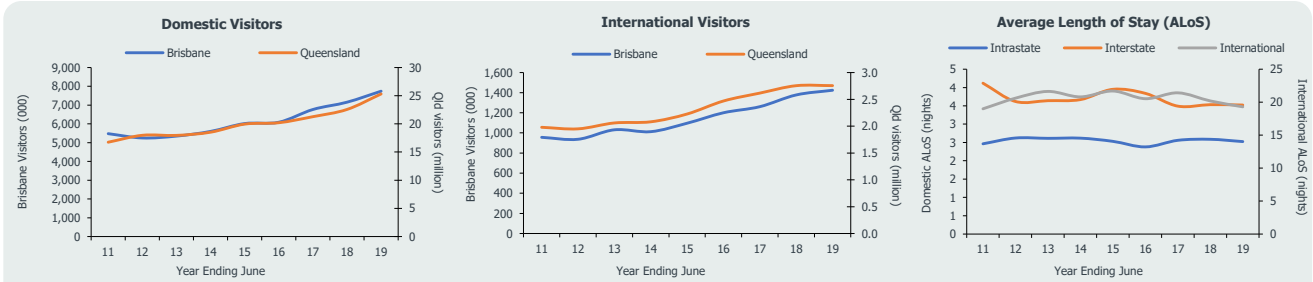


Brisbane Regional Snapshot

Year Ending June 2019



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	7,741,000	2,185,000	3,108,000	1,917,000	\$4,896.6m
Annual % change ¹	▲ 8.2%	▲ 5.3%	▲ 13.4%	▲ 6.7%	▲ 10.3%
3-yr trend % change ²	▲ 8.3%	▲ 7.5%	▲ 6.9%	▲ 11.6%	▲ 12.1%
International Overnight	1,424,000	735,000	449,000	137,000	\$2,738.3m
Annual % change	▲ 3.4%	▲ 1.0%	▲ 9.0%	▲ 3.5%	▲ 7.4%
3-yr trend % change	▲ 5.8%	▲ 6.6%	▲ 6.3%	▲ 8.3%	▲ 12.0%
TOTAL	9,166,000	2,920,000	3,557,000	2,054,000	\$7,635.0m
Annual % change	▲ 7.4%	▲ 4.2%	▲ 12.8%	▲ 6.5%	▲ 9.2%
3-yr trend % change	▲ 7.9%	▲ 7.3%	▲ 6.8%	▲ 11.4%	▲ 12.0%



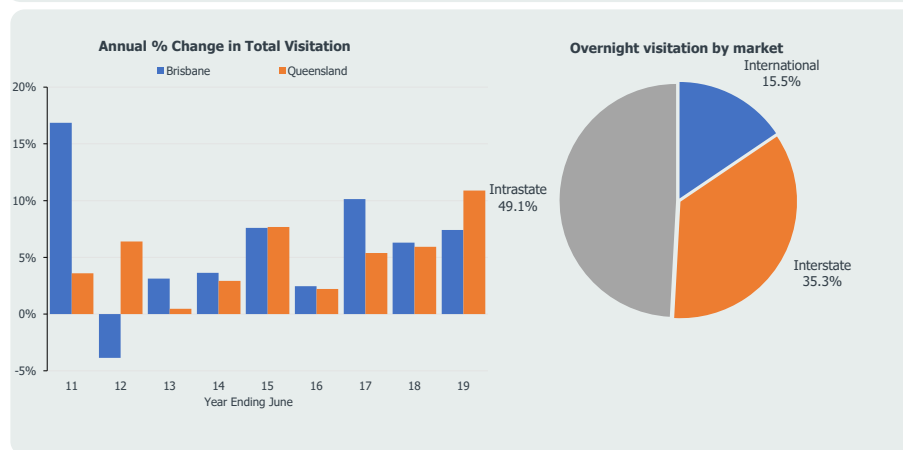
Domestic Visitors

- The Brisbane region welcomed a record 7.7m domestic overnight visitors in the year ending June 2019, with visitation up 8.2% year on year. These visitors spent a record \$4.9bn in the region, up 10.3% year on year.
- Visitor nights increased to a record 22.8m nights (up 6.8%), with average length of stay (ALoS) steady at 2.9 nights per visitor. The record level of domestic expenditure was also aided by an increase of spend-per-night to \$215 (up 3.2%).
- Holiday and VFR visitation to Brisbane reached new records, increasing by 5.3% to 2.2m and 13.4% to 3.1m respectively. Business travel grew by 6.7% to 1.9m.
- Interstate visitation grew 9.1% to a record 3.2m visitors, representing 42% of the domestic visitation to the region for the year ending June. Interstate business visitation increased 14.2% to a record 1.3m visitors while interstate VFR increased 8.9% to a record 1.1 m visitors. Interstate holiday visitation increased 3.0% to 720,000. Brisbane welcomed a record number of visitors from Sydney (up 13.3% to 948,000) and Melbourne (up 8.0% to 584,000).
- The intrastate market accounts for 58% of domestic overnight visitation to the Brisbane region. Intrastate visitation grew by 7.6% to 4.5 m with intrastate VFR the fastest growing category, increasing 16.2% to a record 1.98 m visitors for the year ending June 2019. Intra-regional travel (up 10.6% to 1.4 m) remains the largest intrastate market while Brisbane welcomed a record number of visitors from the Sunshine Coast (up 29.5% to 808,000) and Fraser Coast (up 18.8% to 225,000) regions.

International Visitors

- The number of international visitors to Brisbane increased 3.4% to a record 1.4 m for the year ending June 2019. International passenger arrivals through Brisbane airport increased at a similar pace of 5.7% for the year ending June 2019 (source: BITRE*).
- Visitors stayed 27.5 m nights in the region (down 1.2% year on year), but these visitors spent more per night (\$100 per night, up 8.7%). The increases in visitors and visitor spend combined drove total overnight visitor expenditure growth of 7.4% to \$2.7bn in expenditure.
- Brisbane welcomed 735,000 holiday visitors (steady, up 1.0%), a record 449,000 VFR visitors (up 9.0%); 137,000 business visitors (up 3.5%) and 79,000 education visitors (up 3.6%) in the year ending June 2019.
- Visitation from New Zealand increased 8.1% to a record 230,000, while visitor numbers from the United States increased 3.0% to 103,000. Among the other key markets, visitation was steady from China (down 0.6% to 258,000) and Taiwan (up 1.0% to 57,000), while visitation from the UK fell 3.9% to 126,000.
- Outside these five largest markets, Brisbane welcome record numbers of visitors from Canada (up 34.5% to 41,000) and India (up 17.6% to 41,000). Brisbane also welcomed a record 202,000 visitors from Europe (excl UK), up 1.1% over the year. Netherlands (up 22.8% to 17,000), and Scandinavia (up 6.6% to 28,000) contributed the most to European visitation growth.

*Bureau of Infrastructure, Transport and Regional Economics (BITRE)



New National Visitor Survey methodology, 2019

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use with caution when comparing 2019 results with previous time periods.

Note that 2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

Research Updates

To receive an email alert whenever new tourism figures are released [click here](#)

Brisbane Regional Snapshot



Domestic visitation Year Ending June 2019

Domestic visitors to Brisbane

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	2,185,000	5.3%	6,184,000	4.0%	2.8	0.0
VFR	3,108,000	13.4%	9,816,000	15.0%	3.2	0.0
Business	1,917,000	6.7%	4,522,000	-5.0%	2.4	-0.3
Domestic³	7,741,000	8.2%	22,774,000	6.8%	2.9	0.0
Intrastate						
Holiday	1,466,000	6.5%	3,355,000	-5.2%	2.3	-0.3
VFR	1,976,000	16.2%	4,766,000	21.6%	2.4	0.1
Business	655,000	-5.2%	1,541,000	-11.5%	2.4	-0.2
Intrastate	4,504,000	7.6%	11,370,000	5.0%	2.5	-0.1
Interstate						
Holiday	720,000	3.0%	2,830,000	17.4%	3.9	0.5
VFR	1,132,000	8.9%	5,051,000	9.3%	4.5	0.0
Business	1,262,000	14.2%	2,981,000	-1.2%	2.4	-0.4
Interstate	3,237,000	9.1%	11,404,000	8.8%	3.5	0.0

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Brisbane	19,022,000	17.4%	\$1,912.2m	13.1%
Queensland	48,508,000	12.6%	\$5,296.6m	7.6%
Australia	227,319,000	12.6%	\$24,321.m	12.7%

Key domestic source markets to Brisbane

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	1,406,000	10.6%	3,212,000	-5.8%
Regional Qld	3,098,000	6.3%	8,158,000	9.9%
Sydney	948,000	13.3%	2,606,000	2.3%
Regional NSW	883,000	-3.6%	2,962,000	-4.8%
Melbourne	584,000	8.0%	1,877,000	1.0%
Regional Vic	228,000	29.7%	1,175,000	60.5%

State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	25,312,000	12.2%	99,982,000	10.8%
NSW	37,237,000	10.6%	116,060,000	10.7%
Victoria	29,047,000	13.8%	81,165,000	10.6%
Australia	113,320,000	11.7%	400,217,000	10.4%

Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	9,808,000	10.6%	43,038,000	7.1%
NSW	14,559,000	7.8%	49,712,000	9.3%
Victoria	12,354,000	13.1%	35,388,000	8.8%
Australia	45,340,000	11.1%	169,582,000	8.5%



Brisbane Regional Snapshot

International visitation Year Ending June 2019

International visitors to Brisbane

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	735,000	1.0%	7,459,000	-5.6%	10.2	-0.7
VFR	449,000	9.0%	7,872,000	1.5%	17.5	-1.3
Business	137,000	3.5%	846,000	1.3%	6.2	-0.1
Total³	1,424,000	3.4%	27,476,000	-1.2%	19.3	-0.9

State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,757,000	0.1%	54,575,000	0.9%
NSW	4,376,000	0.8%	98,142,000	4.1%
Victoria	3,101,000	4.3%	72,935,000	6.3%
Australia	8,601,000	2.8%	273,023,000	1.4%

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,853,000	-1.4%	22,802,000	-0.7%
NSW	2,470,000	0.4%	29,497,000	7.7%
Victoria	1,671,000	8.0%	17,032,000	6.7%
Total	4,669,000	3.8%	84,278,000	4.0%



Top 10 source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
China	258,000	-0.6%	5,603,000	-4.1%
New Zealand	230,000	8.1%	1,777,000	7.2%
United Kingdom	126,000	-3.9%	1,839,000	-4.2%
USA	103,000	3.0%	962,000	-1.7%
Taiwan	57,000	1.0%	2,092,000	-4.7%
Germany	57,000	-4.0%	681,000	14.0%
Canada	41,000	34.5%	434,000	31.7%
Japan	41,000	-7.4%	1,576,000	-3.7%
India	41,000	17.6%	1,788,000	22.8%
Korea	40,000	5.6%	1,786,000	5.8%

Top 10 holiday source markets

Holiday	Visitors	Year % Chg	Nights	Year % Chg
China	180,000	-3.0%	574,000	-25.3%
United Kingdom	68,000	-7.1%	601,000	-15.3%
New Zealand	66,000	12.3%	303,000	-4.5%
USA	53,000	8.3%	252,000	-5.7%
Germany	47,000	-8.4%	287,000	-37.9%
Taiwan	39,000	8.6%	1,405,000	7.7%
Korea	25,000	2.5%	981,000	-2.0%
Canada	24,000	38.2%	152,000	71.8%
France	20,000	-1.5%	353,000	-24.4%
Scandinavia	19,000	9.0%	240,000	47.4%

Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

If you have any questions or comments, please email research@queensland.com.

The tourism regions are defined by the Australian Bureau of Statistics (ABS) as a collection of Statistical Area Level 2s (SA2), please refer to the interactive map at <http://stat.abs.gov.au/itt/r.jsp?ABSMAPS>

Disclaimer:

By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

Regional Comparison



Year Ending June 2019

Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	7,741,000	8.2%	22,774,000	6.8%	2.9	0.0	28%	40%	25%	31%
Gold Coast	4,172,000	18.5%	16,388,000	22.8%	3.9	0.1	54%	29%	14%	16%
TNQ	2,039,000	0.1%	10,351,000	3.4%	5.1	0.2	48%	26%	23%	8%
Sunshine Coast	3,982,000	17.1%	14,072,000	17.7%	3.5	0.0	55%	34%	9%	16%
SGBR	2,342,000	12.7%	8,835,000	14.3%	3.8	0.1	32%	29%	32%	9%
SQC	2,204,000	6.2%	5,908,000	-1.5%	2.7	-0.2	28%	40%	25%	9%
Townsville	1,452,000	27.5%	4,822,000	22.7%	3.3	-0.1	29%	31%	31%	6%
Outback*	1,051,000	8.7%	5,819,000	21.6%	5.5	n/p	30%	18%	49%	4%
Whitsundays*	643,000	8.4%	2,978,000	13.6%	4.6	n/p	63%	16%	19%	3%
Fraser Coast*	749,000	6.0%	2,833,000	7.9%	3.8	n/p	55%	33%	9%	3%
Mackay*	1,097,000	13.3%	4,363,000	17.8%	4.0	n/p	20%	17%	57%	4%
Total Queensland	25,312,000	12.2%	99,982,000	10.8%	4.0	0.0	39%	34%	24%	100%

* Three-year trend change %²

International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	1,424,000	3.4%	27,476,000	-1.2%	19.3	-0.9	52%	32%	10%	52%
Gold Coast	1,050,000	0.2%	9,743,000	1.5%	9.3	0.1	78%	16%	4%	38%
TNQ	849,000	-1.7%	6,853,000	14.4%	8.1	1.1	92%	5%	2%	31%
Sunshine Coast	322,000	5.3%	3,092,000	14.5%	9.6	0.8	76%	21%	2%	12%
SGBR	141,000	-8.4%	2,031,000	-3.1%	14.4	0.8	79%	14%	4%	5%
SQC*	58,000	11.5%	1,282,000	1.3%	22.3	n/p	38%	35%	15%	2%
Townsville	133,000	-8.7%	1,337,000	-0.2%	10.1	0.9	82%	14%	2%	5%
Outback*	25,000	-3.8%	365,000	-5.5%	14.7	n/p	70%	16%	6%	1%
Whitsundays	227,000	-7.1%	1,362,000	3.5%	6.0	0.6	96%	3%	0%	8%
Fraser Coast	131,000	-6.0%	664,000	-3.0%	5.1	0.2	91%	8%	1%	5%
Mackay*	55,000	9.6%	355,000	-9.6%	6.5	n/p	73%	19%	6%	2%
Total Queensland	2,757,000	0.1%	54,575,000	0.9%	19.8	0.2	67%	27%	7%	100%

Notes/Sources:

TNQ= Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

In 2012, the Australian Bureau of Statistics (ABS) changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), which represent one level of the ASGS, replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor Surveys (NVS & IVS) conducted by Tourism Research Australia (TRA). These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

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2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

'n/p' indicates the data has not been published.

Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.

2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior. Trend change has been used to analyse changes for regions with small sample sizes.

3. This figure includes "Other" visitors.