

International Tourism Snapshot

Year ending June 2019

International visitors to Australia

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total Australia³	8,601,000	2.8%	31.7	-1.4%
NZ	1,272,000	2.1%	10.1	-2.8%
Asia ⁴	4,280,000	3.6%	37.4	-1.2%
North America ⁵	943,000	4.3%	19.2	-3.1%
Europe ⁶	892,000	4.3%	41.8	-5.6%
UK	674,000	-3.6%	32.1	1.3%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total holiday	4,669,000	3.8%	18.1	0.2%
NZ	507,000	5.7%	7.5	-4.5%
Asia	2,398,000	2.8%	15.8	2.8%
North America	550,000	10.3%	13.5	-4.4%
Europe	603,000	7.4%	34.9	-6.5%
UK	387,000	-4.0%	23.9	1.1%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total VFR⁷	3,340,000	0.4%	23.6	0.1%
NZ	580,000	-0.9%	9.7	1.1%
Asia	1,433,000	2.8%	31.9	0.4%
North America	327,000	-3.0%	15.9	-1.5%
Europe	321,000	-2.8%	19.7	-2.3%
UK	426,000	-2.1%	20.3	5.0%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total business	1,035,000	0.2%	9.8	-3.6%
NZ	232,000	-1.7%	4.8	3.2%
Asia	403,000	-3.4%	11.4	-4.8%
North America	166,000	4.3%	10.2	-5.6%
Europe	108,000	7.6%	12.0	-1.9%
UK	64,000	3.6%	12.0	-13.6%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total education	647,000	8.1%	116.1	-6.2%
NZ	18,000	0.3%	25.4	-37.2%
Asia	482,000	10.5%	122.7	-7.0%
North America	33,000	3.8%	68.2	-6.1%
Europe	50,000	1.3%	95.6	-12.5%
UK	8,000	-15.7%	84.2	2.5%

More international visitation growth

International overnight visitor expenditure (OVE) in Australia was up by 5.4% to a record \$30.8bn. This growth was largely due to education expenditure which grew by 10.7% to \$11.6bn and now makes up 38% of total visitor expenditure. The majority of this increase in education expenditure came from Chinese visitors and as a result Chinese expenditure accounted for more than half (56%) of the nation's total the growth in OVE.

Australia also welcomed a record number of international visitors, up 2.8% to 8.6m. Expenditure grew faster than visitation because education visitors tend to spend more than other visitors. For instance education visitors spend \$17,986 per visitor while holiday visitors spend \$2,248 per visitor.

Visitation grew from the majority of Australia's source markets. Continental Europe and North America recorded the fastest growth (both up 4.3%). From Europe, growth was led by France, up 7.5%, and the Netherlands, up 6.9%. North American growth was particularly led by Canada (up 9.8%), while the USA visitation grew by 3.0%. Visitation from Asia grew by 3.6%, with stronger growth from India, up 11.6%, Japan, up 9.1% and Singapore, up 7.9%, offsetting slower growth from elsewhere, including Chinese visitation which was steady (up 0.8%). New Zealand visitation to Australia grew by 2.1% and UK visitation decreased by 3.6%.

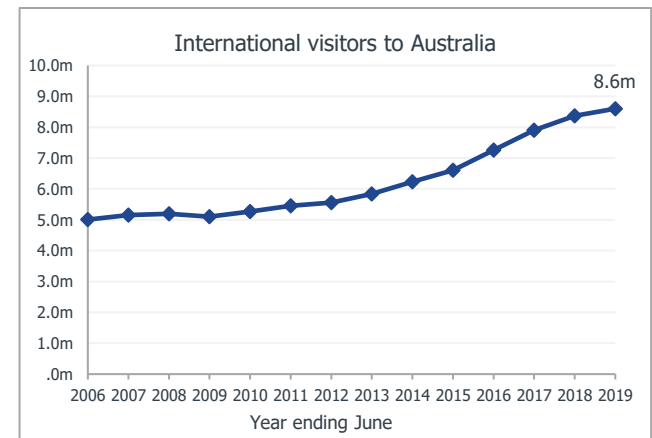
Purpose of travel

In the year ending June 2019, education provided the strongest growth for both visitation (up 8.1% to 647,000) and expenditure (up 10.7% to \$11.6 bn). Besides education, holiday expenditure also grew (up 6.1% to \$10.5 bn), but VFR and business expenditure were down by 2.1% to \$4.6bn and 3.8% to \$2.1 bn respectively.

In terms of visitation, holiday travel grew by 3.8% to a record 4.7m travellers; friends and relatives (VFR) which was steady (up 0.4%) at 3.3m visitors and International business visitation was also steady (up 0.2%) at 1.0m.

International visitor expenditure in Australia

	Expenditure ⁸	Annual change ¹
Total Australia	\$30,780.3m	5.4%
Holiday	\$10,494.5m	6.1%
VFR	\$4,580.3m	-2.1%
Business	\$2,141.1m	-3.8%
Employment	\$1,549.6m	1.0%
Education	\$11,634.5m	10.7%



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State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
Total Australia	\$30,780.3m	5.4%	100%	\$3,578.5
Queensland	\$5,998.3m	5.5%	19.5%	\$2,176.0
New South Wales	\$11,296.5m	7.6%	36.7%	\$2,581.4
Victoria	\$8,581.0m	7.1%	27.9%	\$2,766.9

State visitation comparison

	Visitors	Annual change	Avg stay	Annual # change
Total Australia	8,601,000	2.8%	31.7	-0.4
Queensland	2,757,000	0.1%	19.8	0.2
New South Wales	4,376,000	0.8%	22.4	0.7
Victoria	3,101,000	4.3%	23.5	0.4
Other States	2,024,000	3.5%	23.2	-3.3
Total holiday	4,669,000	3.8%	18.1	0.0
Queensland	1,853,000	-1.4%	12.3	0.1
New South Wales	2,470,000	0.4%	11.9	0.8
Victoria	1,671,000	8.0%	10.2	-0.1
Other States	1,165,000	9.1%	12.8	-1.0
Total VFR	3,340,000	0.4%	23.6	0.0
Queensland	741,000	4.3%	17.9	-0.8
New South Wales	1,210,000	-1.5%	21.9	-0.5
Victoria	1,045,000	2.5%	23.8	2.7
Other States	685,000	-3.2%	21.1	-2.0
Total business	1,035,000	0.2%	9.8	-0.4
Queensland	202,000	-3.2%	6.8	-0.5
New South Wales	478,000	-0.6%	8.5	0.3
Victoria	334,000	2.3%	7.6	-0.6
Other States	191,000	-3.5%	11.3	-0.6
Total education	647,000	8.1%	116.1	-7.7
Queensland	122,000	13.1%	105.0	-7.0
New South Wales	245,000	9.9%	116.4	-2.8
Victoria	199,000	11.3%	114.3	-11.6
Other States	96,000	-7.1%	114.0	-10.1

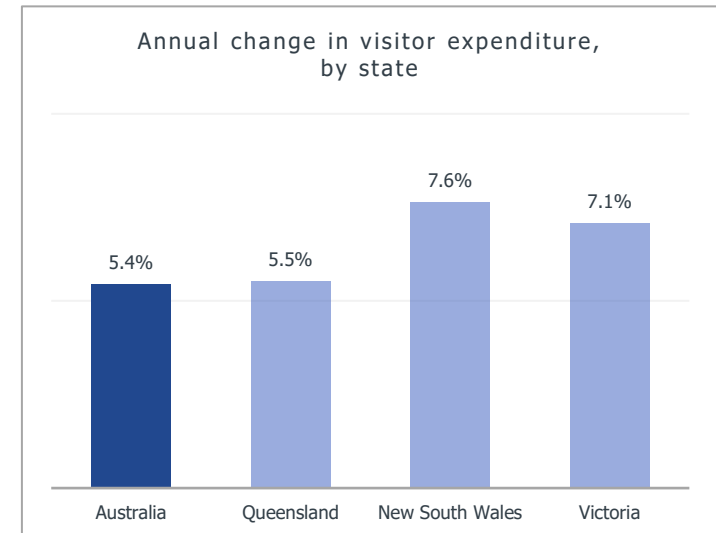
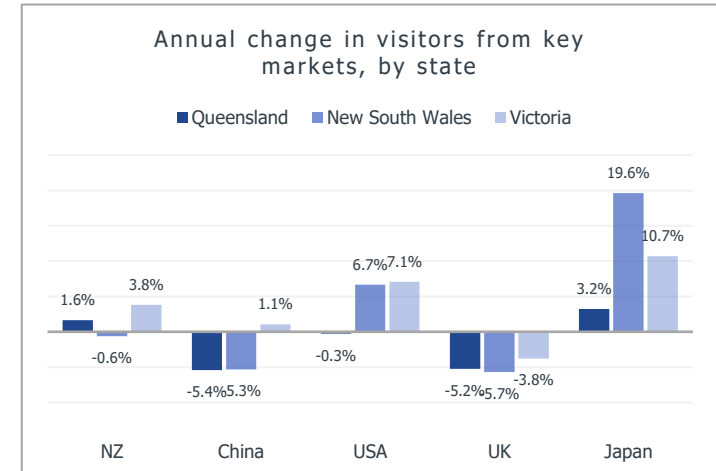
Eastern states drive expenditure growth

Increased spending in Queensland (up 5.5%), Victoria (7.1%), and New South Wales (7.6%) made the greatest contribution to the overall \$1.6bn increase in international visitor spending in Australia. Victoria and New South Wales reached overnight visitor expenditure records.

The strong growth in expenditure in these three states reflects the growth in education. Education visitation was up by 13.1% in Queensland, 11.3% in Victoria, and 9.9% New South Wales (up 9.9%). Education expenditure growth was particularly strong in New South Wales (up 20.3%) and Queensland (up 16.2%) and grew by 7.7% in Victoria.

Queensland remains the second most visited holiday destination in Australia (after New South Wales) despite visitation decreasing slightly (down 1.4% to 1.9m visitors). Two in five (39.7%) holiday visitors to Australia included Queensland in their itinerary. Holiday visitation grew in Victoria, Western Australia, Northern Territory and the ACT.

Business visitation fell in most of the states, Victoria (up 2.3%), South Australia (up 3.1%) and Northern Territory (up 1.2%), being the exceptions.



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International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual # change
Total Queensland	2,757,000	0.1%	19.8	0.2
NZ	482,000	1.6%	10.0	-0.4
Asia	1,224,000	-1.4%	22.0	0.2
North America	301,000	2.8%	12.6	0.0
Europe	341,000	2.5%	25.0	-0.7
UK	221,000	-5.2%	23.2	2.3

Holiday	1,853,000	-1.4%	12.3	0.1
NZ	239,000	4.6%	8.3	-0.5
Asia	884,000	-3.7%	10.8	0.0
North America	218,000	5.5%	9.0	0.8
Europe	276,000	3.4%	19.7	-1.6
UK	146,000	-10.9%	16.6	0.4

VFR	741,000	4.3%	17.9	-0.8
NZ	220,000	0.4%	9.4	-0.2
Asia	226,000	7.1%	25.5	-3.0
North America	67,000	1.9%	13.5	-1.0
Europe	67,000	1.9%	15.0	-1.6
UK	95,000	1.3%	20.1	3.6

Business	202,000	-3.2%	6.8	-0.5
NZ	50,000	-1.9%	4.3	0.2
Asia	77,000	-2.2%	6.6	-2.6
North America	29,000	3.4%	7.6	-1.3
Europe	18,000	-5.5%	8.0	0.9
UK	n/p	n/p	n/p	n/p

Education	122,000	13.1%	105.0	-7.0
NZ	4,000	-20.6%	22.5	-4.8
Asia	78,000	12.2%	113.1	-8.9
North America	9,000	26.8%	51.0	-24.9
Europe	13,000	8.9%	106.9	14.0
UK	n/p	n/p	n/p	n/p

VFR and Education holds Queensland up

International visitation to Queensland was steady (up 0.1%) at 2.8m visitors in the year ending June 2019. These visitors spent \$6.0bn in the state in the same period, up by 5.5% year-on-year.

The growth in OVE in Queensland largely related to education expenditure, which increased 16.2% to \$1.7 bn. Education visitation grew by 13.1% to 133,000. Queensland outperformed Victoria and NSW on the growth of number of student visas granted in the years ending June 2017 and June 2018. Queensland is now reaping the fruits, seeing the strong growth of overnight visitor expenditure generated by education visitors.

In the year ending June 2019, 1.9m holiday travellers visited the state, which was down 1.4% year-on-year. These visitors accounted for 67% of visitation to Queensland. VFR travel grew by 4.3% to a record 741,000 visitors and education travel grew by 13.1% to a record 122,000, but business travel decreased by 3.2% to 202,000.

Among Queensland's largest markets, expenditure from Japan (up 23.9%), China (up 14.8%), the USA (up 6.5%) and the UK (up 4.5%) all grew, while New Zealand was stable (up 0.2%).

Scandinavian overnight visitor expenditure reached a record, while Queensland welcomed a record number of Malaysian and Canadian visitors.

Below, we 'deep dive' into several markets of note.

Japan studying Queensland

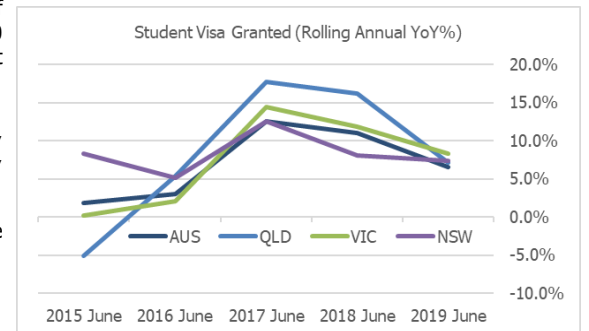
While the world's attention is on Japan as a place to compete in major events like the Olympics and Rugby World Cup, it seems Japan has given its attention to Queensland as a place to study. Japanese overnight visitor expenditure increased by 23.9% over the year to \$463.5, returning Japan to Queensland's third largest market, thanks largely to Japanese visitation increased by 3.2% to 212,000, while spend per night increased 15.7% to \$128 per night. Education accounted for 96% of expenditure growth. Education visitation was up by 31%, average length of stay (ALoS) was up by 22%, and overnight visitor expenditure generated by education visitors more than doubled in the year ending June 2019. Holiday visitation also grew up 4% to 165,000, which may have been assisted by extra public holidays as Japan welcomed in its new Reiwa era.

Canadian record highs continue

Canadian visitation continued to reach records. Visitation grew by 14.8% over the year to a record 68,000. This was on the back of a 21.4% increase in holiday visitation to 49,000 and a 13.1% increase in VFR visitation to a record 22,000. This has been assisted by the growth in working holiday visitors, along with increased air capacity between Canada and Australia.

International expenditure in Queensland

	Expenditure	Annual change
Total Queensland	\$5,998.3m	5.5%
Holiday	\$2,865.5m	0.5%
VFR	\$813.0m	5.7%
Business	\$277.3m	-5.8%
Employment	\$241.2m	18.0%
Education	\$1,728.0m	16.2%



Scandinavian spenders

Scandinavian visitors spent a record \$141.1 m in Queensland, which represents 12.7% growth over the year. This record comes on the back of ALoS increasing by 1.3 nights to 26.2 nights and spend per night increasing by 5.4% to \$115 per night.



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International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
Total Queensland	2,757,000	0.1%	19.8	1,853,000	-1.4%
Brisbane	1,424,000	3.4%	19.3	735,000	1.0%
Gold Coast	1,050,000	0.2%	9.3	822,000	0.4%
TNQ	849,000	-1.7%	8.1	782,000	-1.4%
Sunshine Coast	322,000	5.3%	9.6	245,000	5.0%
Whitsundays	227,000	-7.1%	6.0	219,000	-7.0%
SGBR ⁹	141,000	-8.4%	14.4	111,000	-4.6%
Fraser Coast	131,000	-6.0%	5.1	119,000	-5.8%
Townsville	133,000	-8.7%	10.1	110,000	-8.0%

	Visitors	Trend change ¹¹	Avg stay	Holiday visitors	Trend change
Mackay	55,000	9.6%	6.5	40,000	13.5%
Outback Queensland	25,000	-3.8%	14.7	17,000	-0.9%
SQC ¹⁰	58,000	11.5%	22.3	22,000	11.8%

Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	\$5,998.3m	5.5%	\$2,176	\$110
Brisbane	\$2,738.3m	7.4%	\$1,923	\$100
Gold Coast	\$1,367.0m	3.8%	\$1,301	\$140
Sunshine Coast	\$290.2m	27.5%	\$901	\$94
Fraser Coast	\$46.1m	5.7%	\$352	\$69
SGBR ⁹	\$102.6m	10.2%	\$726	\$51
Whitsundays	\$175.6m	-19.7%	\$775	\$129
TNQ	\$1,084.4m	2.4%	\$1,278	\$158
Townsville	\$77.0m	11.3%	\$580	\$58

	Expenditure	Trend change ¹¹	Spend per visitor	Spend per night
Mackay	\$22.2m	-1.4%	\$407	\$63
Outback Queensland	\$10.9m	-3.1%	\$440	\$30
SQC ¹⁰	\$74.8m	15.2%	\$1,300	\$58

Brisbane

International visitation to Brisbane grew by 3.4%, with the region welcoming a record 1.4m visitors in the year ending June 2019. Visitation grew for all purposes of travel. The strongest growth came from the VFR markets which grew by 9.0% to a record 449,000. The increase in visitation, along with an increase in spend per visitor, led to a 7.4% increase in overnight visitor expenditure to \$2.7bn. Among Brisbane's largest source markets, visitation grew from New Zealand (up 8.1%) and the USA (up 3.0%). Visitation from China (down 0.6%) and Taiwan (up 1.0%) was steady, while visitation from the UK declined (by 3.9%).

Gold Coast

The Gold Coast region welcomed 1.1m international visitors, which is steady over the year (up 0.2%). The Gold Coast was the most popular holiday destination in Queensland for international visitors, with holiday visitation remaining steady (up 0.4%) at 822,000. The Gold Coast welcomed a record 164,000 VFR visitors (up 3.2%), while the strongest growth was among education visitation (up 26.4%). Visitation grew from three of Gold Coast's top five markets: New Zealand, up 2.8% to 209,000 visitors, Japan, up 13.4% to 73,000 and the USA, up 4.2% to a record 42,000. Expenditure increased by 3.8% to \$1.4bn, with spend per night up 2.3% to \$140.

Tropical North Queensland (TNQ)

International visitation to TNQ declined by 1.7% to 849,000 in the year ending June 2019, while expenditure increased slightly, by 2.4% to \$1.1bn. The growth in expenditure is due to a sharp increase in education visitors to the region, which spend more than holiday visitors, while holiday visitation declined by 1.4% to 782,000. Among the region's largest markets, visitation from the USA grew by 6.1% to 113,000 and visitation from Japan grew by 1.3% to 112,000. Visitation from China was stable (0.0% change over the year) at 206,000. Outside of the largest five markets, visitation from Korea increased by 53.2% to 17,000, visitation from Canada increased by 16.3% to 26,000 and visitation from New Zealand increased by 4.6% to 39,000.

Sunshine Coast

International visitation to the Sunshine Coast region grew by 5.3% to a record 322,000 in the year ending June 2019. Holiday travel accounts for 76% of visitors to the region and grew by 5.0% to 245,000. Visitors tended to spend more in the Sunshine Coast than the previous year. Expenditure grew by 27.5% to a record \$290.2m; visitors increased their stays by 0.8 nights to 9.6 nights on average and increased their spend per night by 11.3% to \$94 per night. Visitation from the largest source markets, New Zealand and the UK increased by 19.5% to 78,000 and 2.5% to 61,000 respectively.

Fraser Coast

The Fraser Coast welcomed 131,000 international visitors in the year ending June 2019, down 6.0%. The majority (91%) of visitors were holidaymakers, whose numbers declined by 5.8% to 119,000. The region's two largest source markets were the UK and Germany, contributing 29,000 and 22,000 visitors respectively. Despite the decrease in visitors, the visitors to the region tended to spend more. Expenditure in the region increased by 5.7% to \$46.1m, as ALoS increased by 0.2 nights to 5.1 nights and average spend per night increased by 9.1% to \$69 per night.

Whitsundays

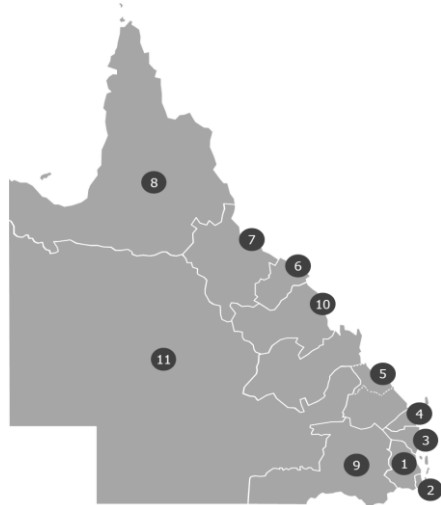
International visitors to Whitsundays decreased by 7.1% to 227,000, while overnight visitor expenditure was down 19.7% to \$175.6m. Visitors stayed longer in the region but spent less money per night due in part to increase in the number of working holiday makers. ALoS increased 0.6 nights to 6.0 nights, but spend per night decreased by 22.3% to \$129 per night. Out of the Whitsundays four largest markets, the USA was the only market that produced visitor growth, with visitation increasing 7.6% to 20,000.

Townsville

International visitation to Townsville declined by 8.7% to 133,000, in the year ending June 2019. Holiday travel to the region was down by 8.0% to 110,000 visitors and VFR travel declined by 3.5% to 19,000. Visitation from the UK and Germany, the region's two largest markets, declined by 14.1% to 23,000 and 28.7% to 21,000 respectively. The region saw a record 12,000 visitors from the USA in the year ending June 2019. International spend increased by 11.3% to \$77.0m, driven by a 11.6% increase in spend per night to \$58 and ALoS increasing by 0.9 nights, aided by an increase in working holiday makers.

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Southern Great Barrier Reef (SGBR)

International expenditure in SGBR increased by 10.2% to \$102.6m in the year ending June 2019. While visitation decreased 8.4% to 141,000, spend per night increased by 13.8% to \$51 per person, offsetting the decrease in visitation. Holiday visitation was down 4.6% to 111,000 and VFR visitation decreased by 17.3% to 20,000. Visitation fell across the region's largest source markets. UK visitation decreased by 15.6% to 23,000, German visitation decreased by 7.7% to 20,000 and New Zealand visitation decreased 1.9% to 17,000.

Southern Queensland Country (SQC)

SQC welcomed a record 58,000 annual international visitors, representing 11.5% growth on average over the three years ending June 2019. Holiday travel, which accounts for 39% of international visitation to the region was up 11.8% on average over the three years ending June 2019, while VFR visitation which accounts for 35% of visitation to the region grew by 8.5% on average over the same period. SQC saw 20,000 annual visitors from Europe (incl. the UK), up 11.2% on average over the three years. Asian visitation was up by 5.5% on average over the three years ending June 2019, to 15,000 annual visitors. Annual overnight visitor expenditure grew by 15.2% on average over the three years ending June 2019 to \$74.8m.

Mackay

The Mackay region welcomed 55,000 annual international visitors, recording 9.6% average growth in the three years ending June 2019. Holiday travel drove visitation growth, up by 13.5% (three year trend) to 40,000 annual holiday visitors. Visitation from Europe (incl. the UK) grew by 13.3% on average over the three years to 32,000 annual visitors. On average over the past three years, the ALoS has shortened 18.0% with visitors now staying in the region an average of 6.5 nights. International visitors spent \$22.2m in the Mackay region in the year ending June 2019.

Outback

Outback Queensland welcomed 25,000 international visitors in the year ending June 2019. This was down 3.8% on average over the three years ending June 2019. Seven in ten (17,000) international visitors to the region were on holiday, which was steady on average over the three years (down 0.9%). Outback Queensland welcomed 13,000 visitors from its largest source market, Europe (including the UK), which accounts for half of international visitors to the region. Expenditure decreased by 3.1% on average over the three years ending June 2019 to \$10.9m.

International visitors by region and source market

	China		Europe (excl UK)		Japan		New Zealand		North America		United Kingdom	
	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change
Total Queensland	489,000	-5.4%	341,000	2.5%	212,000	3.2%	482,000	1.6%	301,000	2.8%	221,000	-5.2%
1 Brisbane	258,000	-0.6%	202,000	1.1%	41,000	-7.4%	230,000	8.1%	144,000	10.4%	126,000	-3.9%
2 Gold Coast	271,000	-2.6%	94,000	1.9%	73,000	13.4%	209,000	2.8%	63,000	8.3%	58,000	-13.3%
3 Sunshine Coast	n/p	n/p	90,000	-8.1%	n/p	n/p	78,000	19.5%	40,000	19.7%	61,000	2.5%
4 Fraser Coast	n/p	n/p	66,000	-14.6%	n/p	n/p	11,000	n/p	13,000	11.5%	29,000	-2.4%
5 SGBR ⁹	n/p	n/p	60,000	-2.6%	n/p	n/p	17,000	-1.9%	15,000	-8.6%	23,000	-15.6%
6 Whitsundays	17,000	-26.0%	91,000	-10.6%	n/p	n/p	11,000	n/p	30,000	2.5%	45,000	-5.0%
7 TNQ	206,000	0.0%	161,000	-8.5%	112,000	1.3%	39,000	4.6%	139,000	7.9%	78,000	-8.8%
8 Townsville	n/p	n/p	64,000	-14.1%	n/p	n/p	n/p	n/p	16,000	-0.9%	23,000	-14.1%
9 Mackay ¹¹	n/p	n/p	25,000	16.1%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
10 Outback Queensland ¹¹	n/p	n/p	10,000	-7.3%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
11 SQC ^{10,11}	n/p	n/p	13,000	20.9%	n/p	n/p	13,000	n/p	6,000	n/p	n/p	n/p

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	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	482,000	1.6%	\$569.5m	0.2%	1,272,000	2.1%	\$1,612.6m	-3.0%
Total Asia	1,224,000	-1.4%	\$3,225.4m	7.0%	4,280,000	3.6%	\$19,638.1m	6.9%
China	489,000	-5.4%	\$1,515.2m	14.8%	1,323,000	0.8%	\$9,841.7m	9.9%
Japan	212,000	3.2%	\$463.5m	23.9%	445,000	9.1%	\$1,225.4m	12.3%
Singapore	65,000	-1.0%	\$164.5m	0.9%	407,000	7.9%	\$1,095.2m	5.3%
Malaysia	52,000	7.0%	\$93.9m	-16.3%	346,000	-1.5%	\$990.7m	-6.7%
Korea	76,000	3.5%	\$226.0m	-10.0%	256,000	-8.1%	\$1,030.0m	-11.9%
India	79,000	0.6%	\$131.9m	-12.7%	350,000	11.6%	\$1,259.7m	17.5%
Hong Kong	67,000	-8.0%	\$194.5m	-5.3%	280,000	3.3%	\$974.8m	1.0%
Indonesia	23,000	0.6%	\$46.4m	3.4%	191,000	5.1%	\$650.2m	7.0%
Taiwan	80,000	3.7%	\$221.8m	7.6%	180,000	-1.4%	\$739.5m	4.2%
Thailand	18,000	-8.5%	\$41.1m	-14.5%	91,000	-1.6%	\$379.4m	6.8%
Other Asia	64,000	4.1%	\$126.5m	-7.8%	410,000	13.9%	\$1,451.5m	7.5%
North America	301,000	2.8%	\$541.2m	1.3%	943,000	4.3%	\$2,477.6m	7.9%
USA	232,000	-0.3%	\$402.8m	6.5%	764,000	3.0%	\$1,967.4m	9.0%
Canada	68,000	14.8%	\$138.4m	-11.3%	179,000	9.8%	\$510.1m	4.0%
Total Europe	561,000	-0.7%	\$1,173.1m	4.7%	1,566,000	0.8%	\$5,238.0m	3.1%
United Kingdom	221,000	-5.2%	\$415.0m	4.5%	674,000	-3.6%	\$1,891.9m	-2.0%
Germany	81,000	-7.2%	\$165.4m	-9.1%	199,000	-0.5%	\$693.7m	0.7%
France	49,000	9.9%	\$90.1m	-6.7%	137,000	7.5%	\$508.4m	4.1%
Scandinavia	47,000	1.7%	\$141.1m	12.7%	107,000	0.0%	\$418.1m	-0.1%
Italy	28,000	3.4%	\$48.3m	-27.8%	75,000	4.1%	\$309.5m	-0.6%
Switzerland	22,000	4.1%	\$46.3m	-15.6%	54,000	1.4%	\$247.6m	17.1%
Netherlands	25,000	7.4%	\$56.9m	38.3%	59,000	6.9%	\$227.4m	16.6%
Other Europe	89,000	6.9%	\$209.8m	33.9%	262,000	8.7%	\$941.5m	12.4%
Other markets	188,000	3.7%	\$489.1m	9.4%	541,000	1.7%	\$1,814.1m	1.9%
All markets	2,757,000	0.1%	\$5,998.3m	5.5%	8,601,000	2.8%	\$30,780.3m	5.4%

- Notes:
- Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
 - Avg stay = average length of stay expressed in nights
 - Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
 - Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
 - North America includes United States of America and Canada
 - Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
 - Visiting friends or relatives (VFR)
 - All expenditure figures include package expenditure
 - SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
 - SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
 - 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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Data Source:
 International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted 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.

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