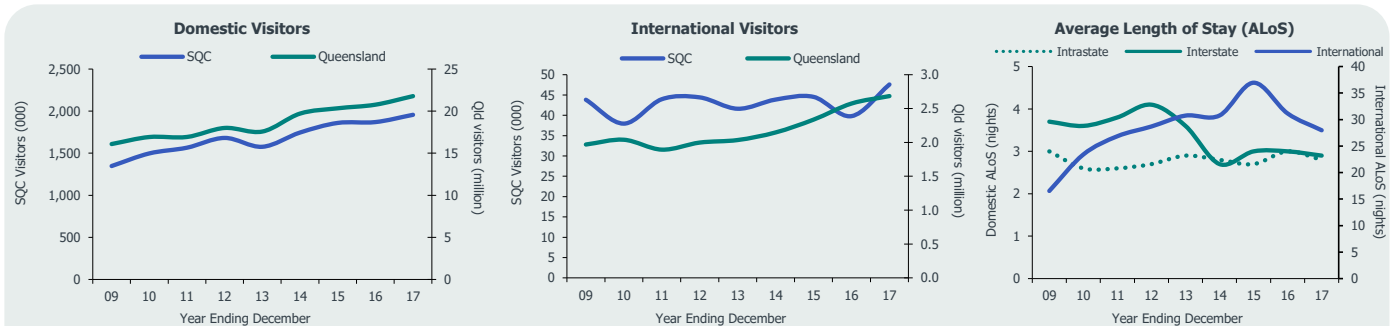


## Year Ending December 2017



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>1,956,000</b>	<b>592,000</b>	<b>748,000</b>	<b>464,000</b>	<b>\$676.7m</b>
Annual % change <sup>1</sup>	▲ 4.6%	▲ 13.5%	● 0.5%	▲ 7.1%	▼ -7.1%
3-yr trend % change <sup>2</sup>	▲ 3.9%	▲ 4.8%	▲ 1.9%	▲ 8.9%	▲ 7.4%
<b>International Overnight</b>	<b>48,000</b>	<b>22,000</b>	<b>18,000</b>	<b>5,000</b>	<b>\$66.2m</b>
3-yr trend % change	▲ 2.9%	▲ 10.0%	▲ 9.9%	▼ -8.5%	▼ -2.5%
<b>TOTAL</b>	<b>2,004,000</b>	<b>614,000</b>	<b>766,000</b>	<b>470,000</b>	<b>\$742.8m</b>
Annual % change	▲ 4.9%	▲ 14.3%	▲ 0.9%	▲ 7.3%	▼ -5.8%
3-yr trend % change	▲ 3.8%	▲ 5.0%	▲ 2.1%	▲ 8.7%	▲ 6.4%

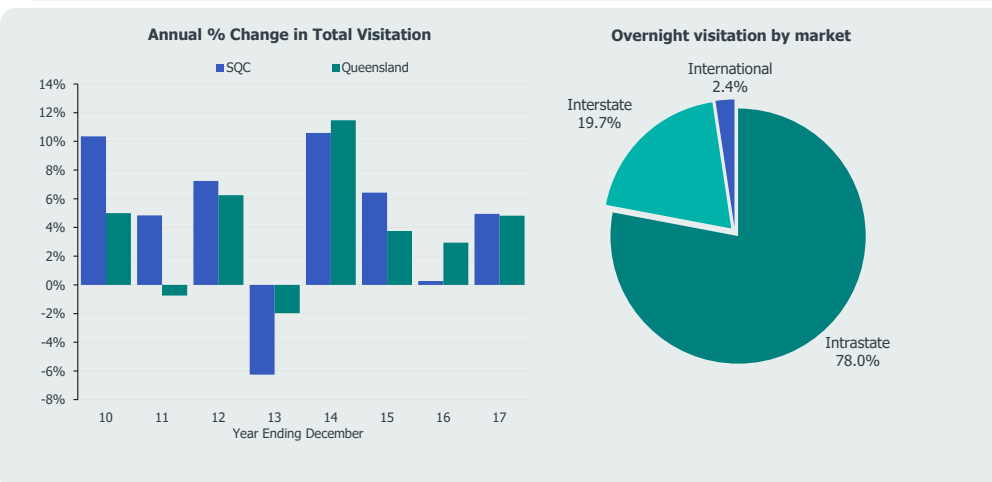


### Domestic Visitors

- The Southern Queensland Country region (SQC) welcomed 2.0m domestic overnight visitors in the year ending December 2017, up by 4.6% year-on-year. The domestic market accounted for the majority of SQC's overnight visitation (98%) and expenditure (91%).
- Visitation growth was driven by the holiday and business markets, with holiday travel up by 13.5% to 592,000 and business travel up by 7.1% to 464,000. The visiting friends and relatives (VFR) market to the region was stable (+0.5%) at 748,000.
- VFR visitors shortened their stays in the region considerably (ALoS down by 1.1 nights to 2.3 nights) which contributed to an overall 2.0% decrease in visitor nights.
- Intrastate visitation grew slightly, up by 1.1% to 1.6 million, and continued to account for a large portion (80%) of domestic visitors. Intrastate visitation grew for holiday, business and VFR travel. Brisbane remained as the largest source market with 14.8% growth to 749,000 visitors.
- Although interstate visitation accounted for 20% of total domestic visitors, the market made a strong contribution to the overall growth in the domestic sector, up by 21.4% to 394,000. There was strong growth out of regional NSW. Holidaymakers and business travellers were key drivers of interstate growth.
- Visitor expenditure declined by 7.1% to \$676.7m. This was mainly due to shorter stays by the VFR market and a lower spend per night, the average spend per night declined 5.2% to \$122.

### International Visitors

- International visitation to SQC grew 2.9% to 48,000 in the three years ending December 2017, contributing 2% of overnight visitation and 9% of overnight expenditure in the region.
- Holiday and VFR are the main purposes of international travel to the region, accounting for 45% and 38% of visitors respectively. Both sectors contributed to the overall three-year trend growth, with holiday up by 10.0% to 22,000 and VFR up by 9.9% to 18,000.
- European markets (including the UK) contributed 14,000 visitors to the region, while Asian countries contributed 12,000. The three-year trend shows European visitation declined by 6.2% while Asian visitation grew by 10.3%.
- Despite the growth in visitation over the three years, visitors have shortened their stays slightly (by 2.8%) to 28.0 nights. This resulted in visitor nights remaining stable at 1.3m (-0.4%).
- International expenditure softened slightly by 2.5% to \$66.2m in the three years ending December 2017. This was due to a slightly lower spend per night while the overall numbers of nights remained stable.



### Research Updates

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

## Domestic visitation Year Ending December 2017

### Domestic visitors to SQC

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	592,000	13.5%	1,495,000	17.8%	2.5	0.1
VFR	748,000	0.5%	1,749,000	-31.8%	2.3	-1.1
Business	464,000	7.1%	1,817,000	33.3%	3.9	0.8
<b>Domestic<sup>3</sup></b>	<b>1,956,000</b>	<b>4.6%</b>	<b>5,532,000</b>	<b>-2.0%</b>	<b>2.8</b>	<b>-0.2</b>
<b>Intrastate</b>						
Holiday	453,000	4.1%	1,034,000	-2.9%	2.3	-0.2
VFR	633,000	2.2%	1,387,000	-33.3%	2.2	-1.2
Business	383,000	3.6%	1,681,000	40.9%	4.4	1.2
<b>Intrastate</b>	<b>1,563,000</b>	<b>1.1%</b>	<b>4,402,000</b>	<b>-6.0%</b>	<b>2.8</b>	<b>-0.2</b>
<b>Interstate</b>						
Holiday	140,000	60.0%	460,000	125.5%	3.3	1.0
VFR	115,000	-7.9%	362,000	-25.6%	3.1	-0.8
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>394,000</b>	<b>21.4%</b>	<b>1,130,000</b>	<b>17.6%</b>	<b>2.9</b>	<b>-0.1</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
SQC	3,318,000	-8.7%	\$493.0m	21.1%
Queensland	40,683,000	0.0%	\$4,340.1m	-2.0%
<b>Australia</b>	<b>191,920,000</b>	<b>1.2%</b>	<b>\$20,443.8m</b>	<b>3.4%</b>

### Key domestic source markets to SQC

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	749,000	14.8%	1,759,000	-4.1%
Regional Qld	814,000	-8.9%	2,643,000	-7.2%
Sydney	71,000	-2.4%	160,000	-38.3%
Regional NSW	190,000	38.4%	549,000	40.9%
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

### State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	21,781,000	4.9%	86,528,000	4.3%
NSW	31,575,000	8.2%	100,104,000	5.2%
Victoria	24,458,000	11.5%	70,423,000	9.2%
<b>Australia</b>	<b>97,203,000</b>	<b>7.1%</b>	<b>350,911,000</b>	<b>4.8%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	8,542,000	3.5%	38,416,000	3.8%
NSW	12,466,000	5.1%	42,854,000	2.8%
Victoria	10,592,000	9.9%	31,976,000	7.3%
<b>Australia</b>	<b>39,295,000</b>	<b>6.0%</b>	<b>150,289,000</b>	<b>3.6%</b>



## International visitation Year Ending December 2017

### International visitors to SQC

All Visitors	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	22,000	10.0%	492,000	-3.8%	22.8	-10.1
VFR	18,000	9.9%	367,000	32.6%	20.2	7.3
Business	5,000	-8.5%	59,000	-12.0%	11.2	-1.3
<b>Total<sup>3</sup></b>	<b>48,000</b>	<b>2.9%</b>	<b>1,332,000</b>	<b>-0.4%</b>	<b>28.0</b>	<b>-3.2</b>

### State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,684,000	4.3%	53,089,000	2.4%
NSW	4,158,000	7.4%	94,407,000	7.9%
Victoria	2,891,000	8.1%	66,238,000	5.2%
<b>Australia</b>	<b>7,999,000</b>	<b>6.2%</b>	<b>264,673,000</b>	<b>4.9%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,879,000	4.4%	23,706,000	5.5%
NSW	2,447,000	7.7%	28,553,000	7.4%
Victoria	1,546,000	5.3%	16,622,000	6.6%
<b>Total</b>	<b>4,447,000</b>	<b>5.0%</b>	<b>83,978,000</b>	<b>4.2%</b>



### Top source markets

Total	Visitors	Trend Chg %	Nights	Trend Chg %
Europe and UK	14,000	-6.2%	392,000	-10.7%
Asia	12,000	10.3%	635,000	7.2%
North America	n/p	n/p	n/p	n/p
New Zealand	n/p	n/p	n/p	n/p

Markets have been combined to create natural groups such as 'Asia' and 'North America' to increase sample sizes. For technical reasons, some data may not be publishable (n/p), however the markets will still appear in order.

### Top holiday source markets

Holiday	Visitors	Trend Chg %	Nights	Trend Chg %
Europe and UK	8,000	-1.7%	259,000	7.3%
Asia	n/p	n/p	n/p	n/p
North America	n/p	n/p	n/p	n/p
New Zealand	n/p	n/p	n/p	n/p

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](http://www.teq.queensland.com).

Southern Queensland Country (SQC) includes the Toowoomba, Western Downs, Southern Downs and South Burnett subregions.

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:*  
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## Year Ending December 2017

### 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	6,485,000	7.7%	19,628,000	7.1%	3.0	0.0	27%	39%	26%	30%
Gold Coast	4,005,000	8.1%	14,510,000	8.1%	3.6	0.0	53%	32%	11%	18%
Sunshine Coast	3,391,000	0.0%	12,300,000	-0.3%	3.6	0.0	54%	35%	7%	16%
Fraser Coast*	675,000	4.5%	2,939,000	6.8%	4.4	n/p	53%	34%	10%	3%
<b>Southern Qld Country</b>	<b>1,956,000</b>	<b>4.6%</b>	<b>5,532,000</b>	<b>-2.0%</b>	<b>2.8</b>	<b>-0.2</b>	<b>30%</b>	<b>38%</b>	<b>24%</b>	<b>9%</b>
SGBR	2,001,000	1.8%	7,099,000	-11.9%	3.5	-0.6	32%	30%	26%	9%
Mackay*	827,000	2.1%	3,843,000	11.0%	4.6	n/p	19%	20%	52%	4%
Whitsundays*	545,000	5.3%	2,520,000	5.1%	4.6	n/p	54%	16%	26%	3%
Townsville	1,074,000	-7.7%	3,599,000	-13.4%	3.3	-0.3	32%	25%	31%	5%
Outback*	878,000	9.7%	3,906,000	9.2%	4.4	n/p	29%	19%	42%	4%
TNQ	1,819,000	-4.2%	9,120,000	-2.3%	5.0	0.1	52%	22%	20%	8%
<b>Total Domestic</b>	<b>21,781,000</b>	<b>4.9%</b>	<b>86,528,000</b>	<b>4.3%</b>	<b>4.0</b>	<b>0.0</b>	<b>39%</b>	<b>34%</b>	<b>22%</b>	<b>-</b>

\* Three-year trend change %<sup>2</sup>

### 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	1,274,000	6.7%	25,683,000	5.0%	20.2	-0.3	55%	28%	9%	47%
Gold Coast	1,069,000	4.1%	9,691,000	0.2%	9.1	-0.3	80%	15%	3%	40%
Sunshine Coast	301,000	3.4%	3,068,000	7.2%	10.2	0.4	78%	19%	3%	11%
Fraser Coast	150,000	1.9%	705,000	-10.6%	4.7	-0.7	92%	7%	0%	6%
<b>Southern Qld Country*</b>	<b>48,000</b>	<b>2.9%</b>	<b>1,332,000</b>	<b>-0.4%</b>	<b>28.0</b>	<b>n/p</b>	<b>45%</b>	<b>38%</b>	<b>11%</b>	<b>2%</b>
SGBR	151,000	6.1%	2,632,000	26.9%	17.4	2.9	78%	13%	6%	6%
Mackay*	50,000	3.9%	411,000	-11.5%	8.3	n/p	76%	15%	4%	2%
Whitsundays	241,000	-2.8%	1,256,000	-23.9%	5.2	-1.4	97%	2%	1%	9%
Townsville	147,000	14.3%	1,340,000	-17.5%	9.1	-3.5	81%	13%	3%	5%
Outback*	21,000	-10.5%	481,000	-12.8%	22.5	n/p	69%	15%	9%	1%
TNQ	897,000	-0.4%	6,468,000	-2.1%	7.2	-0.1	94%	4%	2%	33%
<b>Total International</b>	<b>2,684,000</b>	<b>4.3%</b>	<b>53,089,000</b>	<b>2.4%</b>	<b>19.8</b>	<b>-0.4</b>	<b>70%</b>	<b>24%</b>	<b>7%</b>	<b>-</b>

#### Notes/Sources:

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.

In 2014, TRA moved to a new methodology for the NVS that included mobile phone interviewing as part of a dual frame overlap survey. This initiative was part of TRA's continuous improvement program. The inclusion of mobile phone users ultimately delivers greater domestic tourism data accuracy as it better reflects the Australian resident population and phone ownership.

The 2014 and 2015 NVS data, including the data for the year ending June 2016, has been back-cast by TRA.

Please visit [tra.gov.au](http://tra.gov.au) for more information on the methodology, back-casting process and impact on results.

'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.