

Three-year Average - Year Ending December 2017



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	878,000	251,000	164,000	373,000	\$584.8m
Trend % change ²	▲ 9.7%	▲ 3.3%	▲ 7.1%	▲ 12.7%	▲ 12.7%
International Overnight	21,000	15,000	n/p	n/p	\$17.4m
Trend % change	▼ -10.5%	▼ -6.4%	n/p	n/p	▼ -11.0%
TOTAL	899,000	266,000	n/p	n/p	\$602.1m
Trend % change	▲ 8.9%	▲ 2.6%	n/p	n/p	▲ 11.9%

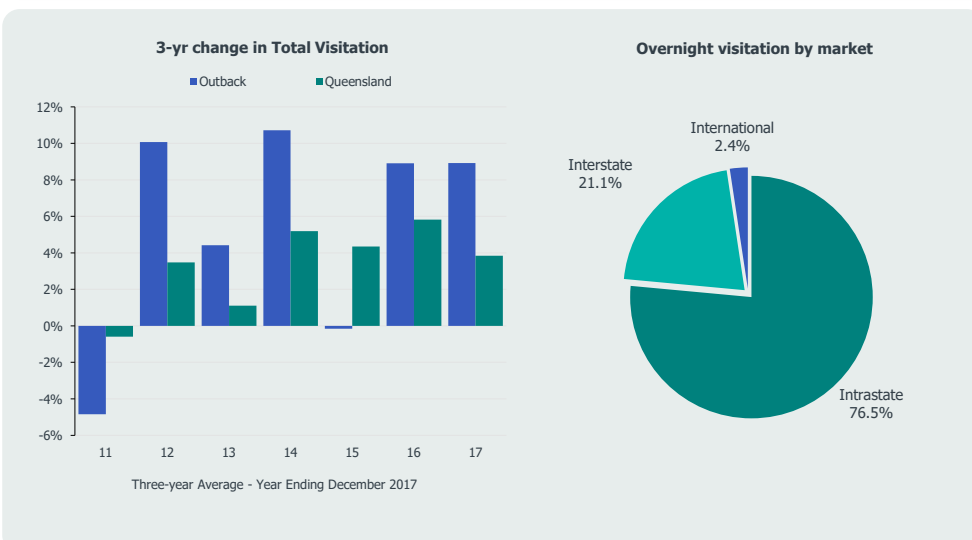


Domestic Visitation

- The Outback region enjoyed a record high in domestic visitation, welcoming 878,000 visitors to the region in the year ending December 2017. This represents three-year visitation growth of 9.7%, outpacing the state's 3.4% growth over the same period.
- Domestic visitors comprised almost all (98%) of Outback visitation. The majority were intrastate visitors, whose number grew by 10.0% to 688,000 in the three years ending December 2017. The two largest intrastate source markets were Brisbane and visitors from within the Outback region.
- Interstate visitor numbers were also up, growing at a three-year trend rate of 8.9% to 190,000. NSW contributed the largest number of interstate visitors.
- Outback Tourism has indicated that the resources sector is ramping up again, which may have contributed to the strong business sector, with travel up 12.7% over the three years to 373,000 visitors.
- Record highs in visitation and visitor nights (up 9.2% to 3.9m nights) drove expenditure up by 12.7% to \$584.8m, which is also a record high for the region.

International Visitation

- International visitation to the Outback region declined by 10.5% to 21,000 visitors over the three years ending December 2017, driven by declines in holiday travel. The international market accounted for 2% of the region's overnight visitors.
- Visitation is dominated by western markets. Europe, including the UK, was the region's largest source market with 11,000 visitors.
- Holiday visitors comprised 69% of all international visitation to the region. Despite a 6.4% decline in holiday visitation to 15,000, holiday nights in the region were stable, as holidaymakers slightly increased the length of their trips to 18.8 nights.
- Overall, declines in visitation and visitor nights (down by 12.8% to 481,000 nights) resulted in a decrease in expenditure by 11.0% to \$17.4m.



Research Updates

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

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Domestic visitors to Outback

	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	251,000	3.3%	1,056,000	2.7%	4.2	0.3
VFR	164,000	7.1%	569,000	9.2%	3.5	0.7
Business	373,000	12.7%	1,812,000	14.8%	4.9	0.9
Domestic³	878,000	9.7%	3,906,000	9.2%	4.4	0.5
Intrastate						
Holiday	147,000	-1.3%	495,000	-4.9%	3.4	-0.5
VFR	141,000	6.0%	447,000	7.8%	3.2	0.8
Business	347,000	17.2%	1,636,000	19.6%	4.7	0.9
Intrastate	688,000	10.0%	2,756,000	9.7%	4.0	0.4
Interstate	190,000	8.9%	1,150,000	7.7%	6.0	1.1

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%
Australia	97,203,000	7.1%	350,911,000	4.8%
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%
Australia	39,295,000	6.0%	150,289,000	3.6%

International visitors to Outback

All Visitors	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	15,000	-6.4%	278,000	0.3%	18.8	12.3
Total³	21,000	-10.5%	481,000	-12.8%	22.5	10.5

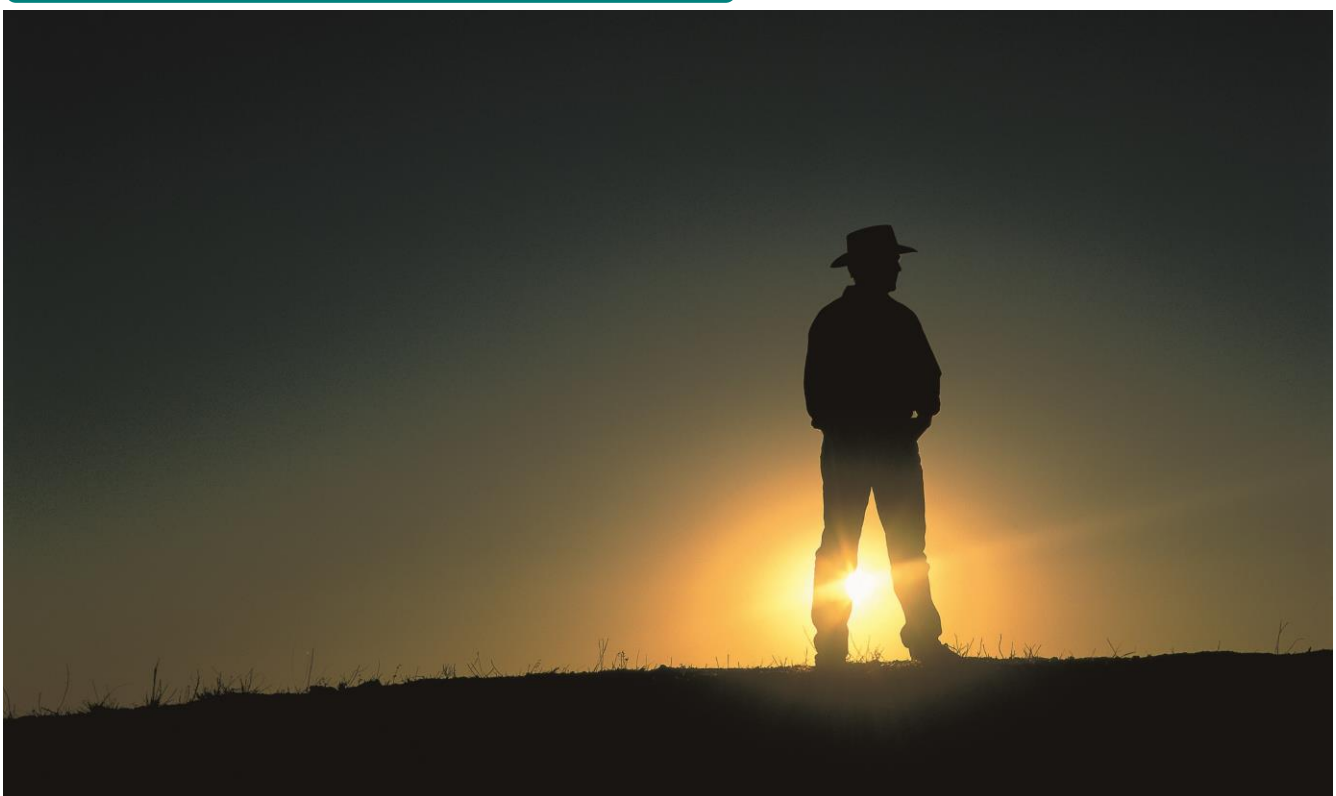
Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

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>

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%
Australia	7,999,000	6.2%	264,673,000	4.9%
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
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%
Total	4,447,000	5.0%	83,978,000	4.2%



Three-year Average - Year Ending December 2017

Domestic regional comparison							% Proportion of Travel Purpose			% Share of Total Visitors
Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	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%
Southern Qld Country	1,956,000	4.6%	5,532,000	-2.0%	2.8	-0.2	30%	38%	24%	9%
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%
Total Domestic	21,781,000	4.9%	86,528,000	4.3%	4.0	0.0	39%	34%	22%	-

* Three-year trend change %²

International regional comparison							% Proportion of Travel Purpose			% Share of Total Visitors
Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	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%
Southern Qld Country*	48,000	2.9%	1,332,000	-0.4%	28.0	n/p	45%	38%	11%	2%
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%
Total International	2,684,000	4.3%	53,089,000	2.4%	19.8	-0.4	70%	24%	7%	-

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 for more information on the methodology, back-casting process and impact on results.

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

Footnotes:

- 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.
- This figure includes "Other" visitors.