

FOR IMMEDIATE RELEASE

Moreton Bay – up, up and away

Freshly released tourism data has revealed 4.6 million people visited the Moreton Bay region in year-ending June 2023, a 30 per cent jump compared to the year before (3.2 million).

In the past year, 4.1 million visitors stayed overnight in Moreton Bay, a staggering 75 per cent increase compared to 2022 and dwarfing the Sunshine Coast's percentage growth of 31 per cent over the same period.

The Tourism Research Australia data revealed Moreton Bay visitor numbers (4.6 million) equalled the Outback Queensland (1.9 million), Fraser Coast (1.6 million) and Whitsundays (1.2 million) regions combined, with visitors to Moreton Bay collective spending \$1.2 billion, a 30% jump compared to last year.

The research also revealed visitors staying in commercial accommodation in Moreton Bay increased by 40% compared to 2022, with visitor per-day-spending up 12 per cent to \$126 and overnight visitor per-day-spending up 37 per cent to \$224.

Moreton Bay Region Industry & Tourism CEO, Tash Wheeler said day trips to the spectacular Moreton Bay region are the most popular getaway.

"More than 4.6 million tourists have recently escaped the daily grind of Brisbane, the Sunshine Coast and the Scenic Rim to relax and unwind in the Moreton Bay region," Ms Wheeler said.

"There is a line-up to get in and the research proves it's up, up and away at Moreton Bay.

"Moreton Bay is unique and distinctive and visitors are discovering the beauty and attractions of the region, all the way from the bay to the hinterland.

"Visitors are flocking to the region to experience the world-famous Food + Wine Festival, the remarkable Abbey Medieval Festival, the extraordinary Welcome to the Whales migration and the amazing Redcliffe KiteFest, which transforms the sky above Moreton Bay into a sea of colour."

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Media Release

For media enquiries please contact:

Luke Steers

GM Corporate & Community Marketing

Moreton Bay Region Industry & Tourism

luke.steers@mbrit.com.au

0449 745 992

About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives, and promoting the City of Moreton Bay as an enviable and attractive destination.

About Visit Moreton Bay

Visit Moreton Bay is the official destination brand promoting the City of Moreton Bay as a premier travel destination. With its stunning natural beauty, vibrant communities, and diverse experiences, the region offers something for every traveller. To learn more, visit www.visitmoretonbay.com.