International Tourism Snapshot

Year ending March 2020

International visitors to Australia

	Visitors	Annual change[1]	Avg stay[2]	Annual change
Total Australia[3]	**8,051,000**	**-5.7%**	**31.9**	**0.5%**
NZ	1,242,000	-1.6%	10.6	3.3%
Asia [4]	3,938,000	-7.3%	37.8	1.4%
North America [5]	879,000	-5.1%	19.0	-1.9%
Europe [6]	839,000	-5.2%	42.6	1.6%
UK	637,000	-5.3%	30.2	-5.0%
Total holiday	**4,259,000**	**-8.0%**	**18.4**	**2.4%**
NZ	510,000	3.1%	7.5	0.6%
Asia	2,120,000	-11.2%	16.2	2.9%
North America	500,000	-7.4%	14.2	5.6%
Europe	571,000	-3.7%	35.7	3.5%
UK	360,000	-7.6%	22.4	-5.7%
Total VFR[7]	**3,201,000**	**-3.5%**	**23.2**	**-0.4%**
NZ	572,000	-2.6%	10.3	8.5%
Asia	1,371,000	-3.1%	30.8	-2.7%
North America	303,000	-6.2%	16.4	4.4%
Europe	305,000	-5.2%	20.0	0.3%
UK	405,000	-4.3%	19.7	0.2%
Total business	**953,000**	**-8.9%**	**9.9**	**-2.8%**
NZ	211,000	-11.5%	4.8	-1.9%
Asia	371,000	-9.4%	12.4	6.7%
North America	152,000	-8.8%	9.6	-13.3%
Europe	102,000	-4.9%	11.4	-11.6%
UK	61,000	-4.1%	11.5	-18.2%
Total education	**589,000**	**-8.8%**	**118.8**	**2.1%**
NZ	14,000	-22.1%	37.2	31.7%
Asia	438,000	-9.2%	126.0	2.9%
North America	30,000	-10.0%	64.7	-6.4%
Europe	47,000	-2.5%	94.9	-1.5%
UK	6,000	-23.9%	99.9	24.9%

The initial effects of COVID-19

International Overnight Visitor Expenditure (OVE) in Australia decreased by 6.7% over the year to $28.5b as concerns about COVID-19 grew and travel restrictions to specific countries were put in place in the March quarter 2020. The March quarter was also affected by the 'black summer' bushfires. The decrease in expenditure occurred across all visitation purposes and most international source markets. However, China accounted for two thirds of the decrease in expenditure, reflecting the fact it is Australia's largest source market and that it was the first nation to be affected by travel restrictions that were put into effect at the beginning of February. Other travel restrictions were placed on individual countries in early March and the broad travel restriction to Australia came into place on 20 March 2020. As a result, travel in the March quarter 2020 was 28.3% lower than in March quarter 2019.

Visitation decreased by 5.7% over the year to 8.1m visitors. By source markets, China remained the largest source of visitors to Australia (down 18.7% to 1.1m), but it also experienced the largest drop in visitation. Overall, Asian visitation decreased by 7.3% to 3.9m, which also included large drops from Korea (down 15.3% to 223,000), Taiwan (down 12.3% to 162,000) and Malaysia (down 8.9% to 319,000).

From western markets, visitation decreased by 4.0% to 3.6m. This reflected a 5.3% decrease in visitation from Europe (incl the UK) to 1.5m and a 5.1% drop in visitation from North America to 879,000. The New Zealand market was not as adversely affected, decreasing 1.6% to 1.2m visitors.

Purpose of Travel

Visitation decreased across purposes of travel. Business experienced the largest decreases in terms of both expenditure (down 18.7% to $1.8b) and visitation (down 8.9% to 953,000). Holiday remained the largest market by visitation despite an 8.0% decrease to 4.3m, which lead to holiday overnight expenditure decreasing by 7.6% to $9.5b. Education continued to be the largest market by expenditure despite a 4.4% decrease to $11.1b, this was on the back of education visitation decreasing by 8.8% to 589,000. Visiting Friends and Relatives (VFR) visitation decreased by 3.5% to 3.2m leading VFR overnight visitor expenditure to decrease by 6.3% to $4.3b.

International visitor expenditure in Australia

	Expenditure[8]	Annual change[1]
Total Australia	**$28,544.3m**	**-6.7%**
Holiday	$9,543.0m	-7.6%
VFR	$4,298.7m	-6.3%
Business	$1,797.9m	-18.7%
Employment	$1,481.0m	-3.1%
Education	$11,050.5m	-4.4%

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State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
Total Australia	**$28,544.3m**	**-6.7%**	**100%**	**$3,545.5**
Queensland	$5,704.1m	-4.9%	20.0%	$2,222.9
New South Wales	$9,974.9m	-10.9%	34.9%	$2,510.3
Victoria	$8,130.1m	-4.9%	28.5%	$2,873.2

State visitation comparison

	Visitors	Annual change	Avg stay	Annual # change
Total Australia	**8,051,000**	**-5.7%**	**31.9**	**0.1**
Queensland	2,566,000	-6.3%	20.1	0.3
New South Wales	3,974,000	-8.6%	22.3	-0.1
Victoria	2,830,000	-8.4%	24.4	1.2
Other States	1,911,000	-3.7%	24.4	0.9
Total holiday	**4,259,000**	**-8.0%**	**18.4**	**0.4**
Queensland	1,696,000	-8.2%	12.6	0.3
New South Wales	2,166,000	-11.6%	12.3	0.6
Victoria	1,483,000	-10.0%	10.8	0.5
Other States	1,074,000	-6.3%	13.2	0.3
Total VFR	**3,201,000**	**-3.5%**	**23.2**	**-0.1**
Queensland	720,000	0.1%	18.1	0.5
New South Wales	1,145,000	-5.4%	21.2	-1.0
Victoria	967,000	-8.3%	22.4	-0.2
Other States	686,000	3.3%	22.4	1.4
Total business	**953,000**	**-8.9%**	**9.9**	**-0.3**
Queensland	194,000	-5.6%	7.1	0.0
New South Wales	413,000	-14.0%	8.7	0.0
Victoria	305,000	-9.8%	8.8	0.7
Other States	183,000	-1.8%	9.8	-2.7
Total education	**589,000**	**-8.8%**	**118.8**	**2.4**
Queensland	113,000	-6.1%	102.8	-4.0
New South Wales	214,000	-12.3%	117.7	0.5
Victoria	186,000	-7.1%	124.4	11.1
Other States	92,000	-5.7%	110.4	-3.4

Expenditure in Queensland decreased by 4.9% to $5.7b in the year ending March 2020, reflecting that this decrease was smaller than the national average, Queensland gained market share (up 0.4% to 20.0%) from New South Wales (down 1.6% to 34.9%) and ACT (down 0.2% to 1.8%).

Queensland's holiday visitation decreased by 8.2% to 1.7m. This decrease was less severe than most of the other states, with the exceptions of Western Australia which continued to grow (up 3.6%) and the Northern Territory which was in line with Queensland (also down 8.2%).

As a result, the proportion of holiday visitors to Queensland decreased slightly (down 0.1% to 39.8%) as Western Australia was the only state to increase its proportion of holiday visitors (up 1.3%). New South Wales experienced the largest decrease in the proportion of holiday visitors (down 2.1% to 50.9%).

Queensland holiday and business affected the most by COVID-19

Over the year, the decrease of OVE in Queensland largely reflects a 7.0% decrease in holiday expenditure over the year ending March 2020 to $2.6b, holiday expenditure accounts for 46% of total OVE while business OVE decreased by 7.4% to 276.6m. On the other hand, the falls in VFR (down 3.1% to $774.1m) and education (down 1.6% to $1.7b) expenditure were not as sharp.

This decrease in expenditure largely reflects a decrease in visitation that specifically occurred in the the March quarter. Total visitation to Queensland decreased by 31.0% in the March quarter 2020 compared to the March quarter 2019. The number of visitors to Australia in the March quarter 2020 was down 28.3% compared to the March quarter 2019. This was largely due to holiday visitation (down by 36.8%) to Queensland which decreased by slightly more than the national average (down by 34.0%). However, the decline of education visitation to Queensland was less subdued, down by 14.3%, compared to 25.9% at the national average.

International expenditure in Queensland

	Expenditure	Annual change
Total Queensland	**$5,704.1m**	**-4.9%**
Holiday	$2,640.7m	-7.0%
VFR	$774.1m	-3.1%
Business	$276.6m	-7.4%
Employment	$229.7m	-8.8%
Education	$1,706.6m	-1.6%

March Quarter 2020 Visitation

	Queensland		Australia	
	Visitors	Growth vs Mar qtr 2019	Visitors	Growth vs Mar qtr 2019
Holiday	302,000	-36.8%	845,000	-34.0%
VFR	140,000	-20.2%	685,000	-21.2%
Business	30,000	-30.7%	157,000	-38.9%
Employment	12,000	5.8%	56,000	-7.0%
Education	34,000	-14.3%	181,000	-25.9%
Leisure	*408,000*	*-32.7%*	*1,296,000*	*-28.9%*
Total	**483,000**	**-31.0%**	**1,666,000**	**-28.3%**

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International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual # change
Total Queensland	**2,566,000**	**-6.3%**	**20.1**	**0.3**
NZ	477,000	-0.5%	10.3	0.1
Asia	1,106,000	-8.7%	23.2	1.0
North America	283,000	-5.9%	13.2	0.8
Europe	315,000	-5.7%	26.4	1.6
UK	203,000	-10.1%	19.0	-3.9
Holiday	**1,696,000**	**-8.2%**	**12.6**	**0.3**
NZ	251,000	7.1%	7.9	-0.4
Asia	776,000	-12.3%	11.5	0.2
North America	200,000	-8.7%	9.2	0.5
Europe	253,000	-5.1%	21.8	2.8
UK	135,000	-11.8%	13.7	-2.4
VFR	**720,000**	**0.1%**	**18.1**	**0.5**
NZ	215,000	-2.5%	9.9	0.8
Asia	218,000	2.9%	27.8	1.8
North America	67,000	4.8%	13.3	0.2
Europe	62,000	-7.5%	13.1	-2.4
UK	88,000	-5.4%	17.1	-1.9
Business	**194,000**	**-5.6%**	**7.1**	**0.0**
NZ	46,000	-10.3%	4.2	-0.4
Asia	71,000	-8.3%	8.6	0.9
North America	30,000	3.5%	6.2	-1.9
Europe	20,000	6.3%	7.1	-0.7
UK	n/p	n/p	n/p	n/p
Education	**113,000**	**-6.1%**	**102.8**	**-4.0**
NZ	4,000	5.1%	32.6	0.3
Asia	73,000	-4.5%	109.5	-4.6
North America	10,000	-1.1%	61.3	4.6
Europe	12,000	-4.7%	99.1	-10.2
UK	n/p	n/p	n/p	n/p

Over the year, among Queensland's largest markets, expenditure from China (down 18.2% to $1.3b) and the UK (down 24.5% to $329.9m) decreased the most, largely reflecting that these markets experienced the largest decreases in visitation in the March quarter 2020 due to the effects of COVID-19.

Golden Week Disruptions

Chinese visitation in the March quarter 2020 was 64.8% lower than in the March quarter 2019. This largely reflects that it was the most effected by COVID-19 in the March quarter. The Chinese New Year occurred on 25 January 2020 and the seven-day Golden Week period around it is traditionally a peak travel time for Chinese visitors to Australia to get away from the cold winter weather in the Northern Hemisphere, and enjoy festivity and warm weather in Australia. However, due to the global pandemic and detected positive cases within Chinese travel groups, travel restrictions were put in place in Australia on 1 February.

Unprecedented times

Due to the unprecedented circumstances, some international travellers might have shortened their trips in Queensland/Australia, and some might have extended their stays in Queensland/Australia. Visitor behaviour and performance in the March quarter could be considered as unusual, even prior to the travel bans being implemented.

New Zealand was the least affected source market with a decline of 14.4% in visitation to Queensland, and it seems that quite a few NZ visitors extended their stays in Queensland. As a result, we saw an increase of 16.2% in visitor nights in Queensland. Similarly, visitation from North America was down by 23.2%, however, visitor nights were stable (up 1.3% YoY).

International expenditure in Queensland

	Expenditure	Annual Change
Total Queensland	**$5,704.1m**	**-4.9%**
NZ	$619.3m	10.0%
Asia	$3,023.3m	-6.4%
North America	$604.4m	10.3%
Europe	$684.2m	-7.2%
UK	$329.9m	-24.5%

March Quarter 2020 Visitors to Queensland

	Visitors	Growth vs Mar qtr 2019
Total Queensland		
NZ	71,000	-14.4%
Asia	185,000	-44.2%
China	*54,000*	*-64.8%*
North America	66,000	-23.2%
Europe	73,000	-17.9%
UK	48,000	-25.0%

March Quarter 2020 Visitor nights to Queensland

	Visitors	Growth vs Mar qtr 2019
Total Queensland		
NZ	983,000	16.2%
Asia	6,102,000	-30.0%
China	*1,817,000*	*-48.3%*
North America	985,000	1.3%
Europe	1,750,000	-8.0%
UK	909,000	-24.7%

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International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
Total Queensland	**2,566,000**	**-6.3%**	**20.1**	**1,696,000**	**-8.2%**
Brisbane	1,365,000	-3.3%	18.7	696,000	-5.5%
Gold Coast	990,000	-3.6%	9.6	772,000	-3.6%
TNQ	727,000	-14.4%	9.0	664,000	-14.6%
Sunshine Coast	311,000	0.5%	8.8	235,000	0.5%
Whitsundays	204,000	-9.7%	5.5	194,000	-11.2%
SGBR[9]	129,000	-7.3%	15.8	99,000	-8.9%
Fraser Coast	122,000	-4.3%	5.0	108,000	-8.1%
Townsville	120,000	-9.4%	10.8	99,000	-9.1%

	Visitors	Trend change[11]	Avg stay	Holiday visitors	Trend change
Mackay	44,000	-2.5%	9.5	33,000	-1.0%
Outback Queensland	25,000	-3.1%	18.9	15,000	-9.4%
SQC [10]	52,000	6.1%	27.5	21,000	7.2%

Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	**$5,704.1m**	**-4.9%**	**$2,223**	**$111**
Brisbane	$2,747.6m	-0.6%	$2,012	$108
Gold Coast	$1,262.2m	-7.1%	$1,275	$133
Sunshine Coast	$263.7m	-4.9%	$849	$97
Fraser Coast	$43.0m	-2.9%	$352	$70
SGBR [9]	$86.9m	-18.9%	$671	$42
Whitsundays	$145.9m	-18.9%	$713	$129
TNQ	$943.5m	-12.4%	$1,298	$145
Townsville	$103.5m	40.4%	$865	$80

	Expenditure	Trend change[11]	Spend per visitor	Spend per night
Mackay	n/p	n/p	n/p	n/p
Outback Queensland	$20.3m	18.7%	$829	$44
SQC [10]	$71.1m	9.9%	$1,358	$49

Brisbane

Overnight visitor expenditure was steady (down 0.6%) at $2.7b. while visitation decreased slightly (down 3.3% to 1.4m). The decrease in visitation was mostly offset by a 2.8% increase in spend per visitor to $2,012 per visitor. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 30.5% compared to the same period in 2019. Over the year, holiday visitation decreased by 5.5% to 696,000. VFR visitation decreased by 1.0% to 430,000, while both business (up 0.4% to 134,000) and education (down 0.7% to 78,000) were steady. While visitation decreased from China (down 15.3% to 221,000), the United Kingdom (down 8.0% to 118,000) and the USA (down 1.2% to 104,000), visitation remained steady from New Zealand (up 0.9% to 223,000) and Germany (down 0.6% to 55,000).

Gold Coast

Visitation to the Gold Coast decreased by 3.6% to 990,000 visitors and this, combined with a 3.6% decrease in spend per visitor, led to OVE decreasing 7.1% to $1.3b. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 34.3% compared to the same period in 2019. Over the year, visitation decreased across holiday (down 3.6% to 772,000), business (down 19.2% to 32,000) and education visitors (down 14.1% to 22,000), although VFR visitation remained steady (up 0.4% to 158,000). The decrease in visitation was particularly driven by the Chinese market (down 11.1% to 223,000). Among Gold Coast's other major markets, visitation also decreased from Japan (down 1.2% to 69,000), and the United Kingdom (down 5.1% to 60,000). Visitation was steady from New Zealand (unchanged at 210,000) and increased from the USA (up 16.9% to 45,000).

Tropical North Queensland (TNQ)

OVE in TNQ decreased by 12.4% to $943.5m on the back of visitation decreasing by 14.4% to 727,000. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 38.1% compared to the same period in 2019. Over the year, the decline in visitation was driven by holiday visitation which decreased 14.6% to 664,000, although VFR (down 1.6% to 43,000) and business visitation (down 31.2% to 14,000) also decreased. Visitation was down across most of the largest source markets: China (down 28.5% to 147,000), Japan (down 7.8% to 101,000), the USA (down 14.3% to 99,000) and the United Kingdom (down 14.2% to 68,000). Germany was the exception, growing by 1.8% to 45,000.

Sunshine Coast

While visitation remained steady (up 0.5%) on the Sunshine Coast at 311,000, OVE decreased by 4.9% to $263.7m as visitors decreased their average length of stay by 0.5 nights to 8.8 nights. Despite visitation being steady over the year, a large decrease in visitation occurred in the March quarter 2020, with visitation down 25.8% compared to the same period in 2019. Over the year, both holiday (up 0.5% to 235,000) and VFR (down 0.6% to 65,000) visitation were steady. From the Sunshine Coast's largest source markets, visitation continued to grow from New Zealand (up 20.5% to 84,000) and Germany (up 14.9% to 32,000) but visitation decreased from the United Kingdom (down 19.5% to 50,000) and the USA (down 12.8% to 22,000).

Fraser Coast

OVE decreased by 2.9% to $43.0m on the back of visitation decreasing by 4.3% to 122,000. The decrease in visitation was due to holidaymakers, which account for 89% of international visitors to the region. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 25.3% compared to the same period in 2019. Over the year, holiday visitation decreased by 8.1% to 108,000. While visitation from the United Kingdom (up 1.3% to 29,000) and Germany (up 12.5% to 25,000) both increased. Visitation from North America decreased by 22.2% to 10,000 visitors.

Whitsundays

Visitation to the Whitsundays decreased by 9.7% to 204,000 and this, combined with visitor's average length of stay decreasing by 0.7 nights to 5.5 nights, lead to overnight visitor expenditure decreasing by 18.9% to $145.9m. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 26.8% compared to the same period in 2019. Over the year, holiday visitation, which makes up 95% of international visitation in the Whitsundays, decreased by 11.2% to 194,000 visitors. Visitation decreased across most major source markets including: the UK (down 14.9% to 40,000), the USA (down 8.7% to 19,000) and Asia (down 15.3% to 33,000) and was steady from continental Europe (down 0.1% to 87,000).

Townsville

OVE in Townsville increased 40.4% to $103.5m despite visitation decreasing 9.4% to 120,000, as visitors average spend increased by 55.0% to $865 per visitor. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 22.1% compared to the same period in 2019. Over the year, holiday visitation decreased by 9.1% to 99,000 and VFR visitation decreased by 16.7% to 15,000. Visitation from the UK (down 14.3% to 20,000), continental Europe (down 7.9% to 58,000), North America (down 7.0% to 14,000) and Asia (down 20.1% to 9,000) all decreased.

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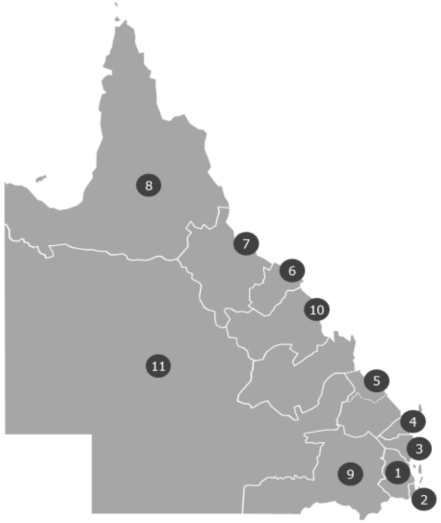

Southern Great Barrier Reef (SGBR)

Visitation to Southern Great Barrier Reef decreased by 7.3% to 129,000, which when combined with a decrease in spend per visitor (down 12.5% to $671 per visitor), lead to an 18.9% decrease in OVE to $86.9m. The majority of the decrease in visitation occurred in the March quarter 2020, with visitation down 33.4% compared to the same period in 2019. Over the year the decrease in visitation was driven by holidaymakers (down 8.9% to 99,000) while VFR also decreased (down 1.6% to 19,000). The decrease occurred across source markets including a 10.8% reduction in visitation from the UK to 21,000; a 3.2% reduction of visitors from Germany to 19,000; a 4.2% reduction in visitation from New Zealand to 18,000; and a 2.9% reduction from Asia to 17,000.

Mackay

Annual visitation decreased by 2.5% over the past three years to 44,000 in the year ending March 2020. Annual holiday visitation decreased by 1.0% on average over this period to 33,000, accounting for 75% of visitation to the region. Visitation predominantly came from Europe (including the UK), increasing by 1.4% on average over the past three years to 27,000 visitors in the year ending March 2020.

Southern Queensland Country (SQC)

Annual OVE in SQC grew by 9.9% on average over the past three years to $71.1m in the year ending March 2020 on the back of growth in visitation (up 6.1% annually over the past three years to 52,000) and spend per visitor (growing by 4.1% on average over the period to $1,358 per visitor). Holiday visitation grew by 7.2% on average over the past three years to 21,000 in the year ending March 2020 and VFR visitation grew by 6.4% on average to 21,000 over the same period. European (including the UK) visitation grew by 5.7% on average to 16,000 and Asian visitation grew by 2.7% on average to 12,000.

Outback

Annual OVE increased by 18.7% on average over the past three years to $20.3m in the year ending March 2020. This was despite visitation decreasing by 3.1% on average over the same period to 25,000 in the year ending March 2020 since spend per visitor grew by 22.8% on average over the period to $829 per visitor. Holiday visitation decreased by 9.4% on average over the past three years to 15,000 in the year ending March 2020. Around six in seven (86%) visitors were from western markets, with visitation from these markets decreasing by 1.7% on average over the past three years to 21,000 visitors in the year ending March 2020.

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	**397,000**	**-18.8%**	**315,000**	**-5.7%**	**203,000**	**-2.6%**	**477,000**	**-0.5%**	**283,000**	**-5.9%**	**203,000**	**-10.1%**
1	Brisbane	221,000	-15.3%	198,000	-0.8%	46,000	13.5%	223,000	0.9%	137,000	-4.9%	118,000	-8.0%
2	Gold Coast	223,000	-11.1%	88,000	-6.7%	69,000	-1.2%	210,000	0.0%	64,000	5.4%	60,000	-5.1%
3	Sunshine Coast	n/p	n/p	93,000	7.2%	n/p	n/p	84,000	20.5%	32,000	-16.2%	50,000	-19.5%
4	Fraser Coast	n/p	n/p	63,000	-3.8%	n/p	n/p	n/p	n/p	10,000	-22.2%	29,000	1.3%
5	SGBR[9]	n/p	n/p	52,000	-9.6%	n/p	n/p	18,000	-4.2%	14,000	-16.4%	21,000	-10.8%
6	Whitsundays	14,000	-31.7%	87,000	-0.1%	n/p	n/p	n/p	n/p	26,000	-15.2%	40,000	-14.9%
7	TNQ	147,000	-28.5%	152,000	-2.3%	101,000	-7.8%	36,000	-11.9%	121,000	-14.5%	68,000	-14.2%
8	Townsville	n/p	n/p	58,000	-7.9%	n/p	n/p	n/p	n/p	14,000	-7.0%	20,000	-14.3%

		Visitors	Trend change	Visitors	Trend change	Visitors	Trend change	Visitors	Trend change	Visitors	Trend change	Visitors	Trend change
9	Mackay[1]	n/p	n/p	21,000	0.8%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
10	Outback Queensland[11]	n/p	n/p	9,000	0.1%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
11	SQC[10,11]	n/p	n/p	11,000	8.3%	n/p	n/p	12,000	n/p	n/p	n/p	n/p	n/p

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International Tourism Snapshot

Year ending March 2020

	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	477,000	-0.5%	$619.3m	10.0%	1,242,000	-1.6%	$1,582.4m	-2.3%
Total Asia	**1,106,000**	**-8.7%**	**$3,023.3m**	**-6.4%**	**3,938,000**	**-7.3%**	**$18,145.4m**	**-6.9%**
China	397,000	-18.8%	$1,281.8m	-18.2%	1,081,000	-18.7%	$8,467.7m	-13.9%
Japan	203,000	-2.6%	$426.1m	-0.2%	425,000	-2.8%	$1,174.7m	-0.8%
Singapore	66,000	5.7%	$144.7m	-3.8%	388,000	-1.4%	$995.9m	-8.2%
Malaysia	44,000	-13.8%	$103.5m	6.3%	319,000	-8.9%	$884.5m	-12.6%
Korea	72,000	-7.3%	$234.8m	7.8%	223,000	-15.3%	$975.4m	-7.2%
India	76,000	-2.1%	$152.2m	13.3%	368,000	7.4%	$1,253.6m	3.4%
Hong Kong	64,000	-3.5%	$211.5m	18.2%	269,000	-0.9%	$977.2m	7.3%
Indonesia	26,000	30.7%	$62.1m	49.0%	190,000	1.8%	$659.8m	5.5%
Taiwan	75,000	-6.9%	$202.1m	-18.5%	162,000	-12.3%	$679.6m	-11.1%
Thailand	17,000	-7.2%	$52.9m	46.4%	90,000	-3.0%	$402.9m	14.4%
Other Asia	67,000	9.7%	$151.6m	16.9%	423,000	6.6%	$1,674.0m	15.0%
North America	**283,000**	**-5.9%**	**$604.4m**	**10.3%**	**879,000**	**-5.1%**	**$2,311.6m**	**-6.6%**
USA	221,000	-5.3%	$450.6m	11.3%	714,000	-4.9%	$1,831.0m	-6.5%
Canada	62,000	-7.8%	$153.8m	7.5%	165,000	-6.1%	$480.6m	-6.8%
Total Europe	**517,000**	**-7.5%**	**$1,014.1m**	**-13.6%**	**1,476,000**	**-5.3%**	**$4,679.2m**	**-9.9%**
United Kingdom	203,000	-10.1%	$329.9m	-24.5%	637,000	-5.3%	$1,638.3m	-12.6%
Germany	76,000	-5.4%	$155.2m	-5.3%	183,000	-7.7%	$645.0m	-5.3%
France	50,000	0.7%	$96.1m	5.4%	130,000	-5.3%	$461.4m	-13.1%
Scandinavia	39,000	-15.3%	$98.6m	-29.1%	96,000	-8.8%	$332.7m	-20.9%
Italy	24,000	-18.1%	$57.0m	22.9%	68,000	-9.0%	$293.4m	-2.7%
Switzerland	13,000	-37.0%	$25.6m	-44.3%	47,000	-12.3%	$184.1m	-23.3%
Netherlands	23,000	-6.0%	$46.2m	-19.4%	59,000	2.4%	$193.7m	-14.3%
Other Europe	91,000	8.1%	$205.5m	6.3%	255,000	-1.0%	$930.7m	1.0%
Other markets	**182,000**	**-2.8%**	**$443.1m**	**-8.8%**	**517,000**	**-4.2%**	**$1,825.7m**	**0.4%**
All markets	**2,566,000**	**-6.3%**	**$5,704.1m**	**-4.9%**	**8,051,000**	**-5.7%**	**$28,544.3m**	**-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. Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
5. North America includes United States of America and Canada
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
7. Visiting friends or relatives (VFR)
8. All expenditure figures include package expenditure
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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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.