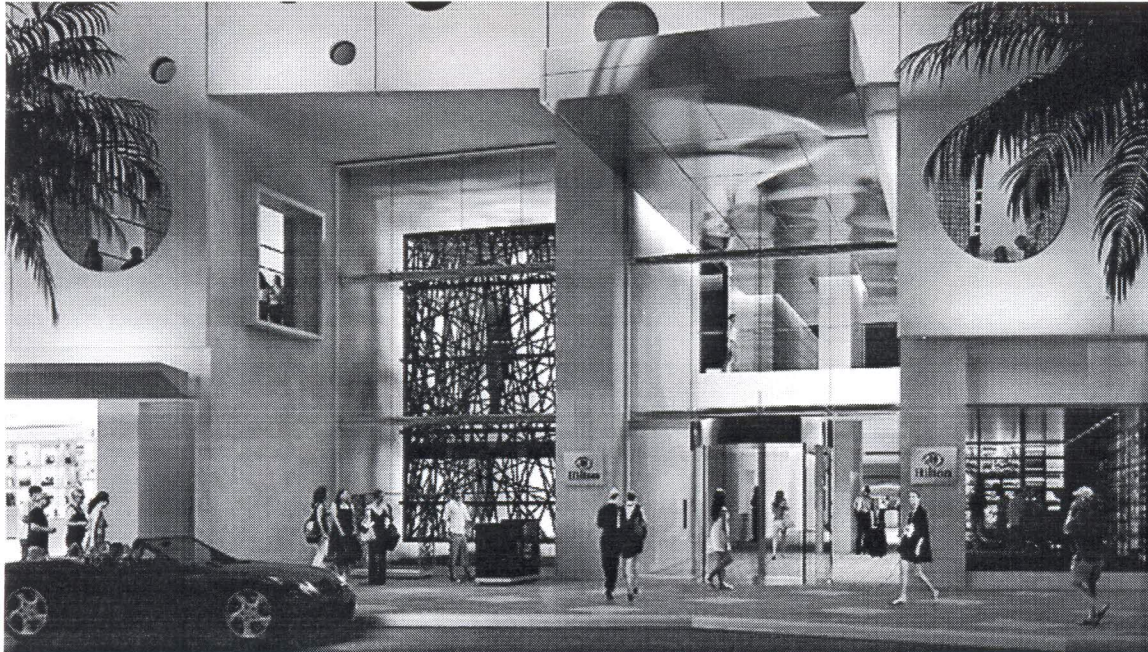


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Surfers Paradise Hilton



The new Hilton Surfers Paradise, unveiled in Queensland today. Picture: Supplied
Source: Supplied

Mr McEvoy said tourism organisations and operators had been more aggressive in their marketing after the floods and cyclones that hit Queensland and floods that hit Victoria.

"We had to give people a reason to go there," he said.

"There were some deals there for a while but I think by and large price hasn't been a factor. It's been better awareness."

In previous years domestic tourism had dropped by one per cent in 2010, seven per cent in 2009 and two per cent in 2008.

The latest research shows the increased domestic travel is close to home for most Australians.

While intrastate visitor expenditure rose three per cent to \$18 billion, interstate expenditure dropped one per cent to \$17.4 billion.

NSW received the most visitors, followed by Queensland and Victoria.

But overall, the total economic value of domestic tourism fell by 0.7 per cent to \$70 billion.

When it comes to international travel, Australians took 6.5 million overseas trips in the year to March.

New Zealand was the most popular destination, followed by the USA and Canada, Indonesia, the UK and Thailand.

Tourism Australia will launch the next stage of its There's Nothing Like Australia tourism campaign targeting domestic tourism on Friday.

