

Total International and Domestic Fact Sheet

Year ending December 2019

National and State Overview

Total Overnight Visitor Expenditure and Visitation

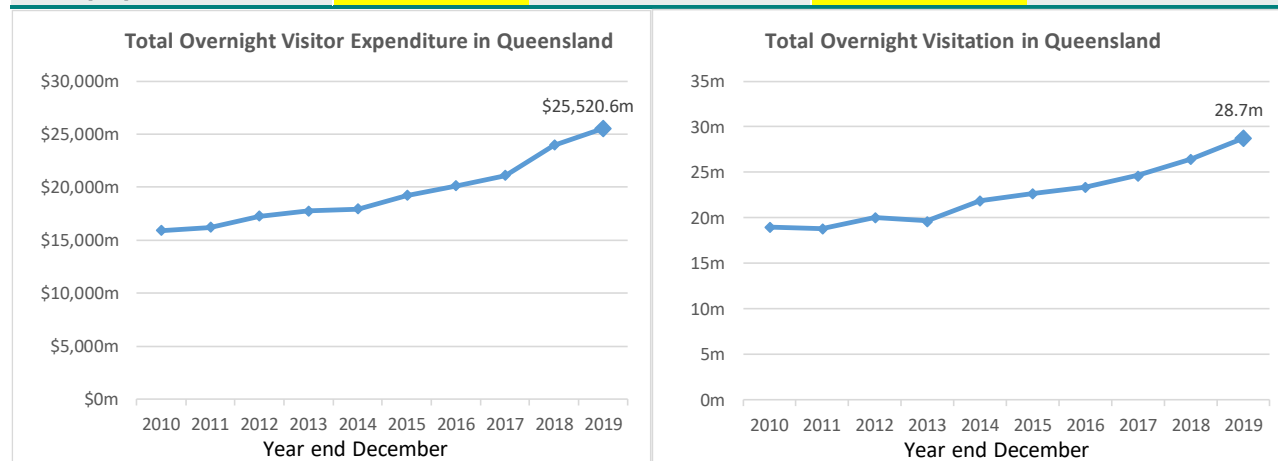
	Spend \$m			Visitors ¹		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Queensland	\$25,520.6m	6.6%	8.3%	28,697,000	8.7%	7.2%
New South Wales	\$35,045.5m	9.9%	10.4%	43,353,000	10.6%	9.4%
Victoria	\$25,810.8m	9.9%	10.6%	32,886,000	12.4%	10.1%
Western Australia	\$10,947.4m	16.0%	4.0%	12,018,000	11.0%	4.1%
South Australia	\$6,417.3m	23.2%	9.6%	8,581,000	21.7%	9.4%
Tasmania	\$3,371.6m	4.7%	11.3%	3,500,000	3.8%	9.1%
Northern Territory	\$2,590.3m	10.0%	1.9%	2,001,000	8.8%	3.6%
ACT	\$2,426.5m	-3.0%	8.1%	3,473,000	15.1%	8.8%
Australia	\$112,130.2m	9.9%	9.0%	126,156,000	11.3%	8.7%

Total Overnight Visitor Expenditure, by Purpose

	Queensland			Australia		
	Spend \$m	Annual % change	3yr trend	Spend \$m	Annual % change	3yr trend
Holiday	\$11,678.5m	6.8%	6.9%	\$44,144.9m	9.7%	7.8%
VFR	\$3,698.3m	8.3%	8.5%	\$17,145.3m	7.0%	7.6%
Business	\$3,579.1m	5.9%	11.4%	\$17,317.4m	11.8%	11.4%
Total purpose²	\$25,520.6m	6.6%	8.3%	\$112,130.2m	9.9%	9.0%

Total Overnight Visitation, by Purpose

	Queensland			Australia		
	Visitors	Annual % change	3yr trend	Visitors	Annual % change	3yr trend
Holiday	11,880,000	6.6%	5.9%	50,922,000	8.9%	7.4%
VFR	9,700,000	13.9%	7.6%	43,329,000	11.8%	8.3%
Business	6,334,000	11.9%	11.4%	28,094,000	14.7%	12.8%
Total purpose²	28,697,000	8.7%	7.2%	126,156,000	11.3%	8.7%



Total International and Domestic Fact Sheet

Year ending December 2019

Regional Overview

Overnight Visitor Expenditure

	Domestic			International			Total		
	Total \$m	Annual % change	3yr trend	Total \$m	Annual % change	3yr trend	Total \$m	Annual % change	3yr trend
Brisbane	\$5,334.9m	17.2%	13.0%	\$2,909.8m	6.4%	12.2%	\$8,244.7m	13.2%	12.7%
Gold Coast	\$3,691.3m	5.3%	9.1%	\$1,341.0m	-5.4%	5.1%	\$5,032.3m	2.2%	7.9%
TNQ	\$2,508.0m	6.7%	8.6%	\$1,027.9m	-4.0%	-1.6%	\$3,535.8m	3.3%	5.2%
Sunshine Coast	\$2,745.4m	16.8%	9.6%	\$282.6m	14.6%	3.6%	\$3,027.9m	16.6%	9.0%
SGBR	\$1,197.6m	4.7%	5.4%	\$98.3m	-8.0%	3.3%	\$1,296.0m	3.6%	5.2%
SQC	\$810.2m	5.8%	3.8%	\$92.5m*	60.5%	18.7%	\$902.7m*	9.6%	4.9%
Townsville	\$789.8m	-8.6%	-2.1%	\$95.6m	45.8%	4.2%	\$885.4m	-4.7%	-1.5%
Outback	\$745.1m*	22.9%	13.0%	n/p	n/p	n/p	n/p	n/p	n/p
Whitsundays	\$542.8m*	-26.1%	2.7%	\$151.7m	-28.0%	-7.6%	\$694.5m*	-26.5%	0.0%
Mackay	\$515.0m*	-1.6%	13.6%	\$16.6m*	-12.4%	n/p	\$531.6m*	-2.0%	11.8%
Fraser Coast	\$412.0m*	-5.3%	13.2%	\$45.7m	11.1%	5.8%	\$457.7m*	-3.9%	12.5%
Queensland	\$19,437.6m	8.3%	8.9%	\$6,083.0m	1.5%	6.4%	\$25,520.6m	6.6%	8.3%

Overnight Visitation

	Domestic			International			Total		
	Total visitors ¹	Annual % change	3yr trend	Total visitors ¹	Annual % change	3yr trend	Total visitors ¹	Annual % change	3yr trend
Brisbane	8,271,000	11.8%	9.3%	1,482,000	5.9%	6.4%	9,753,000	10.8%	8.9%
Gold Coast	4,202,000	11.1%	7.7%	1,080,000	3.1%	3.1%	5,282,000	9.4%	6.7%
TNQ	2,218,000	9.6%	5.5%	808,000	-6.3%	-2.3%	3,026,000	4.8%	3.1%
Sunshine Coast	4,048,000	11.8%	6.3%	330,000	6.2%	5.3%	4,378,000	11.3%	6.2%
SGBR	2,317,000	9.8%	8.0%	141,000	-3.5%	0.7%	2,457,000	8.9%	7.5%
SQC	2,195,000	1.9%	5.4%	56,000*	1.7%	10.6%	2,252,000*	1.9%	5.5%
Townsville	1,297,000	-2.9%	3.7%	126,000	-7.2%	0.5%	1,424,000	-3.3%	3.4%
Outback	1,080,000*	25.1%	7.4%	25,000*	-14.6%	-5.1%	1,105,000*	23.8%	7.0%
Whitsundays	631,000*	-1.4%	10.8%	220,000	-5.9%	-2.2%	851,000*	-2.6%	6.9%
Mackay	1,063,000*	5.1%	7.3%	48,000*	-15.6%	0.7%	1,111,000*	4.0%	7.0%
Fraser Coast	767,000*	1.6%	8.6%	131,000	0.9%	-2.1%	898,000*	1.5%	6.7%
Queensland	25,914,000	9.6%	7.8%	2,783,000	0.7%	2.7%	28,697,000	8.7%	7.2%

Note: The yellow highlighted figures are historical record high numbers

Notes:

1. Visitation does not add to the total as some visitors will make stopovers in more than one state/region.
 2. "Total purpose" includes: holiday, visiting friends or relatives (VFR), business, and other reasons for visiting.
- n/p = not publishable.
 * Due to volatility of small sizes for the indicated regions, data needs to be treated with caution.