

Queensland Indigenous Tourism Trends



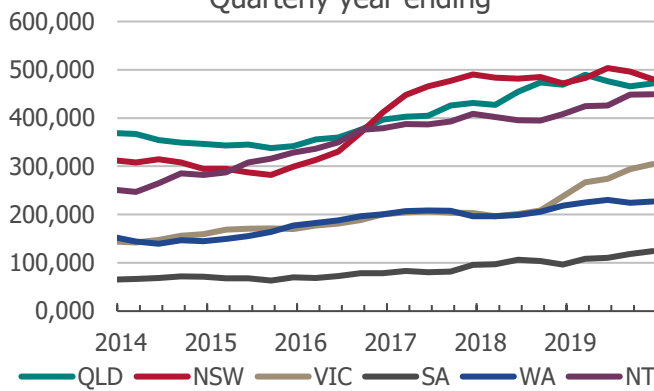
Total Visitation

Queensland's Indigenous tourism sector, measured by the number of visitors that participate in an Indigenous tourism experience during their overnight trip, has grown by 6.4 per cent on average over the five years to December 2019 compared to 6.1 per cent for the wider tourism industry. As a result, the share of visitors that participate in Indigenous tourism has remained constant at 1.7 per cent.

In the year ending December 2019, 472,000 visitors to Queensland participated in Indigenous tourism experiences, which is slightly less than New South Wales (480,000) and slightly more than the Northern Territory (448,000).

Total Indigenous Experience Visitation

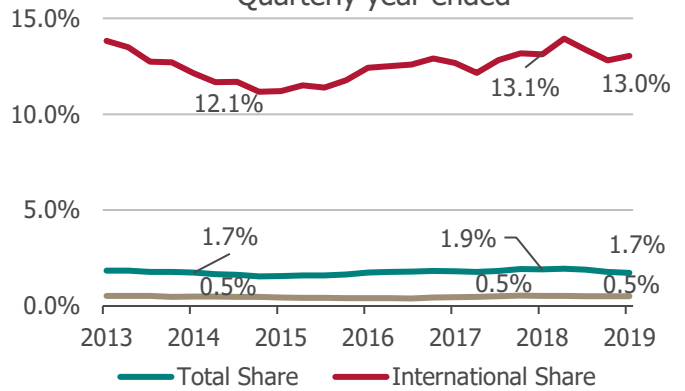
Quarterly year ending



*Sum of domestic and international, domestic visitation is a three year average

Queensland Indigenous Experience Market Share

Quarterly year ended



* Share of visitors reporting that they have participated in at least one Indigenous tourism experience

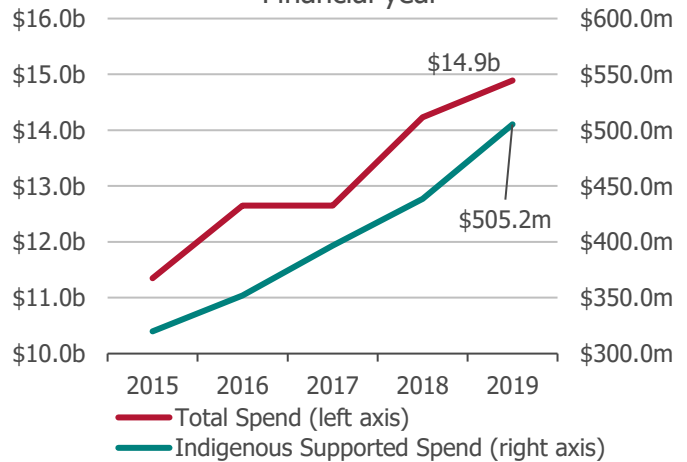
Overnight Visitor Expenditure

Indigenous experience holiday visitors spent a total of \$496.3m in Queensland in the 2018/19 financial year. This has risen consistently over the past five years, generally showing stronger growth than total visitor expenditure.



Queensland Total Holiday Overnight Spend

Financial year



Queensland Indigenous Tourism Trends



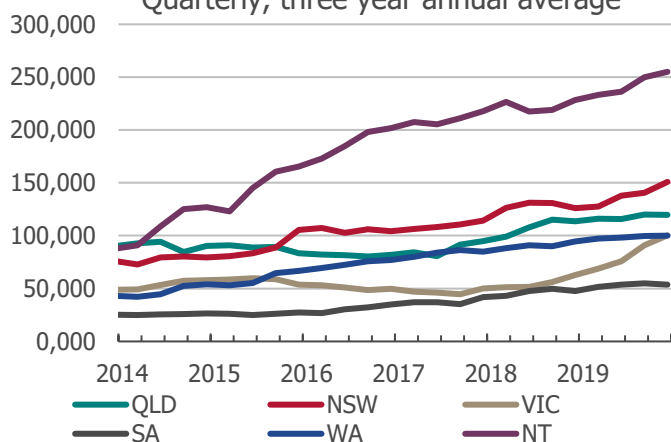
Domestic Visitation

Over the three years ending December 2019, Queensland welcomed an average 120,000 domestic visitors per year to Indigenous experiences. Domestic Indigenous tourism has grown by 5.8 per cent on average over the past five years compared to 6.6 per cent for domestic tourism in general. However, the share of domestic visitors participating in Indigenous activities has remained steady at 0.5 per cent

Queensland is the third largest indigenous experience tourism market, behind Northern Territory (255,000 average annual visitors) and New South Wales (148,000 average annual visitors).

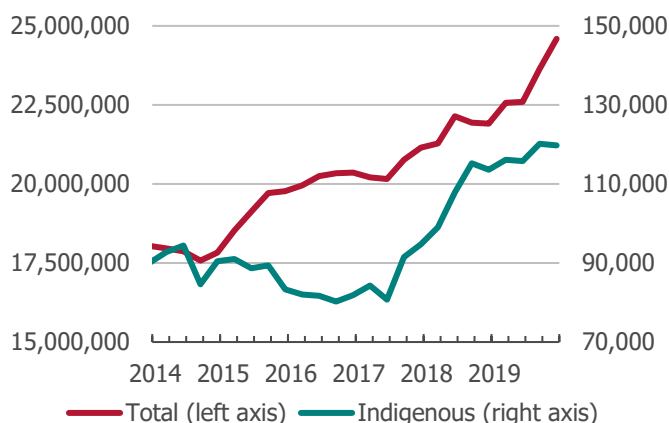
Domestic Indigenous Experience Visitation

Quarterly, three year annual average



Queensland Domestic Indigenous Experience Visitation

Quarterly year ended



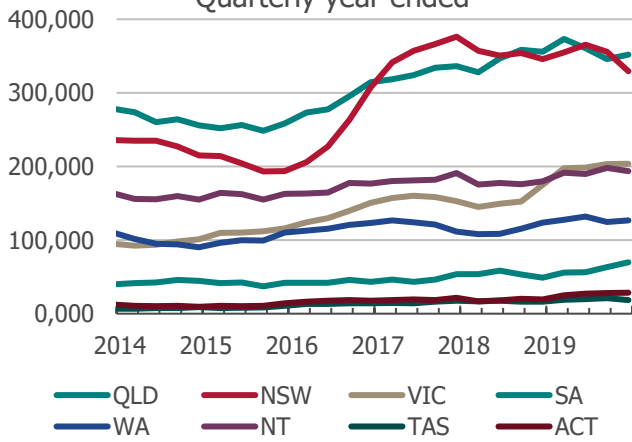
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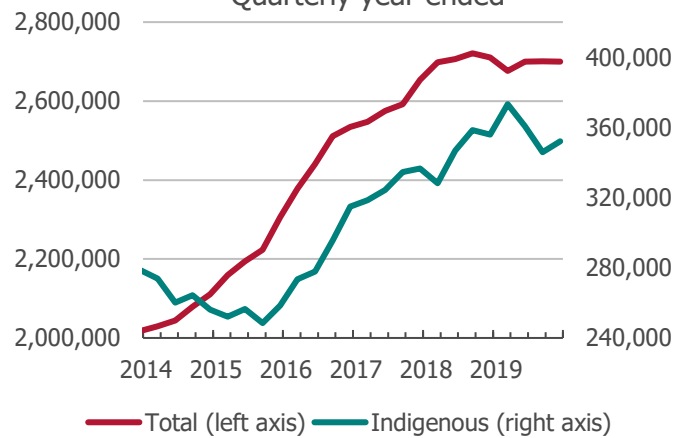
International Visitation

International visitors account for 75 per cent of Queensland’s Indigenous tourism experience market and 13.0 per cent of international visitors to Queensland participate in Indigenous activities. This has increased by 0.9 percent over the past five years. International visitors participating in Indigenous experiences was steady (down 1.0%), in line with total international visitation which was also steady (down 0.4%)

International Indigenous Experience Visitation
Quarterly year ended



Queensland International Indigenous Experience Visitation
Quarterly year ended



Source: International and National Visitor Survey