

Total International and Domestic Fact Sheet

Year ending June 2020

National and State overview

Total overnight visitor expenditure and visitation

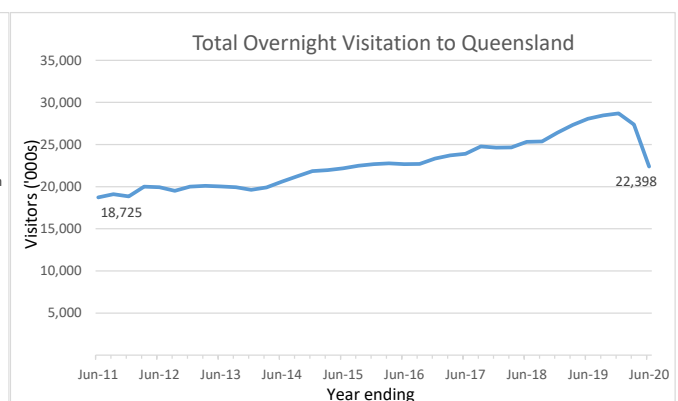
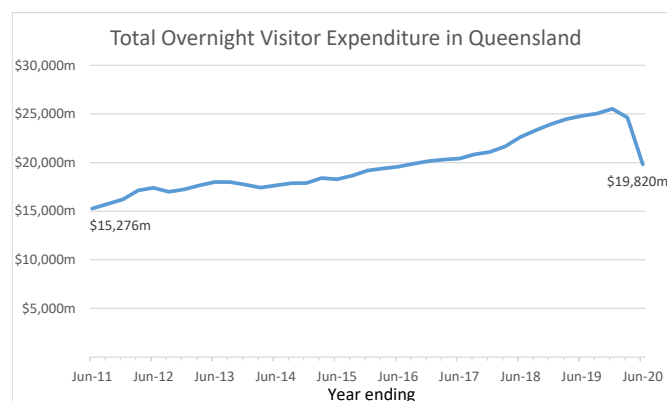
	Spend \$m			Visitors ¹		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Queensland	\$19,820.0m	-20.1%	-0.9%	22,398,000	-20.2%	-1.9%
New South Wales	\$26,064.1m	-23.1%	-1.1%	33,363,000	-19.8%	-0.7%
Victoria	\$20,042.5m	-19.1%	-0.4%	24,897,000	-22.6%	-1.4%
Western Australia	\$8,790.3m	-15.8%	-2.2%	10,109,000	-12.6%	0.2%
South Australia	\$4,947.9m	-16.6%	0.4%	6,900,000	-12.3%	1.4%
Tasmania	\$2,679.4m	-20.5%	-1.3%	2,612,000	-25.4%	-3.5%
Northern Territory	\$1,900.8m	-25.3%	-7.7%	1,579,000	-18.8%	-5.5%
ACT	\$1,758.1m	-28.9%	-5.7%	2,660,000	-16.1%	-2.4%
Australia	\$86,003.0m	-20.6%	-1.2%	98,232,000	-19.4%	-0.9%

Total overnight visitor expenditure, by purpose

	Queensland			Australia		
	Spend \$m	Annual % change	3yr trend	Spend \$m	Annual % change	3yr trend
Holiday	\$9,140.9m	-18.1%	-1.3%	\$33,880.0m	-20.7%	-1.9%
VFR	\$2,922.3m	-17.9%	-0.6%	\$13,290.2m	-20.2%	-1.9%
Business	\$2,554.7m	-30.2%	-0.7%	\$13,078.3m	-22.1%	1.2%
Total purpose²	\$19,820.0m	-20.1%	-0.9%	\$86,003.0m	-20.6%	-1.2%

Total overnight visitation, by purpose

	Queensland			Australia		
	Visitors	Annual % change	3yr trend	Visitors	Annual % change	3yr trend
Holiday	8,729,000	-25.1%	-3.9%	37,507,000	-25.0%	-3.2%
VFR	7,728,000	-16.6%	-1.2%	34,392,000	-17.5%	-0.7%
Business	5,060,000	-19.3%	1.0%	22,638,000	-15.0%	2.8%
Total purpose²	22,398,000	-20.2%	-1.9%	98,232,000	-19.4%	-0.9%



Total International and Domestic Fact Sheet

Year ending June 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	\$4,037.8m	-17.5%	0.6%	\$2,275.4m	-16.9%	1.1%	\$6,313.2m	-17.3%	0.8%
Gold Coast	\$2,755.4m	-27.0%	-2.1%	\$962.4m	-29.6%	-5.0%	\$3,717.8m	-27.7%	-2.9%
TNQ	\$2,089.6m	-5.3%	3.7%	\$735.1m	-32.2%	-9.6%	\$2,824.8m	-14.2%	-0.7%
Sunshine Coast	\$2,204.6m	-15.6%	2.2%	\$200.2m	-31.0%	-5.1%	\$2,404.8m	-17.1%	1.5%
SGBR	\$948.1m	-21.3%	-2.1%	\$54.1m	-47.3%	-14.5%	\$1,002.2m	-23.4%	-3.1%
Townsville	\$660.7m	-23.9%	-3.5%	\$87.6m	13.7%	-6.9%	\$748.3m	-20.8%	-3.8%
SQC	\$598.0m	-22.2%	-4.9%	\$56.1m	-24.9%	-0.4%	\$654.1m	-22.5%	-4.5%
Whitsundays	\$521.1m	-21.1%	0.0%	\$115.9m	-34.0%	-12.5%	\$637.0m	-23.8%	-3.2%
Outback	\$534.2m	-25.1%	-0.7%	\$19.4m	77.4%	16.4%	\$553.6m	-23.5%	-0.3%
Mackay	\$438.6m	-22.6%	4.9%	np	np	np	\$449.3m	-23.7%	3.9%
Fraser Coast	\$363.4m	-7.5%	4.4%	\$34.9m	-24.2%	0.8%	\$398.3m	-9.3%	4.0%
Queensland	\$15,265.2m	-18.8%	0.0%	\$4,554.8m	-24.1%	-3.5%	\$19,820.0m	-20.1%	-0.9%

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	6,394,000	-17.4%	-1.7%	1,058,000	-25.7%	-5.0%	7,452,000	-18.7%	-2.2%
Gold Coast	3,093,000	-25.9%	-3.8%	734,000	-30.1%	-8.9%	3,827,000	-26.7%	-4.9%
TNQ	1,776,000	-12.9%	-0.3%	568,000	-33.1%	-11.6%	2,343,000	-18.8%	-3.7%
Sunshine Coast	3,220,000	-19.1%	-1.7%	236,000	-26.9%	-5.8%	3,456,000	-19.7%	-2.0%
SGBR	1,870,000	-20.2%	0.7%	100,000	-29.4%	-9.9%	1,970,000	-20.7%	0.0%
Townsville	996,000	-31.4%	-2.3%	96,000	-27.7%	-7.8%	1,092,000	-31.1%	-2.8%
SQC	1,834,000	-16.8%	-0.4%	39,000	-32.1%	-5.4%	1,873,000	-17.2%	-0.5%
Whitsundays	524,000	-18.6%	0.9%	164,000	-27.7%	-9.4%	688,000	-21.0%	-2.1%
Outback	886,000	-15.7%	-0.8%	20,000	-17.5%	-10.0%	907,000	-15.7%	-1.1%
Mackay	1,043,000	-4.9%	6.1%	33,000	-39.7%	-7.3%	1,076,000	-6.6%	5.4%
Fraser Coast	624,000	-16.7%	2.9%	99,000	-24.2%	-10.3%	723,000	-17.8%	0.7%
Queensland	20,421,000	-19.3%	-1.2%	1,976,000	-28.3%	-7.9%	22,398,000	-20.2%	-1.9%

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.