

International Tourism Snapshot

Year ending March 2018 | Preliminary results

Preliminary IVS results

The International Visitor Survey (IVS) results for the March quarter 2018 are preliminary and do not include any data relating to purpose of visit.

This is because the quality of the main purpose of visit component of the passenger data supplied to Tourism Research Australia (TRA) by the Department of Home Affairs has been identified as a concern. There are no issues with the IVS survey collection methodology.

The Australian Government is working to resolve these issues and it is likely that a back cast of TRA data will be required. TRA will release revised estimates once a solution has been implemented.

TEQ has scaled back the level of detail included in its commentary on international travel trends until the data issues are resolved.

International visitation to Australia

Australia welcomed a record 8.3 million international visitors in the year ending March 2018, which represents a growth rate of 7.5 per cent year-on-year.

International expenditure in Australia grew by 6.7 per cent to a record \$29.1 billion.

Australia's top five source markets by expenditure were China, the UK, USA, New Zealand and South Korea.



International visitors to Australia by market

	Visitors	Annual change ¹	Avg stay ²	Annual change	Expenditure ³	Annual change
Total Australia⁴	8,306,000	7.5%	32.4	-4.4%	\$29,053.3m	6.7%
NZ	1,240,000	0.9%	10.3	-13.4%	\$1,666.3m	-6.0%
Asia ⁵	4,080,000	10.5%	37.9	-3.8%	\$18,095.1m	10.8%
North America ⁶	914,000	9.8%	20.5	-13.2%	\$2,361.7m	4.7%
Europe ⁷	851,000	3.5%	45.3	-2.0%	\$3,166.1m	1.7%
UK	699,000	3.6%	32.9	-8.6%	\$1,981.8m	-3.6%

International Tourism Snapshot

Year ending March 2018 | Preliminary results

State comparison

In the year ending March 2018, international visitation and expenditure reached record-high levels in six states/territories. These were Queensland, New South Wales, Victoria, South Australia, ACT, and Tasmania.

While ACT and Tasmania recorded the fastest annual growth rates, Queensland, New South Wales and Victoria received the greatest absolute number of extra visitors and expenditure.

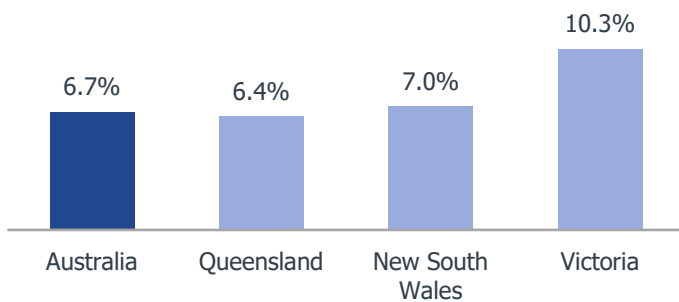
International visitation state comparison

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total Australia	8,306,000	7.5%	32.4	-4.4%
Queensland	2,736,000	5.5%	19.5	-5.2%
New South Wales	4,338,000	8.5%	21.8	-3.1%
Victoria	2,955,000	9.0%	23.1	-6.0%
Western Australia	967,000	1.1%	27.7	-7.2%
South Australia	475,000	8.9%	23.3	-4.3%
ACT	248,000	15.8%	22.1	4.4%
Tasmania	300,000	20.0%	17.3	19.8%
Northern Territory	287,000	-4.4%	13.2	2.6%

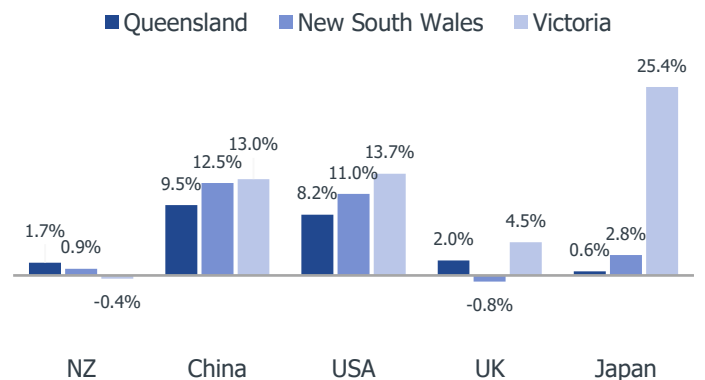
International expenditure state comparison

	Expenditure ³	Annual change	Market share	Annual change
Total Australia	\$29,053.3m	6.7%	-	-
Queensland	\$5,516.8m	6.4%	19.0%	-0.05%
New South Wales	\$10,496.9m	7.0%	36.1%	↑0.1%
Victoria	\$8,013.1m	10.3%	27.6%	↑0.9%
Western Australia	\$2,284.2m	-8.3%	7.9%	↓1.3%
South Australia	\$1,170.9m	9.6%	4.0%	↑0.1%
ACT	\$606.5m	16.3%	2.1%	↑0.2%
Tasmania	\$559.4m	32.0%	1.9%	↑0.4%
Northern Territory	\$405.3m	-11.9%	1.4%	↓0.3%

Annual change in visitor expenditure, by state



Annual change in visitors from key markets, by state



International Tourism Snapshot

Year ending March 2018 | Preliminary results

Queensland performance

International visitation to Queensland grew by 5.5 per cent to a record 2.7 million visitors in the year ending March 2018. These visitors spent a record \$5.5 billion in the state, up by 6.4 per cent year on year.

Queensland's top five source markets by expenditure were China, New Zealand, Japan, the UK and USA.

Queensland saw a record number of visitors, and record levels of spend, from China, Hong Kong and India. Chinese visitation grew by 9.5 per cent to 517,000 and expenditure was up 20.1 per cent to \$1.2 billion. Visitation from Hong Kong increased 20.9 per cent to 72,000 and expenditure grew by 26.9 per cent to nearly \$200 million. Visitation from India was up by 41.4 per cent to 81,000, and expenditure grew by 36.8 per cent to \$151.6 million.



International visitors to Queensland by market

	Visitors	Annual change ¹	Avg stay ²	Annual change	Expenditure ³	Annual change
Total Queensland	2,736,000	5.5%	19.6	-5.2%	\$5,516.8m	6.4%
NZ	465,000	1.7%	10.2	-12.6%	\$564.1m	-6.0%
Asia ⁵	1,234,000	7.9%	21.3	-6.3%	\$2,874.1m	9.4%
North America ⁶	297,000	6.4%	13.0	-13.7%	\$538.1m	13.6%
Europe ⁷	332,000	5.8%	26.6	2.2%	\$716.2m	7.7%
UK	230,000	2.0%	21.4	-5.0%	\$394.1m	-8.4%

International Tourism Snapshot

Year ending March 2018 | Preliminary results

Regional performance

These tables detail international visitation and expenditure in Queensland's 11 tourism regions for the year ending March 2018.

International visitation by Queensland region

	Visitors	Annual change	Avg stay
Queensland	2,736,000	5.5%	19.5
Brisbane	1,342,000	8.6%	20.0
Gold Coast	1,050,000	3.8%	9.3
TNQ ⁸	880,000	-1.1%	7.1
Sunshine Coast	307,000	6.3%	9.7
Whitsundays	243,000	-0.1%	5.3
Townsville	149,000	14.5%	8.3
SGBR ⁹	152,000	7.3%	15.0
Fraser Coast	142,000	-5.7%	4.8

	Visitors	Trend change ¹¹	Avg stay
SQC ¹⁰	48,000	2.2%	28.4
Outback	26,000	-10.8%	17.2
Mackay	54,000	6.1%	8.9

International expenditure by Queensland region

	Expenditure	Annual change	Spend per visitor	Spend per night
Queensland	\$5,516.8m	6.4%	\$2,016.1	\$103.1
Brisbane	\$2,398.4m	10.9%	\$1,787.6	\$89.5
Gold Coast	\$1,308.1m	10.6%	\$1,245.2	\$134.4
TNQ ⁸	\$1,046.7m	-2.9%	\$1,189.3	\$168.6
Sunshine Coast	\$231.6m	-3.5%	\$754.9	\$78.1
Whitsundays	\$214.5m	-0.1%	\$882.1	\$167.6
Townsville	\$91.7m	3.7%	\$617.1	\$74.3
SGBR ⁹	\$81.0m	-11.3%	\$531.5	\$35.5
Fraser Coast	\$42.1m	13.2%	\$296.5	\$62.0





















	Expenditure	Trend change ¹¹	Spend per visitor	Spend per night
SQC ¹⁰	\$67.8m	2.1%	\$1,416.5	\$49.8
Outback	\$18.2m	-20.2%	\$711.8	\$41.4
Mackay	\$15.9m	n/p	\$294.8	\$33.3

International Tourism Snapshot

Year ending March 2018 | Preliminary results

All source market performance

These tables detail international visitation and expenditure to Queensland and Australia from all source markets for the year ending March 2018.

	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
 New Zealand	465,000	1.7%	\$564.1m	-6.0%	1,240,000	0.9%	\$1,666.3m	-6.0%
Total Asia	1,234,000	7.9%	\$2,874.1m	9.4%	4,080,000	10.5%	\$18,095.1m	10.8%
 China	517,000	9.5%	\$1,221.9m	20.1%	1,292,000	13.2%	\$8,644.7m	16.4%
 Japan	203,000	0.6%	\$397.5m	-7.4%	401,000	2.8%	\$1,089.8m	4.0%
 Singapore	64,000	2.9%	\$151.3m	19.2%	385,000	1.0%	\$1,029.1m	-3.9%
 Malaysia	47,000	7.3%	\$106.3m	-4.9%	355,000	2.2%	\$1,041.1m	1.1%
 Korea	71,000	-8.9%	\$249.2m	7.8%	278,000	4.6%	\$1,143.8m	2.2%
 India	81,000	41.4%	\$151.6m	36.8%	298,000	18.4%	\$1,094.9m	14.9%
 Hong Kong	72,000	20.9%	\$199.9m	26.9%	277,000	26.3%	\$997.3m	7.8%
 Indonesia	22,000	1.3%	\$41.6m	-19.0%	177,000	10.4%	\$599.4m	7.0%
 Taiwan	77,000	7.3%	\$182.1m	-22.0%	175,000	12.5%	\$663.9m	-9.3%
 Thailand	21,000	25.1%	\$47.6m	-7.9%	90,000	3.8%	\$391.8m	11.9%
Other Asia	59,000	2.0%	\$125.1m	19.4%	351,000	20.8%	\$1,399.3m	24.7%
North America	297,000	6.4%	\$538.1m	13.6%	914,000	9.8%	\$2,361.7m	4.7%
 USA	238,000	8.2%	\$380.3m	9.1%	751,000	9.9%	\$1,880.6m	2.7%
 Canada	59,000	-0.3%	\$157.9m	26.3%	163,000	9.6%	\$481.0m	13.4%
Total Europe	562,000	4.2%	\$1,110.4m	1.4%	1,550,000	3.6%	\$5,147.9m	-0.4%
 United Kingdom	230,000	2.0%	\$394.1m	-8.4%	699,000	3.6%	\$1,981.8m	-3.6%
 Germany	90,000	0.5%	\$191.3m	4.7%	202,000	1.1%	\$717.4m	-1.4%
 France	42,000	0.2%	\$94.1m	27.0%	125,000	6.4%	\$449.0m	-1.1%
 Scandinavia	47,000	14.9%	\$121.1m	12.9%	108,000	6.4%	\$426.6m	9.0%
 Italy	25,000	15.2%	\$65.3m	12.9%	72,000	-2.6%	\$339.0m	0.8%
 Switzerland	22,000	-5.4%	\$56.9m	4.9%	53,000	3.6%	\$225.9m	7.2%
 Netherlands	22,000	10.0%	\$39.2m	-17.2%	54,000	6.5%	\$191.2m	-8.2%
Other Europe	83,000	9.8%	\$148.3m	4.8%	237,000	4.2%	\$816.9m	4.0%
Other markets	178,000	2.0%	\$430.1m	10.7%	522,000	9.7%	\$1,782.3m	5.4%
All markets	2,736,000	5.5%	\$5,516.8m	6.4%	8,306,000	7.5%	\$29,053.3m	6.7%

Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
2. Avg stay = average length of stay expressed in nights
3. All expenditure figures include package expenditure
4. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
5. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
6. North America includes United States of America and Canada
7. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
8. TNQ - Tropical North Queensland
9. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
11. To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year-on-year comparison

Other notes:

- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions

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Year ending March 2018 | Preliminary results

Data Source:

International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted by Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

Due to a routine data update by TRA, the March 2018 IVS data has been updated and therefore may differ slightly from previously published figures.

Disclaimer:

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Strategic Research and Development

Tourism and Events Queensland

e. research@queensland.com

w. teq.queensland.com/research