

# Total Domestic and International Fact Sheet

## Year ending September 2020

### National and State overview

#### Total overnight visitor expenditure and visitation

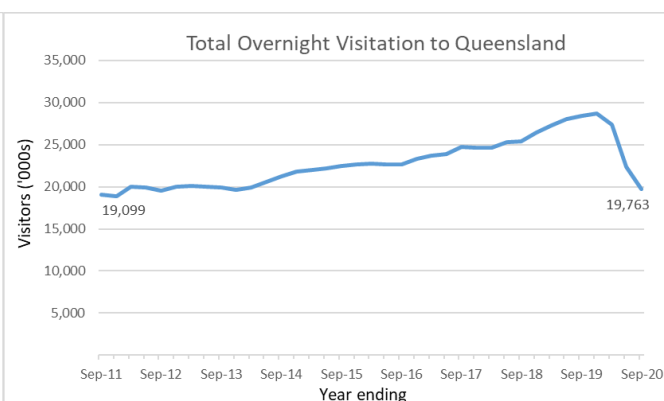
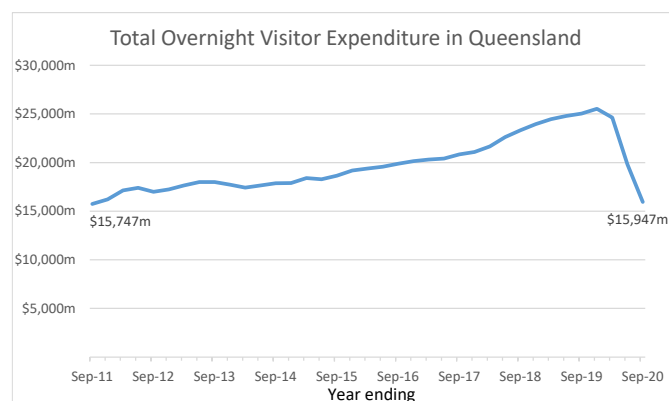
	Spend \$m			Visitors <sup>1</sup>		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
<b>Queensland</b>	<b>\$15,946.6m</b>	<b>-36.3%</b>	<b>-7.1%</b>	<b>19,763,000</b>	<b>-30.6%</b>	<b>-6.4%</b>
New South Wales	\$20,373.5m	-41.1%	-8.5%	28,716,000	-32.8%	-5.9%
Victoria	\$14,133.0m	-44.1%	-9.7%	18,741,000	-42.4%	-9.3%
Western Australia	\$7,449.5m	-31.8%	-5.9%	9,544,000	-19.3%	-1.7%
South Australia	\$4,112.8m	-33.2%	-4.7%	6,229,000	-25.4%	-1.6%
Tasmania	\$2,366.7m	-27.3%	-5.0%	2,450,000	-28.7%	-5.6%
ACT	\$1,277.1m	-50.2%	-12.0%	2,064,000	-38.2%	-9.6%
Northern Territory	\$1,244.7m	-52.1%	-14.8%	1,199,000	-38.6%	-11.4%
<b>Australia</b>	<b>\$66,904.0m</b>	<b>-39.4%</b>	<b>-8.1%</b>	<b>84,407,000</b>	<b>-32.1%</b>	<b>-5.9%</b>

#### Total overnight visitor expenditure, by purpose

	Queensland			Australia		
	Spend \$m	Annual % change	3yr trend	Spend \$m	Annual % change	3yr trend
Holiday	\$7,347.3m	-35.7%	-7.1%	\$27,859.0m	-36.1%	-7.4%
VFR	\$2,374.8m	-34.4%	-6.1%	\$10,702.6m	-36.7%	-7.6%
Business	\$2,158.7m	-39.3%	-7.1%	\$10,177.0m	-40.2%	-6.6%
<b>Total purpose<sup>2</sup></b>	<b>\$15,946.6m</b>	<b>-36.3%</b>	<b>-7.1%</b>	<b>\$66,904.0m</b>	<b>-39.4%</b>	<b>-8.1%</b>

#### Total overnight visitation, by purpose

	Queensland			Australia		
	Visitors	Annual % change	3yr trend	Visitors	Annual % change	3yr trend
Holiday	7,703,000	-34.0%	-7.6%	32,998,000	-34.7%	-7.0%
VFR	6,810,000	-28.4%	-5.3%	29,389,000	-31.2%	-5.5%
Business	4,276,000	-33.5%	-6.4%	18,579,000	-32.2%	-4.8%
<b>Total purpose<sup>2</sup></b>	<b>19,763,000</b>	<b>-30.6%</b>	<b>-6.4%</b>	<b>84,407,000</b>	<b>-32.1%</b>	<b>-5.9%</b>



# Total Domestic and International Fact Sheet

## Year ending September 2020

### 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	\$3,213.6m	-37.1%	-7.4%	\$1,520.2m	-45.8%	-9.2%	\$4,733.8m	-40.2%	-8.0%
Gold Coast	\$2,274.2m	-38.7%	-7.3%	\$623.1m	-53.6%	-14.4%	\$2,897.3m	-42.7%	-9.3%
Sunshine Coast	\$2,066.6m	-21.4%	1.2%	\$126.5m	-55.5%	-13.4%	\$2,193.1m	-24.7%	-0.3%
TNQ	\$1,570.2m	-35.3%	-5.2%	\$448.9m	-58.5%	-19.0%	\$2,019.1m	-42.5%	-9.7%
SGBR	\$917.9m	-20.0%	-3.0%	\$27.0m	-72.4%	-21.7%	\$944.9m	-24.1%	-4.5%
SQC*	\$592.7m	-26.4%	-6.6%	np	np	np	\$628.1m	-28.9%	-7.1%
Townsville	\$552.8m	-30.1%	-7.2%	\$62.1m	-23.6%	-19.8%	\$614.9m	-29.5%	-8.5%
Whitsundays*	\$454.5m	-28.5%	0.2%	\$82.5m	-47.0%	-19.3%	\$537.0m	-32.1%	-4.6%
Outback*	\$511.4m	-24.4%	-4.9%	np	np	np	\$524.8m	-23.7%	-5.0%
Mackay*	\$434.7m	-16.3%	2.6%	\$5.4m	-72.0%	np	\$440.1m	-18.3%	1.2%
Fraser Coast*	\$294.9m	-33.9%	-0.6%	\$25.0m	-43.3%	-4.8%	\$319.8m	-34.7%	-1.0%
<b>Queensland</b>	<b>\$12,970.5m</b>	<b>-31.9%</b>	<b>-5.1%</b>	<b>\$2,976.1m</b>	<b>-50.5%</b>	<b>-13.1%</b>	<b>\$15,946.6m</b>	<b>-36.3%</b>	<b>-7.1%</b>

#### Overnight visitation

	Domestic			International			Total		
	Total visitors <sup>1</sup>	Annual % change	3yr trend	Total visitors <sup>1</sup>	Annual % change	3yr trend	Total visitors <sup>1</sup>	Annual % change	3yr trend
Brisbane	5,486,000	-30.9%	-7.6%	690,000	-52.3%	-14.4%	6,177,000	-34.2%	-8.7%
Gold Coast	2,638,000	-36.0%	-9.3%	476,000	-54.8%	-17.3%	3,114,000	-39.8%	-11.0%
Sunshine Coast	3,186,000	-19.8%	-2.3%	151,000	-52.7%	-14.9%	3,337,000	-22.3%	-3.3%
TNQ	1,551,000	-29.1%	-3.7%	364,000	-56.8%	-19.5%	1,916,000	-36.8%	-8.4%
SGBR	1,807,000	-21.9%	-1.8%	62,000	-54.4%	-20.6%	1,869,000	-23.7%	-3.0%
SQC*	1,682,000	-28.3%	-5.2%	26,000	-53.1%	-14.1%	1,707,000	-28.8%	-5.4%
Townsville	822,000	-39.9%	-5.7%	61,000	-51.6%	-18.2%	883,000	-40.9%	-7.0%
Whitsundays*	504,000	-22.0%	2.4%	112,000	-49.3%	-18.1%	616,000	-29.0%	-3.5%
Outback*	852,000	-20.9%	-4.0%	12,000	-43.8%	-22.2%	865,000	-21.4%	-4.5%
Mackay*	1,024,000	-6.6%	3.9%	19,000	-59.9%	-19.0%	1,043,000	-8.9%	2.7%
Fraser Coast*	568,000	-29.3%	-1.0%	66,000	-47.2%	-19.1%	634,000	-31.7%	-4.0%
<b>Queensland</b>	<b>18,494,000</b>	<b>-28.0%</b>	<b>-5.2%</b>	<b>1,269,000</b>	<b>-54.1%</b>	<b>-16.7%</b>	<b>19,763,000</b>	<b>-30.6%</b>	<b>-6.4%</b>

#### 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.

np/p = not publishable.

\* Due to volatility of small sizes for the indicated regions, data needs to be treated with caution.