

# International Tourism Snapshot

Year ending June 2018 | Preliminary results

## Preliminary IVS results

The International Visitor Survey (IVS) results for the March and June quarters of 2018 are preliminary and do not include any data relating to purpose of visit.

This is because the quality of the main purpose of visit component of the passenger data supplied to Tourism Research Australia (TRA) by the Department of Home Affairs has been identified as a concern. There are no issues with the IVS survey collection methodology.

The Australian Government is working to resolve these issues and it is likely that a back cast of TRA data will be required. TRA will release revised estimates once a solution has been implemented.

TEQ has scaled back the level of detail included in its commentary on international travel trends until the data issues are resolved.

## International visitation to Australia

Australia welcomed a record 8.4 million international visitors in the year ending June 2018, which represents a growth rate of 6.2 per cent year-on-year.

International expenditure in Australia grew by 4.8 per cent to a record \$29.2 billion.

Australia's top five source markets by expenditure were China, the UK, USA, New Zealand and South Korea.



## International visitors to Australia by market

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change	Expenditure <sup>3</sup>	Annual change
<b>Total Australia<sup>4</sup></b>	<b>8,363,000</b>	<b>6.2%</b>	<b>32.2</b>	<b>-4.5%</b>	<b>\$29,206.6m</b>	<b>4.8%</b>
NZ	1,244,000	1.2%	10.3	-12.0%	\$1,664.4m	-4.4%
Asia <sup>5</sup>	4,132,000	9.0%	37.9	-2.9%	\$18,389.3m	9.5%
North America <sup>6</sup>	905,000	5.4%	19.8	-15.3%	\$2,293.8m	-2.8%
Europe <sup>7</sup>	853,000	2.6%	44.6	-2.4%	\$3,151.6m	-0.6%
UK	698,000	2.3%	31.9	-10.8%	\$1,930.2m	-6.5%

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## State comparison

In the year ending June 2018, international visitation and expenditure reached record-high levels in three states/territories. These were Queensland, Victoria, and ACT. Tasmania also enjoyed a record high in total visitation.

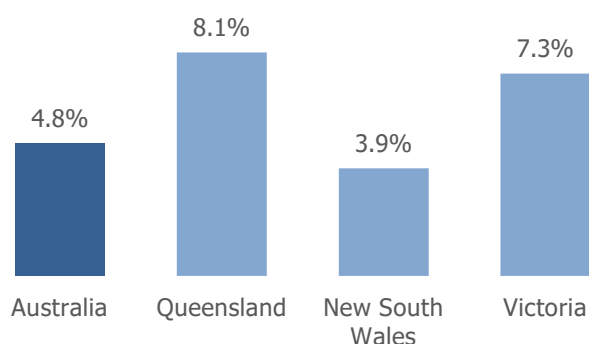
### International visitation state comparison

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change
<b>Total Australia</b>	<b>8,363,000</b>	<b>6.2%</b>	<b>32.2</b>	<b>-4.5%</b>
Queensland	2,737,000	4.1%	19.7	-4.0%
New South Wales	4,338,000	5.9%	21.8	-3.7%
Victoria	2,984,000	7.9%	23.1	-5.3%
Western Australia	951,000	-1.8%	28.4	-2.6%
South Australia	464,000	6.6%	22.9	-9.0%
ACT	249,000	12.4%	22.9	10.4%
Tasmania	307,000	21.3%	17.0	9.2%
Northern Territory	283,000	-7.4%	12.7	-0.5%

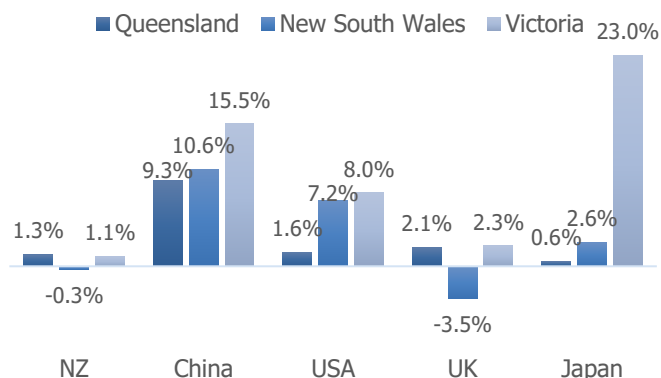
### International expenditure state comparison

	Expenditure	Annual change <sup>1</sup>	Market share	Annual change
<b>Total Australia</b>	<b>\$29,206.6m</b>	<b>4.8%</b>		
Queensland	\$5,657.9m	8.1%	19.4%	↑0.6%
New South Wales	\$10,487.0m	3.9%	35.9%	↓0.3%
Victoria	\$8,045.0m	7.3%	27.6%	↑0.7%
Western Australia	\$2,258.5m	-9.9%	7.7%	↓1.3%
South Australia	\$1,147.9m	8.0%	3.9%	↑0.1%
ACT	\$647.4m	20.9%	2.2%	↑0.3%
Tasmania	\$551.6m	20.8%	1.9%	↑0.2%
Northern Territory	\$411.2m	-15.2%	1.4%	↓0.3%

Annual change in visitor expenditure, by state



Annual change in visitors from key markets, by state



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## Queensland performance

International visitation to Queensland grew by 4.1 per cent to a record 2.7 million visitors in the year ending June 2018. These visitors spent a record \$5.7 billion in the state, up by 8.1 per cent year-on-year.

Queensland's top five source markets by expenditure were China, New Zealand, the UK, USA and Japan.

Queensland saw a record number of visitors, and record levels of spending from Hong Kong, up 16.1 per cent to 73,000 and up 25.8 per cent to \$207.5 million respectively. Record highs in expenditure were set for China, up by 30.1 per cent to \$1.3 billion and Scandinavia, up 16.9 per cent to \$126.0 million. Visitation record highs were set for New Zealand, up 1.3 per cent to 468,000 and Taiwan, up 2.0 per cent to 78,000.



## International visitors to Queensland by market

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual # change	Expenditure <sup>3</sup>	Annual change
<b>Total Queensland</b>	<b>2,737,000</b>	<b>4.1%</b>	<b>19.7</b>	<b>-0.8</b>	<b>\$5,657.9m</b>	<b>8.1%</b>
NZ	468,000	1.3%	10.4	-0.8	\$563.1m	-4.0%
Asia	1,234,000	6.3%	21.8	-0.7	\$2994.2m	13.0%
North America	292,000	1.2%	12.7	-1.2	\$534.9m	6.4%
Europe	330,000	5.0%	26.0	-1.1	\$722.6m	6.7%
UK	232,000	2.1%	21.0	-1.8	399.3m	-5.3%

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## Regional performance

These tables detail international visitation and expenditure in Queensland's 11 tourism regions for the year ending June 2018.

### International visitation by Queensland region

	Visitors	Annual change	Avg stay
<b>Total Queensland</b>	<b>2,737,000</b>	<b>4.1%</b>	<b>19.7</b>
Brisbane	1,370,000	10.0%	20.3
Gold Coast	1,042,000	0.9%	9.1
TNQ	860,000	-4.3%	6.9
Sunshine Coast	305,000	3.0%	8.8
Whitsundays	244,000	1.0%	5.4
SGBR	153,000	4.3%	13.6
Fraser Coast	139,000	-6.6%	4.9
Townsville	145,000	9.5%	9.2

	Visitors	Trend change <sup>11</sup>	Avg stay
Mackay	56,000	8.3%	8.7
SQC	48,000	1.5%	31.9
Outback	27,000	-6.6%	18.2

### International expenditure by Queensland region

	Expenditure	Annual change	Spend per visitor	Spend per night
<b>Total Queensland</b>	<b>\$5,657.9m</b>	<b>8.1%</b>	<b>\$2,067</b>	<b>\$105</b>
Brisbane	\$2,541.1m	15.7%	\$1,855	\$92
Gold Coast	\$1,310.1m	11.1%	\$1,257	\$138
TNQ <sup>8</sup>	\$1,050.9m	-2.8%	\$1,222	\$176
Sunshine Coast	\$227.1m	-9.0%	\$744	\$84
Whitsundays	\$218.1m	11.4%	\$895	\$165
SGBR <sup>9</sup>	\$91.7m	-6.6%	\$599	\$44
Townsville	\$68.4m	-35.4%	\$472	\$51
Fraser Coast	\$42.7m	17.6%	\$308	\$62





















	Expenditure	Trend change <sup>11</sup>	Spend per visitor	Spend per night
SQC <sup>10</sup>	\$68.8m	-7.1%	\$1,431	\$45
Outback	\$22.2m	-7.7%	\$817	\$45
Mackay	\$16.0m	n/p	\$286	\$33

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## All source market performance

These tables detail international visitation and expenditure to Queensland and Australia from all source markets for the year ending June 2018.

	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
 New Zealand	468,000	1.3%	\$563.1m	-4.0%	1,244,000	1.2%	\$1,664.4m	-4.4%
<b>Total Asia</b>	<b>1,234,000</b>	<b>6.3%</b>	<b>\$2,994.2m</b>	<b>13.0%</b>	<b>4,132,000</b>	<b>9.0%</b>	<b>\$18,389.3m</b>	<b>9.5%</b>
 China	514,000	9.3%	\$1,315.2m	30.1%	1,312,000	13.1%	\$8,964.9m	18.2%
 Japan	204,000	0.6%	\$374.5m	-13.0%	408,000	4.3%	\$1,089.9m	3.3%
 Singapore	64,000	7.0%	\$157.6m	29.1%	379,000	-1.5%	\$1,016.7m	-6.9%
 Malaysia	47,000	2.4%	\$110.1m	-2.0%	352,000	-2.2%	\$1,064.4m	0.7%
 Korea	73,000	-2.2%	\$250.1m	10.2%	278,000	3.4%	\$1,162.8m	8.4%
 India	78,000	17.1%	\$149.7m	16.5%	314,000	20.5%	\$1,072.4m	6.1%
 Hong Kong	73,000	16.1%	\$207.5m	25.8%	272,000	14.3%	\$976.9m	-0.8%
 Indonesia	23,000	-7.1%	\$44.7m	-18.5%	183,000	5.7%	\$612.4m	9.0%
 Taiwan	78,000	2.0%	\$205.5m	-15.3%	183,000	15.3%	\$715.4m	0.3%
 Thailand	20,000	11.0%	\$44.1m	-13.6%	92,000	5.2%	\$353.0m	-8.8%
Other Asia	61,000	2.8%	\$135.3m	27.9%	360,000	16.1%	\$1,360.6m	7.1%
<b>North America</b>	<b>292,000</b>	<b>1.2%</b>	<b>\$534.9m</b>	<b>6.4%</b>	<b>905,000</b>	<b>5.4%</b>	<b>\$2,293.8m</b>	<b>-2.8%</b>
 USA	232,000	1.6%	\$378.9m	3.7%	742,000	5.0%	\$1,805.5m	-5.6%
 Canada	59,000	0.0%	\$156.0m	13.7%	163,000	7.0%	\$488.3m	9.3%
<b>Total Europe</b>	<b>563,000</b>	<b>3.8%</b>	<b>\$1,121.9m</b>	<b>2.1%</b>	<b>1,551,000</b>	<b>2.5%</b>	<b>\$5,081.8m</b>	<b>-2.9%</b>
 United Kingdom	232,000	2.1%	\$399.3m	-5.3%	698,000	2.3%	\$1,930.2m	-6.5%
 Germany	87,000	-4.2%	\$181.5m	-6.4%	199,000	-1.5%	\$689.6m	-7.7%
 France	45,000	10.6%	\$97.0m	25.6%	128,000	7.9%	\$489.6m	10.2%
 Scandinavia	46,000	8.0%	\$126.0m	16.9%	106,000	3.0%	\$419.4m	3.6%
 Italy	27,000	27.4%	\$68.0m	24.3%	72,000	-1.8%	\$314.6m	-10.8%
 Switzerland	21,000	-11.4%	\$54.1m	-2.5%	53,000	1.0%	\$209.8m	-7.1%
 Netherlands	23,000	12.0%	\$40.7m	-15.7%	55,000	5.6%	\$194.6m	-6.0%
Other Europe	83,000	8.1%	\$155.4m	10.8%	240,000	4.5%	\$834.1m	5.7%
<b>Other markets</b>	<b>181,000</b>	<b>2.2%</b>	<b>\$443.7m</b>	<b>12.4%</b>	<b>531,000</b>	<b>9.5%</b>	<b>\$1,777.3m</b>	<b>1.8%</b>
<b>All markets</b>	<b>2,737,000</b>	<b>4.1%</b>	<b>\$5,657.9m</b>	<b>8.1%</b>	<b>8,363,000</b>	<b>6.2%</b>	<b>\$29,206.6m</b>	<b>4.8%</b>

Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
2. Avg stay = average length of stay expressed in nights
3. All expenditure figures include package expenditure
4. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
5. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
6. North America includes United States of America and Canada
7. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
8. TNQ - Tropical North Queensland
9. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
11. To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year-on-year comparison

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## Other notes:

- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions

## Data Source:

International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted by Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

## Disclaimer:

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