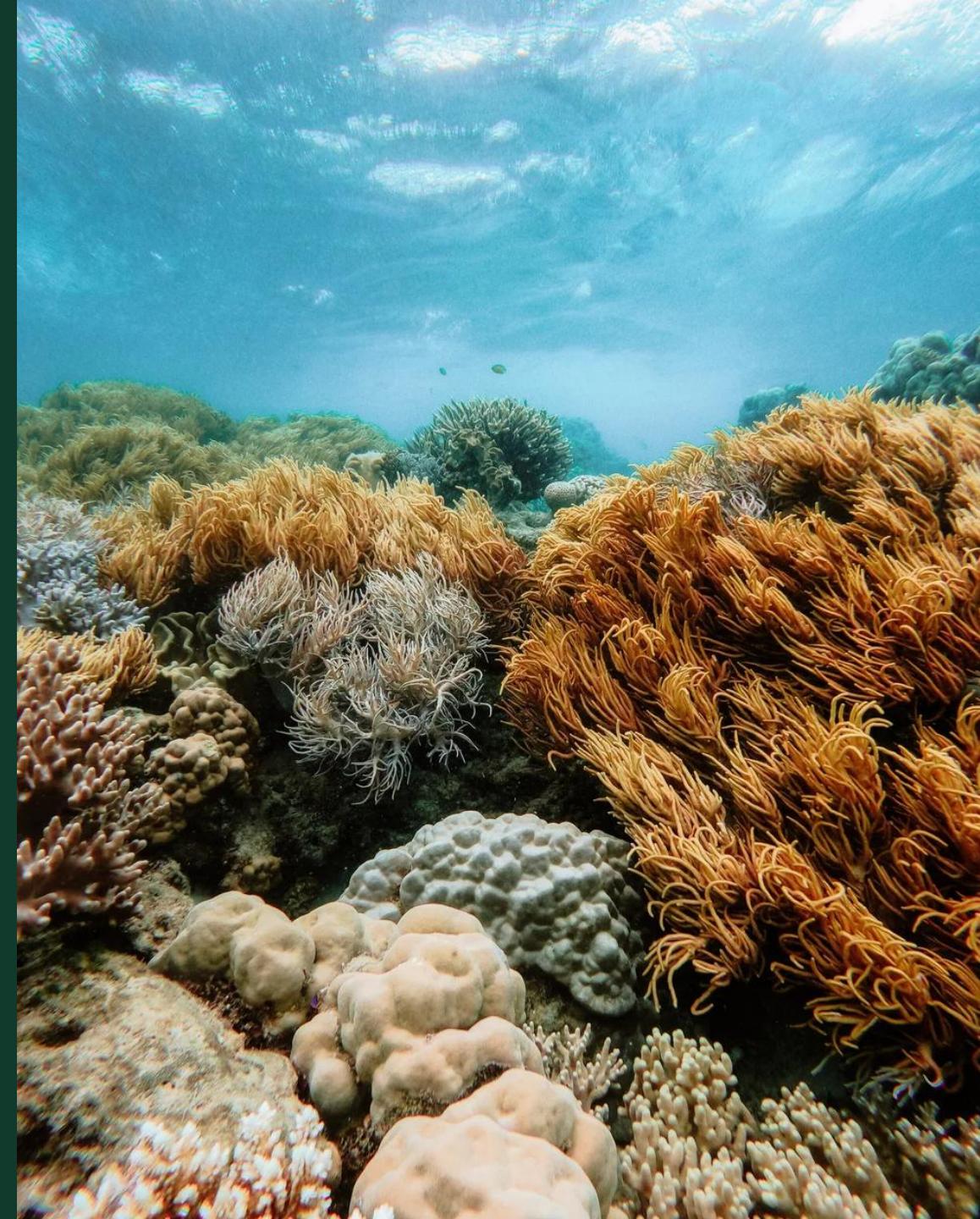
Above 2019
+15% Spend

Year Ending June 2025

Sources: Australian Bureau of Statistics, Overseas Arrivals and Departures 2024-25 | Tourism Research Australia, International Tourism Results | Tourism and Events Queensland

International Visitation Growth Was Uneven Across QLD Regions

Destination	International Visitor % Change
Tropical North QLD	+ 14.2%
Sunshine Coast	+ 7.7%
Brisbane	+ 2.8%
Gold Coast	-1.7%
Whitsundays	-5.5%
Townsville	-10%
Queensland Country	-15.9%



Major Events Are Bringing International Visitors

Major events are a major cause of cause of dispersal

The British Lions Tour has generated significant increases in UK visitor numbers across Queensland regions in July compared to July.

Seven out of nine regions are experiencing their biggest July on record, demonstrating the widespread impact of this major sporting event beyond just Brisbane.



UK SPEND IN QLD JULY 25

Region	% Change YOY
Gold Coast	+ 138.3%
Brisbane	+ 99.3%
TNQ	+ 94.2%
Noosa	+ 74.5%
Whitsundays	+ 68.4%
Townsville	+ 27.4%
Mackay	+ 23.1%
Outback Queensland	+ 86.8%
Bundaberg	+ 41.2%

Sources: Localis Spend Data

All QLD Regions benefited from the British & Irish Lions Tour

Restaurants and Bars - UK

Region	% Change
Brisbane	+ 259.9%
Bundaberg	+ 128.5%
Gold Coast	+ 165.3%
Mackay	+ 75.6%
Noosa	+ 175.5%
Outback Queensland	+ 139.3%
Townsville	+ 38.1%
TNQ	+ 144.1%
Whitsundays	+ 234.7%

Retail & Entertainment - UK

Region	% Change
Brisbane	+ 71.6%
Bundaberg	+ 140.7%
Gold Coast	+ 54.6%
Mackay	+ 21.1%
Noosa	+ 84.2%
Outback Queensland	+ 21.7%
Townsville	+ 44.3%
TNQ	+ 52%
Whitsundays	+ 178.6%



Tourism is in our Nature

Tim Baker, City of Gold Coast





CITY OF
GOLDCOAST.™

NATURE-BASED TOURISM
OPPORTUNITIES

 Tallebudgera, Gold Coast



 Tasmania

Gold Coast is the largest economy of any non-capital city in Australia.

\$45.4b **1m+**

Gross regional product

Residents by 2040



\$4.5B

Construction



\$4.3B

Healthcare and social assistance



\$2.9B

Professional, scientific and technical services



\$2.8B

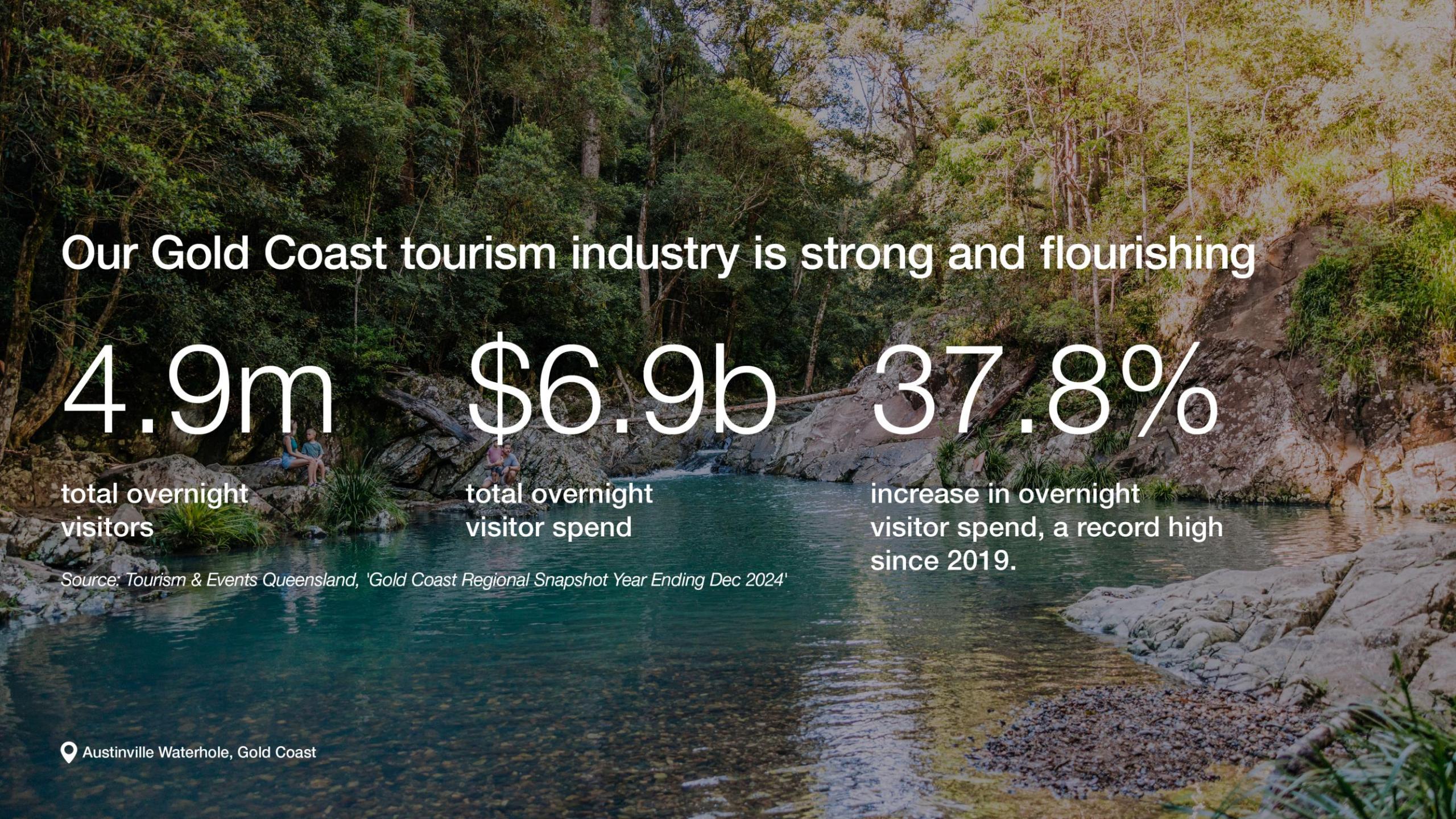
Manufacturing



\$2.7B

Retail trade

Source: Deloitte, 'Golden opportunities: Gold Coast State of the City Report Summary', May 2025.



Our Gold Coast tourism industry is strong and flourishing

4.9m

total overnight
visitors

\$6.9b

total overnight
visitor spend

37.8%

increase in overnight
visitor spend, a record high
since 2019.

Source: *Tourism & Events Queensland, 'Gold Coast Regional Snapshot Year Ending Dec 2024'*

WHAT IS THE
PROBLEM?

THE OPPORTUNITY

1 in 5

global travellers seek
nature-based tourism
experiences

Source: Tourism Australia 2025

The Gold Coast is one of Australia's most ecologically diverse cities



52km
open coastline
and famous
surfing beaches

171 km
of navigable
waterways



Council owned
conservation estate
13,932ha



Over
3032
native animal
species



4524.8ha
World heritage listed
GONDWANA rainforest



50.55%
native vegetation
cover

Over
758km
of beautiful bush trails



1 of 36
biodiversity
hotspots in the world



Nature-based Tourism Program

1. Grant Program
2. City-led Projects



📍 Beechmont, Gold Coast

Grant Opportunities

Funding is available under two categories

1. Grants up to \$100k (AUD) for quick activation financial or in-kind support for new and established tourism businesses.
2. Opportunity Response Program for new, innovative, nature-based tourism products or experiences that provide tangible benefits to the Gold Coast and require funding over \$100k.

STICKER FINE
ENTHUSIASTIC BURLEIGH RESIDENTS WARNED P2

WHY LOCAL HERO KEEPS GIVING P3

Gold Coast Bulletin **We're for Australia**

WEDNESDAY, NOVEMBER 12, 2025 GOLDCOASTBULLETIN.COM.AU \$3.50

Breaking a record in no time at all

Business leaders have broken a record for the Gold Coast Community Fund, raising more than \$200,000 at this year's business breakfast in mere hours on Tuesday morning. This year's breakfast event marks 25 years since the Gold Coast Community Fund was first established to help fellow Gold Coasters in need, with more than \$5m raised and distributed into the local community.

GCCF president Martin Hall said it was proof that even in a modern city, the spirit of community was alive and well.

REPORT, PAGE 2

WHITE FOR THE NIGHT PICTURES, P8

'Appalled': Award entry after death

The Gold Coast Child and Youth Mental Health Service entered the national awards competition for its training of staff to administer ketamine, just weeks after the program's only adolescent patient Gianna Ramsey died by suicide.

The winners of the Child Youth Mental Health Quality Awards held at Robina TAFE in August focused on staff training and governance.

REPORT, PAGES 6-7

Funding for eco tourism offering

RESORT'S BOOST

A new eco resort on South Stradbroke Island and an adventure hub featuring Australia's longest zip line are one step closer to becoming reality after securing council backing. The push to supercharge the Gold Coast's nature-based tourism offerings is ramping up, with 10 projects receiving grants of \$100,000 to take them to the next step, with ground to break on several in early 2026. **FULL STORY, PAGE 5**

Total grants:
\$2.56 million

Small grants:

- 74 applications, 13 approved
- Projects: whale watching learning hubs, wellness immersions, mountain biking, edible gardens, photography safaris
- Cost to City: \$556,000 – leveraging 45% co-contribution
- Impact: \$4.3 million in economic return, 32 jobs created

Large grants:

- 34 applications, 10 approved
- Projects: Ziplines/adventure hubs, eco-accommodation and farm stays in Numinbah Valley, marine wildlife hospitals, cultural learning centres, regenerative island precincts and eco River tours.
- Cost to City: \$2M - leveraging 89% co-contribution
- Impact: \$58 million in economic return, 250 jobs created

A woman with dark hair, wearing a red dress, stands in a garden. She is positioned in front of a large, colorful stained glass window that depicts various figures and scenes. The garden is filled with lush greenery and yellow flowers. The woman is looking towards the camera with a slight smile.

behind the gold.

Opportunities

Rainforest and Wilderness



Numinbah Valley

Improvements to the Gold Coast Hinterland
Great Walk and Woonoongoora Eco Camp



Springbrook 'Eaglemont Estate'

Masterplan development



Austinville

Eco accommodation, enhanced trail networks and day use areas

Beaches and Waterways



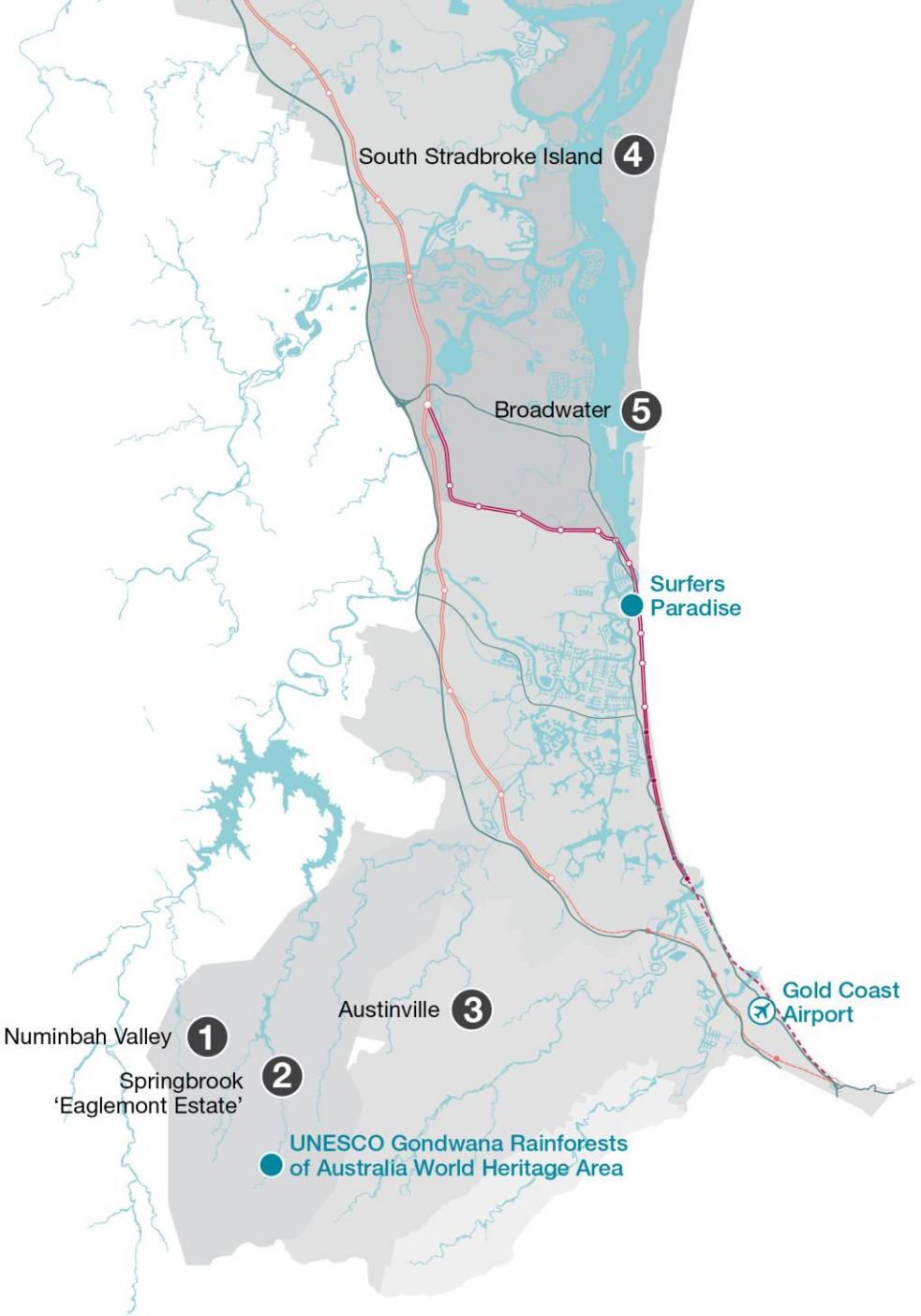
South Stradbroke Island

Tipplers precinct enhancements



Broadwater

Accommodation and
experience development



Government Partners

1.

The independent
assessment panel

2.

The dedicated
NBT team

3.

Strong support from
the Council

4.

Alignment with the
State Government

A group of five people are practicing yoga on pink mats on a grassy hillside. They are in various poses, including triangle and warrior. The background features lush green hills and a distant city skyline under a clear sky.

Tourism is in our nature

CITY OF
GOLDCOAST.™

Subscribe to win

Subscribe to Nature-Based Tourism updates and go into the draw instantly to win **1 of 5 Gold Coast Nature Escapes**

- Boomerang Farm adventure package
- Historic Rivermill experience
- The Tour Collective whale watching experience
- Southern Cross Tours Springbrook tour
- TreeTop Challenge adventure vouchers

Tourism is in our nature



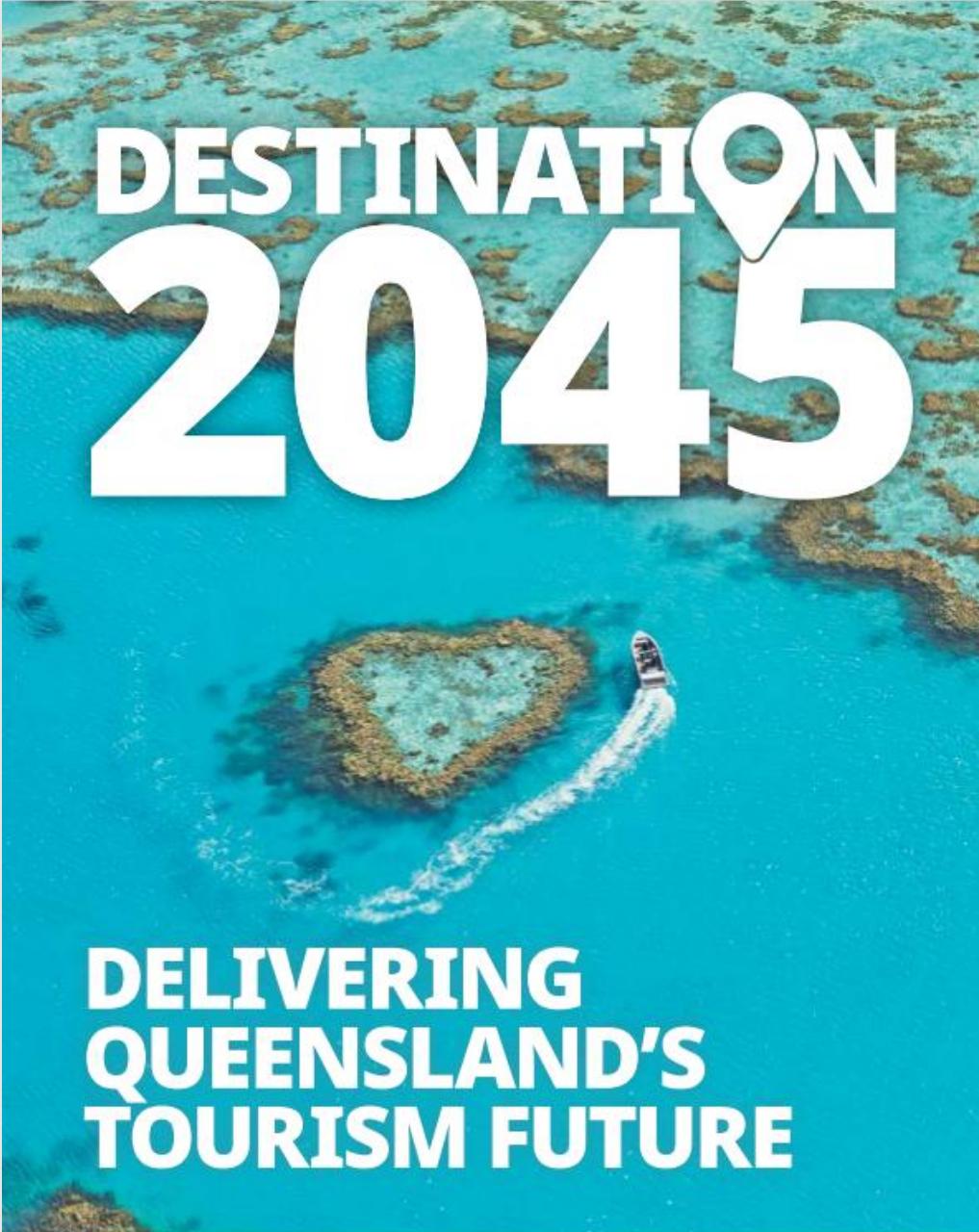


45 Projects

*Matt Bron, Department of the
Environment, Tourism, Science and
Innovation*

45 Projects: One bold vision

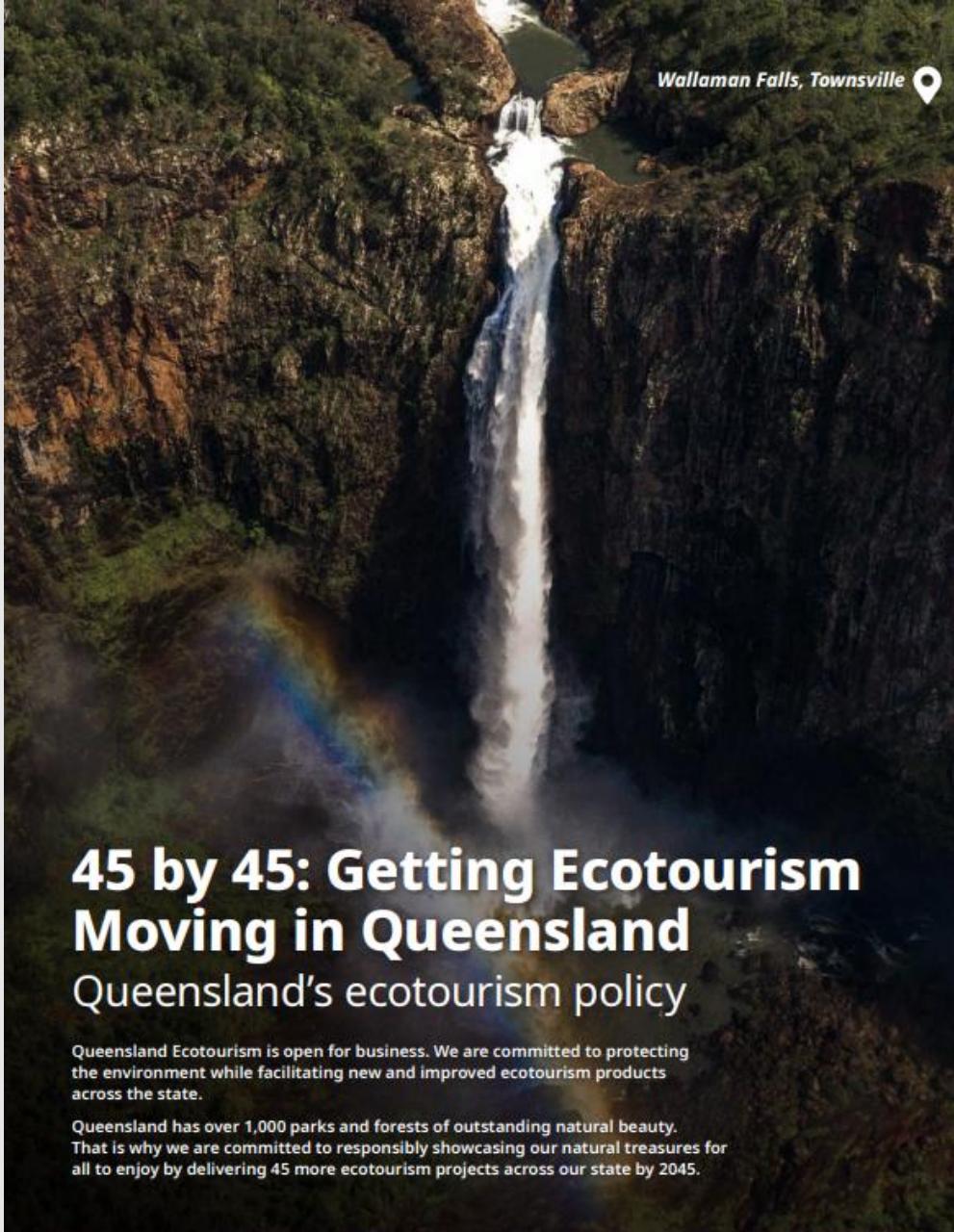
Gearing up for 2045 through the 45 by 45 criteria that will shape
Queensland's ecotourism future



DELIVERING
FOR QUEENSLAND



Queensland
Government



45 by 45: Getting Ecotourism Moving in Queensland

Queensland's ecotourism policy

Queensland Ecotourism is open for business. We are committed to protecting the environment while facilitating new and improved ecotourism products across the state.

Queensland has over 1,000 parks and forests of outstanding natural beauty. That is why we are committed to responsibly showcasing our natural treasures for all to enjoy by delivering 45 more ecotourism projects across our state by 2045.

DELIVERING
FOR QUEENSLAND



Queensland
Government

Delivering Queensland's tourism future and position as a global tourism leader

DELIVERING QUEENSLAND'S TOURISM FUTURE

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DELIVERING
FOR QUEENSLAND



Queensland
Government

- **Unlock new and improved ecotourism tourism opportunities balancing nature, culture, scale, design and impact**
- **Work with industry making it easier to develop ecotourism experiences on and off protected areas**
- **Showcase the spirit of our state to the world**

DELIVERING QUEENSLAND'S TOURISM FUTURE

DELIVERING
FOR QUEENSLAND



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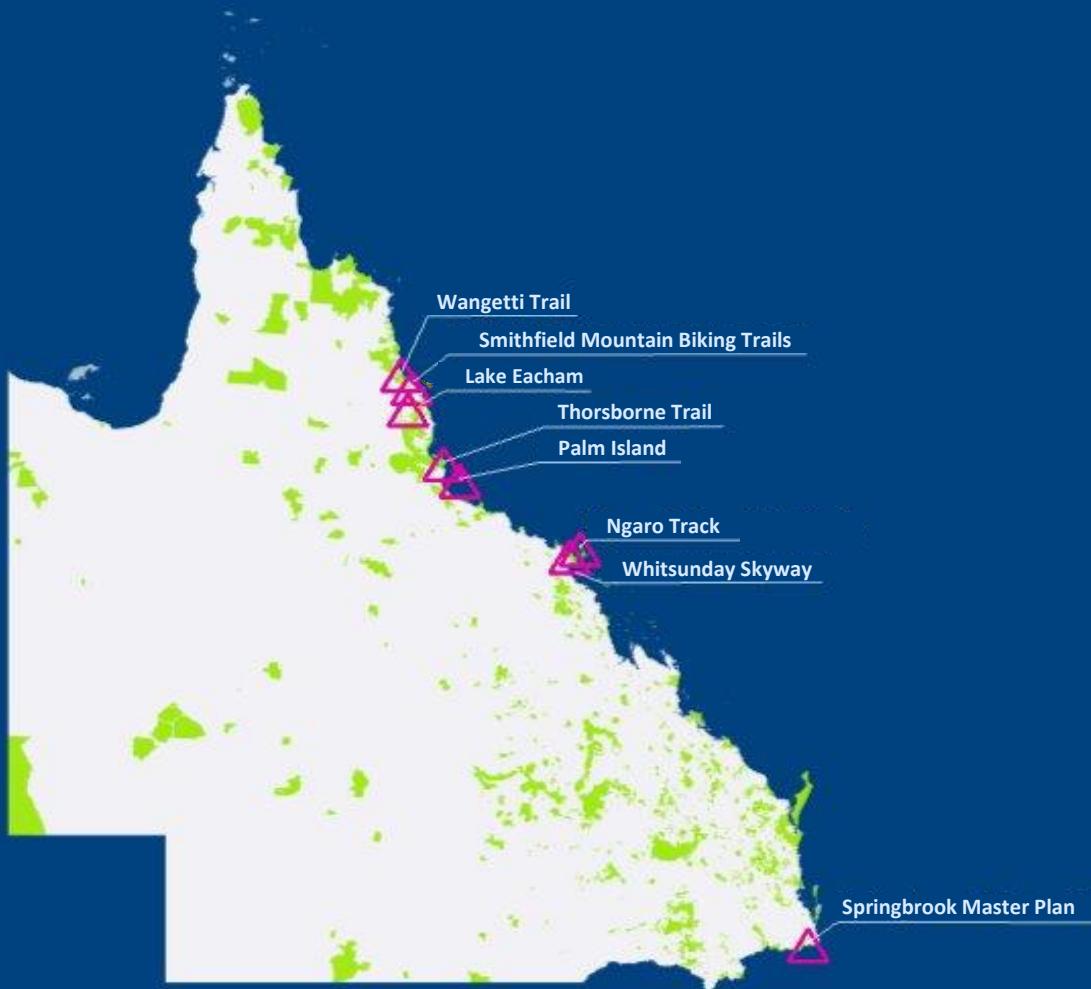
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FOR QUEENSLAND

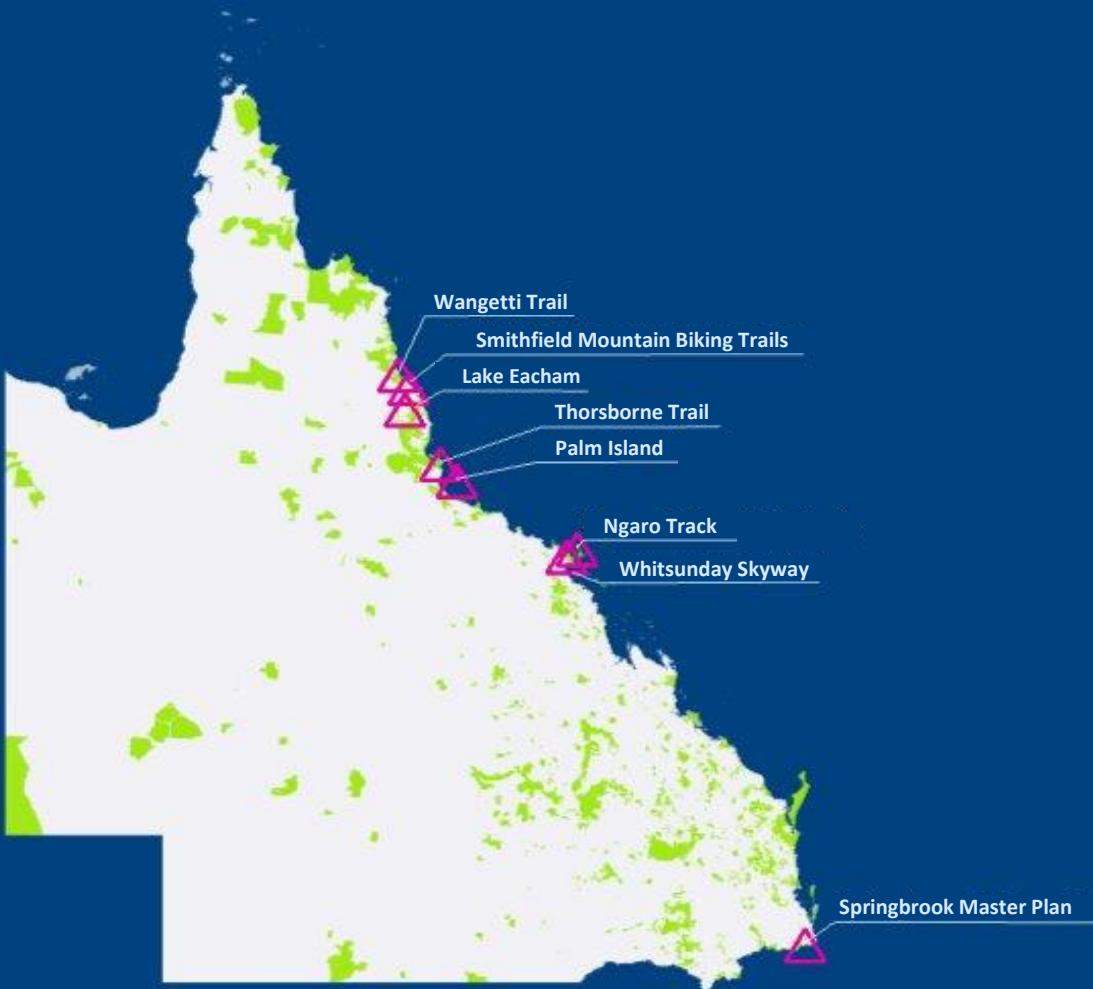


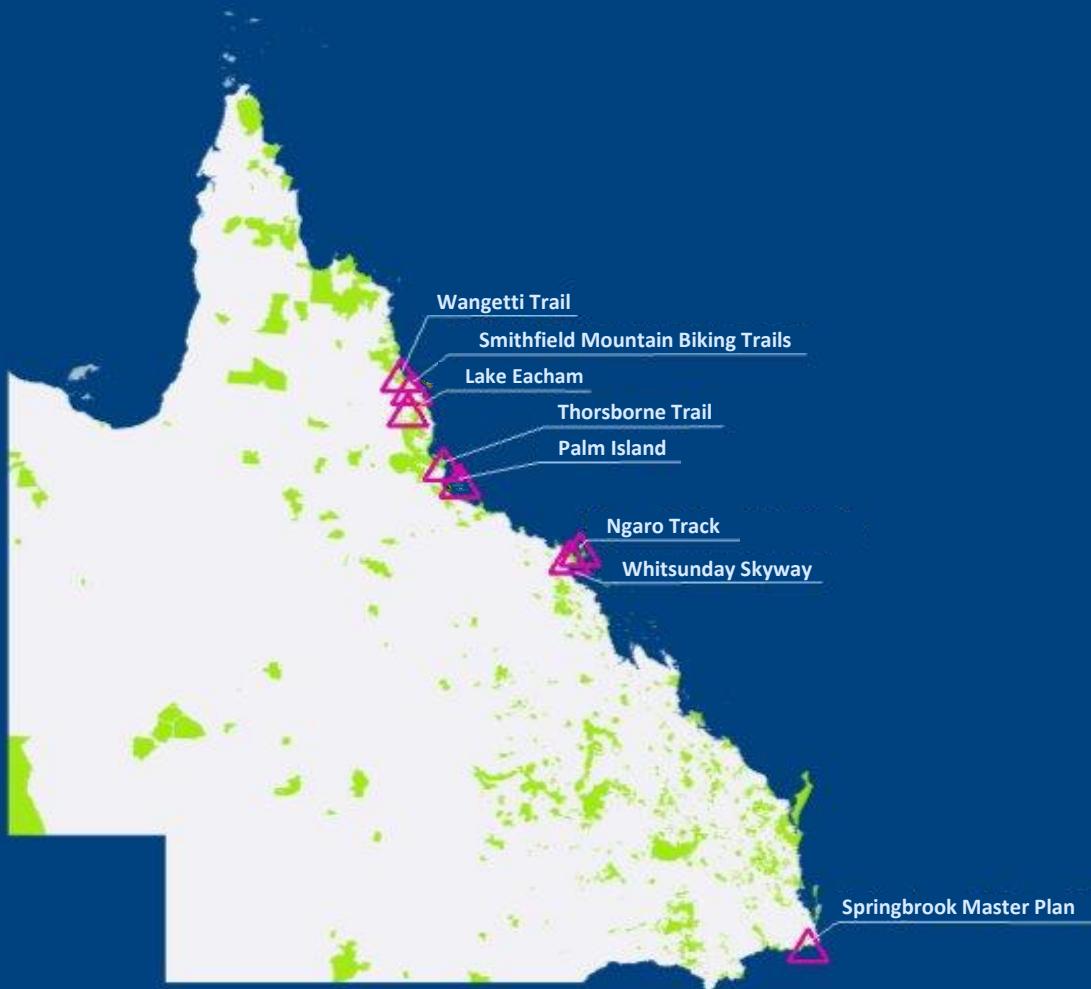


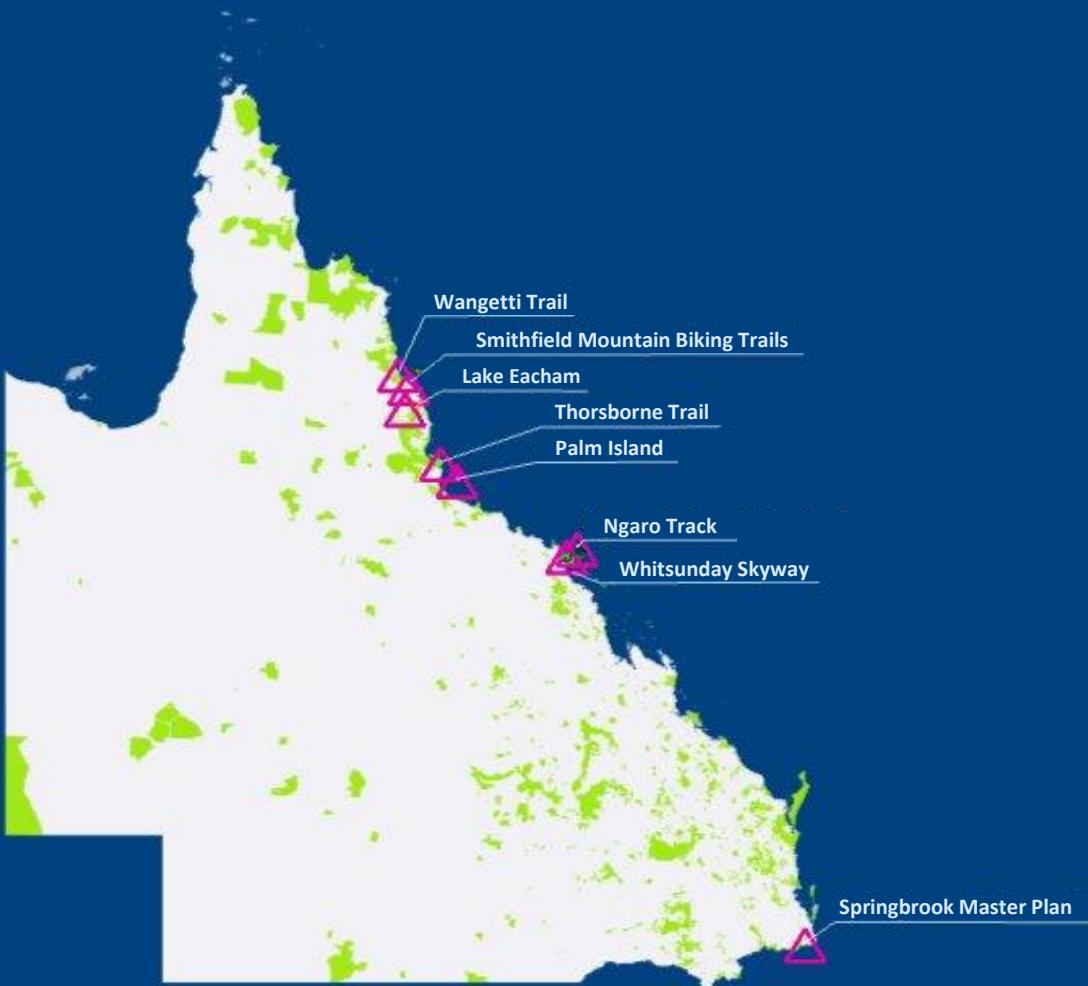
45 Projects: One Bold Vision

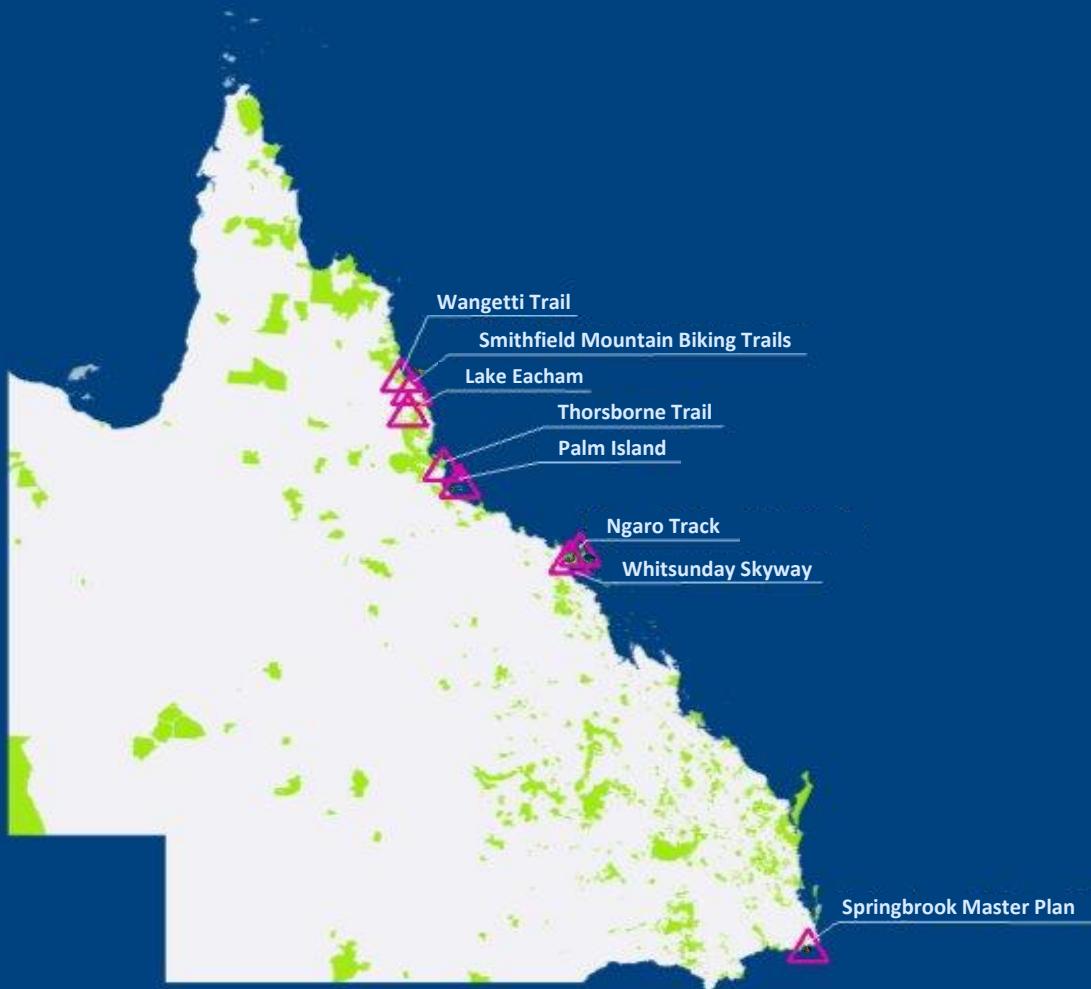
- High quality, low impact experiences that protect Queensland's natural beauty without harming ecosystems
- Innovative design, Environmental stewardship, Authentic local storytelling
- Small scale, light-touch, low-footprint ecotourism
- Elevate regional tourism

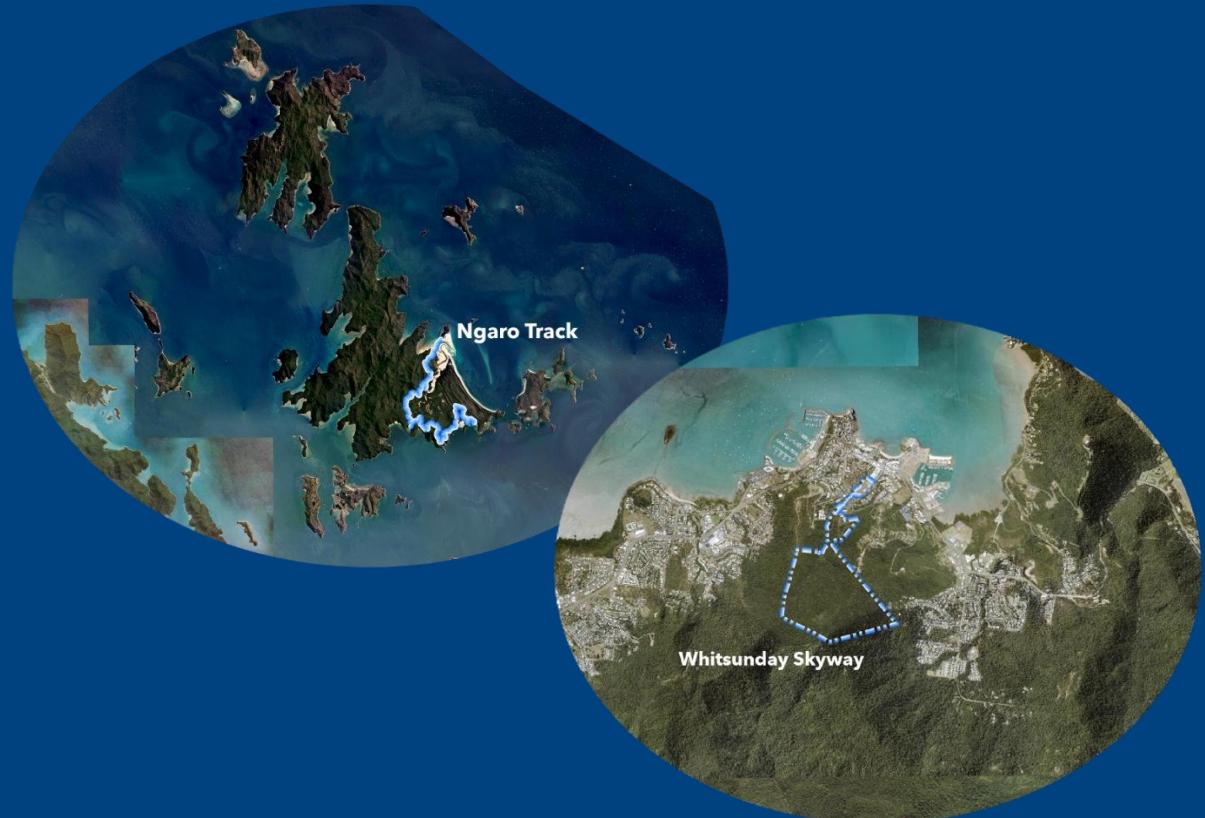
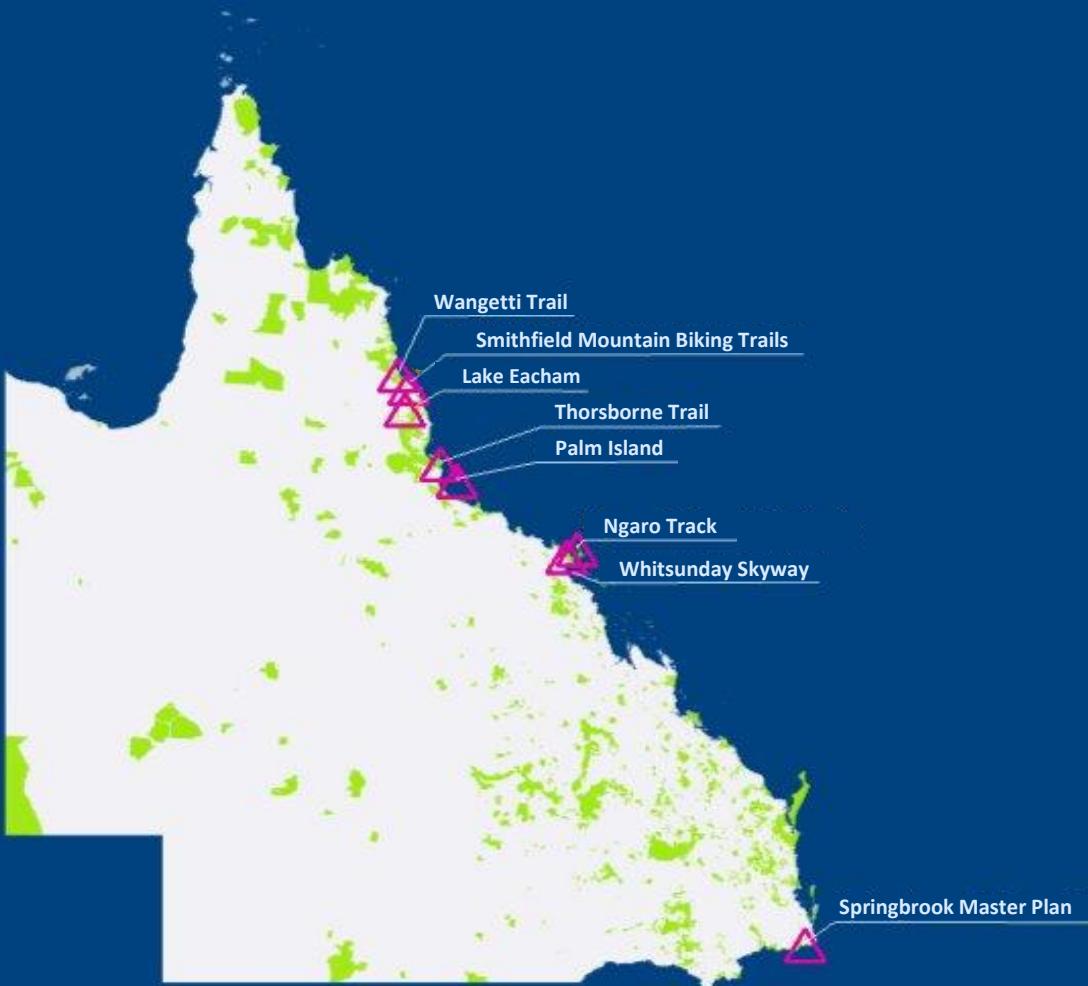


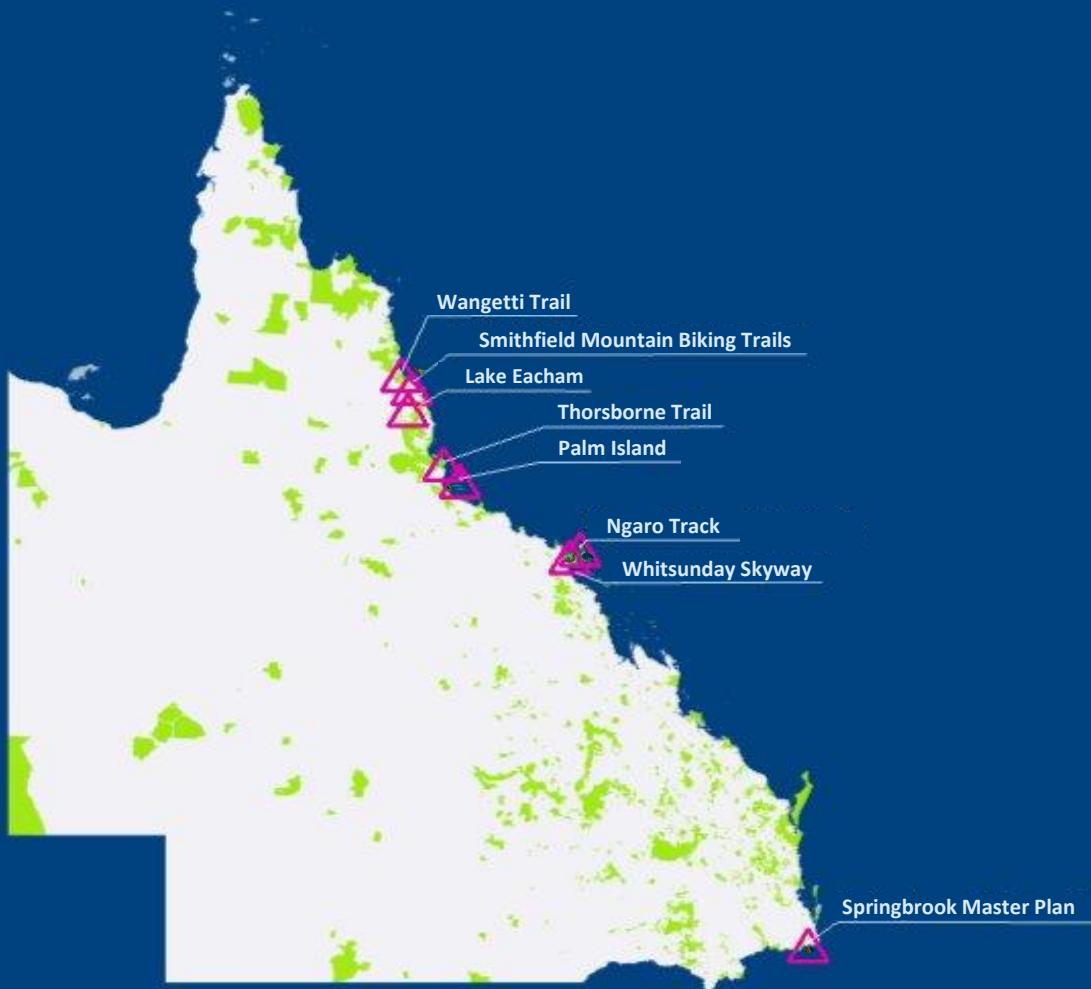


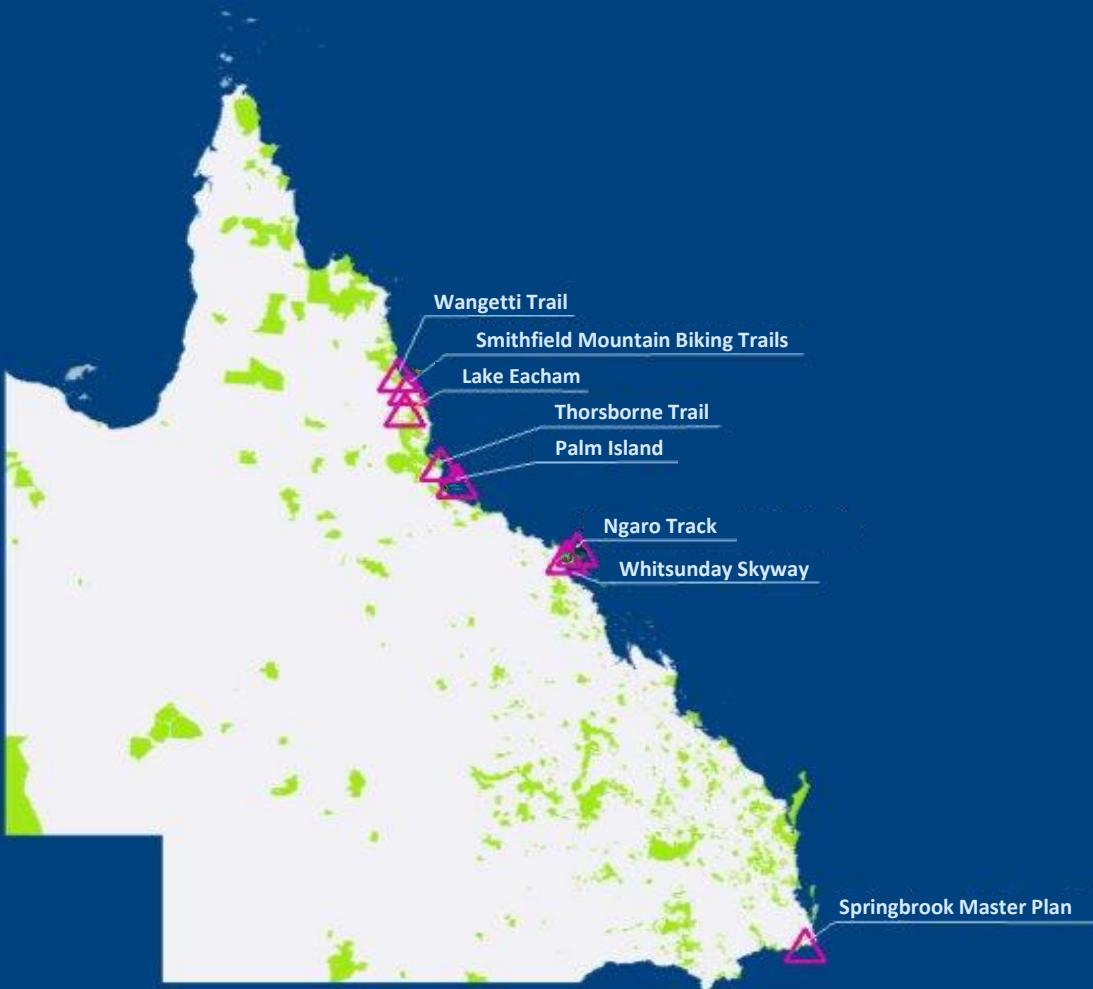


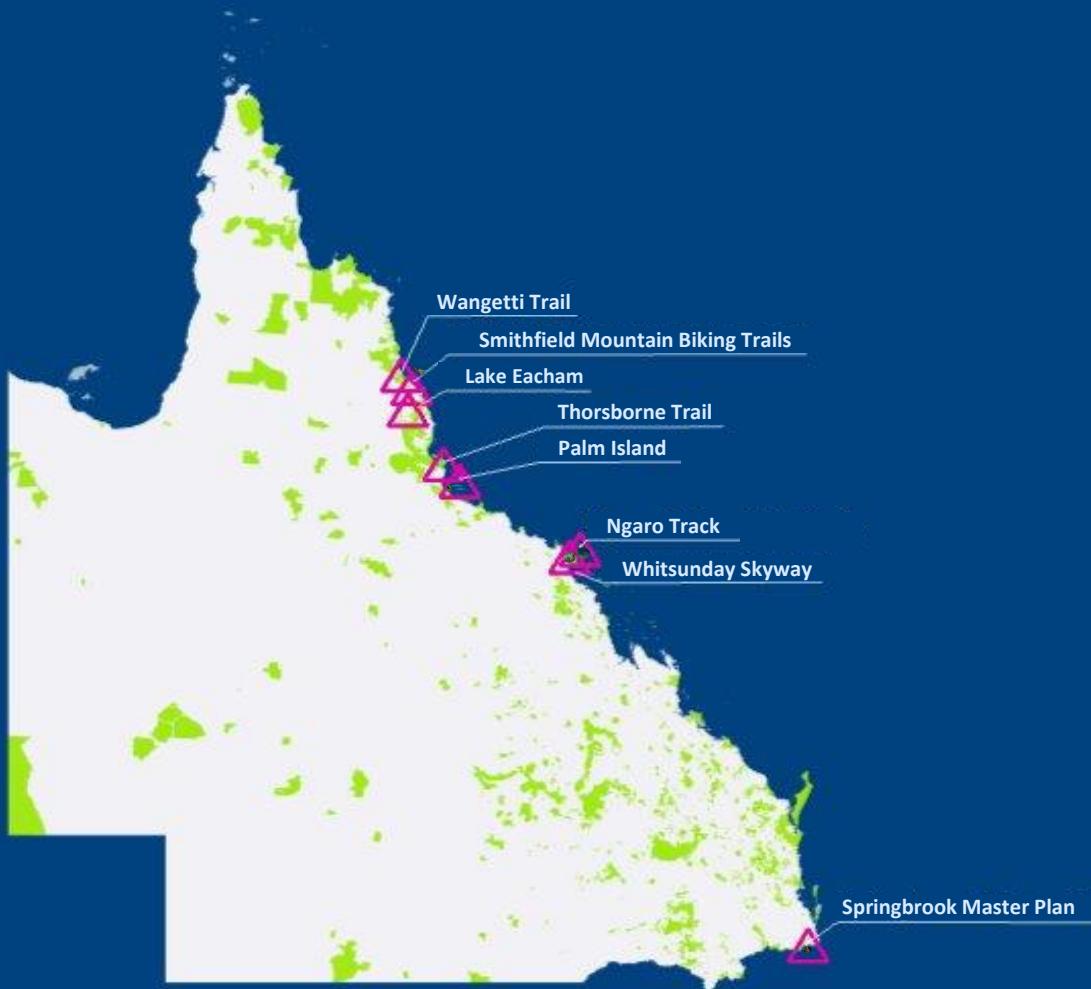












**Shaping iconic places and
a world-class ecotourism
future**

**Shovel-ready, future
focused**

**Powering sustainable
ecotourism through
conservation and innovation**

Alignment with Destination
2045 and regional priorities,
reflect emerging trends and
address a market gap

Comprehensive feasibility
study completed and
ready
for approval

Supports conservation and
research initiatives and
outcomes

INNOVATION IN ECOTOURISM

SHARE YOUR IDEAS

What are some ideas of innovation that you have seen or would like to see in Queensland?



BOLD VISION, WORLD-CLASS

DESTINATION 2045



Bisate Lodge, Rwanda

6 forest villas, accommodating maximum of 12 guests

BOLD VISION, WORLD-CLASS

DESTINATION 2045



Juvet landscape hotel, Norway



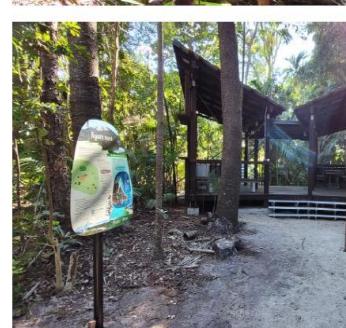
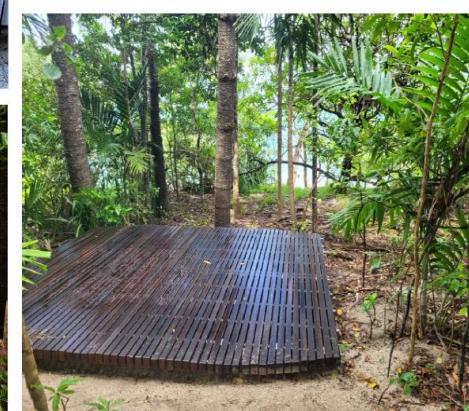
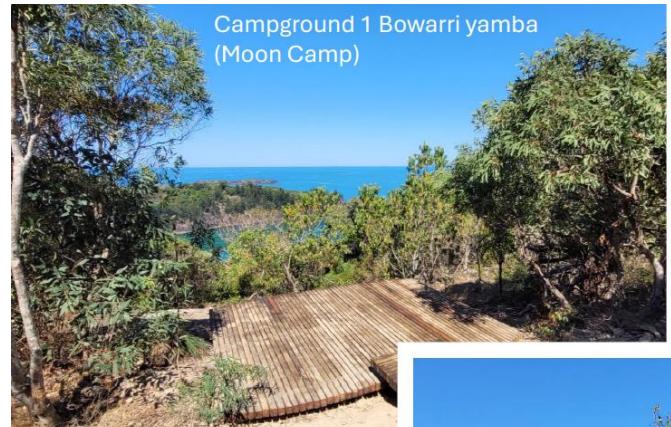
DELIVERING
FOR QUEENSLAND



Queensland
Government

The first 45 by 45

DESTINATION 2045



Ngaro track, Whitsundays

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FOR QUEENSLAND



Queensland
Government

Do you have
a world-class
ecotourism
project?

Any other enquiries: EcotourismODG@detsi.qld.gov.au

Fill in this form to discuss your
ecotourism project further

