

Question on Notice

No. 650

Asked on Wednesday, 11 June 2025

MR M HEALY ASKED MINISTER FOR THE ENVIRONMENT AND TOURISM AND MINISTER FOR SCIENCE AND INNOVATION (HON A POWELL)—

QUESTION:

With reference to Destination 2045—

Will the Minister advise (a) why the government shifted its spending measures from overnight visitor expenditure to total visitor expenditure and (b) what is the difference?

ANSWER:

Unlike previous government tourism plans, the Crisafulli Government's *Destination 2045: Delivering Queensland's Tourism Future* has been co-designed with industry and is a generational plan to make Queensland Australia's number-one tourist destination.

Both total visitor expenditure (TVE) and overnight visitor expenditure (OVE) are basic tourism metrics that are commonly used by those with knowledge of the industry.

Consultation with industry has made it clear that TVE provides a more accurate and holistic picture of the tourism sector's value to Queensland's economy and is a more contemporary measure for the visitor economy that ensures consistent comparability with other jurisdictions.