

Total International and Domestic Fact Sheet

Year ending March 2020

National and State Overview

Total Overnight Visitor Expenditure and Visitation

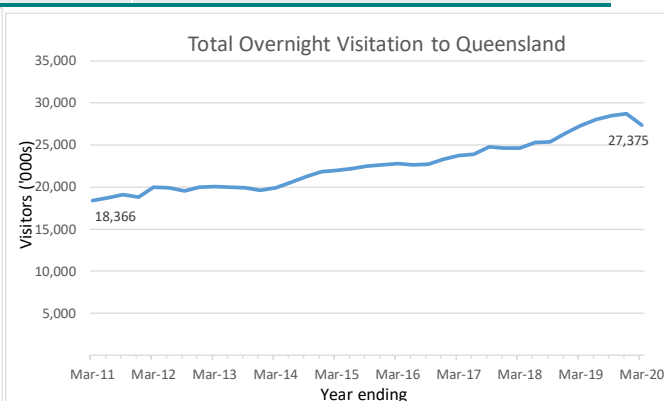
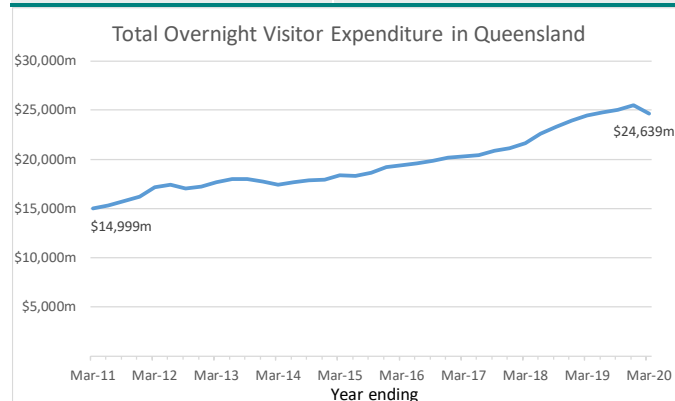
	Spend \$m			Visitors ¹		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Queensland	\$24,638.9m	0.7%	6.5%	27,375,000	0.2%	4.8%
New South Wales	\$32,732.2m	-0.4%	7.2%	41,217,000	3.2%	7.1%
Victoria	\$24,902.2m	3.4%	7.8%	31,140,000	0.7%	6.9%
Western Australia	\$10,675.5m	7.1%	3.6%	11,687,000	5.1%	4.5%
South Australia	\$6,023.7m	6.0%	6.8%	8,207,000	10.4%	7.9%
Tasmania	\$3,421.6m	7.7%	8.0%	3,335,000	-2.6%	6.1%
Northern Territory	\$2,570.0m	6.0%	2.6%	1,962,000	0.7%	3.7%
ACT	\$2,332.0m	-5.3%	3.7%	3,253,000	2.1%	6.0%
Australia	\$107,296.4m	2.0%	6.6%	120,336,000	2.3%	6.5%

Total Overnight Visitor Expenditure, by Purpose

	Queensland			Australia		
	Spend \$m	Annual % change	3yr trend	Spend \$m	Annual % change	3yr trend
Holiday	\$11,471.1m	4.2%	6.2%	\$42,528.5m	2.5%	5.9%
VFR	\$3,641.2m	3.0%	7.3%	\$16,616.6m	1.6%	6.1%
Business	\$3,249.0m	-7.8%	7.1%	\$16,424.9m	3.0%	9.4%
Total purpose²	\$24,638.9m	0.7%	6.5%	\$107,296.4m	2.0%	6.6%

Total Overnight Visitation, by Purpose

	Queensland			Australia		
	Visitors	Annual % change	3yr trend	Visitors	Annual % change	3yr trend
Holiday	11,246,000	-1.2%	4.2%	47,796,000	-1.1%	5.0%
VFR	9,341,000	5.2%	5.3%	41,477,000	3.2%	6.3%
Business	5,977,000	-0.9%	7.5%	27,162,000	6.1%	10.5%
Total purpose²	27,375,000	0.2%	4.8%	120,336,000	2.3%	6.5%



Total International and Domestic Fact Sheet

Year ending March 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	\$5,041.6m	5.9%	9.3%	\$2,747.6m	-0.6%	8.1%	\$7,789.2m	3.5%	8.8%
Gold Coast	\$3,610.5m	0.3%	7.2%	\$1,262.2m	-7.1%	2.8%	\$4,872.7m	-1.7%	5.9%
TNQ	\$2,566.9m	13.2%	11.0%	\$943.5m	-12.4%	-3.0%	\$3,510.4m	4.9%	6.3%
Sunshine Coast	\$2,694.1m	6.0%	9.6%	\$263.7m	-4.9%	4.6%	\$2,957.8m	4.9%	9.1%
SGBR	\$1,146.0m	-1.3%	3.9%	\$86.9m	-18.9%	-1.7%	\$1,232.9m	-2.8%	3.4%
Townsville	\$782.2m	-12.6%	1.3%	\$103.5m	40.4%	5.9%	\$885.7m	-8.6%	1.7%
SQC	\$735.6m	-11.2%	-1.6%	\$71.1m*	-4.6%	9.9%	\$806.7m*	-10.7%	-0.7%
Whitsundays	\$605.2m*	-13.1%	3.9%	\$145.9m	-18.9%	-10.0%	\$751.0m*	-14.3%	0.3%
Outback	\$682.9m*	9.3%	7.7%	\$20.3m*	20.8%	18.7%	\$703.2m*	9.6%	7.9%
Mackay	\$508.0m*	-6.8%	10.1%	np	np	np	\$523.4m*	-7.2%	8.9%
Fraser Coast	\$427.2m*	10.0%	12.4%	\$43.0m	-2.9%	6.5%	\$470.3m*	8.7%	11.8%
Queensland	\$18,934.7m	2.5%	7.5%	\$5,704.1m	-4.9%	3.7%	\$24,638.9m	0.7%	6.5%

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	7,942,000	4.2%	6.1%	1,365,000	-3.3%	2.9%	9,307,000	3.0%	5.6%
Gold Coast	3,923,000	-2.0%	4.2%	990,000	-3.6%	-0.1%	4,912,000	-2.3%	3.2%
TNQ	2,183,000	8.1%	6.8%	727,000	-14.4%	-5.2%	2,910,000	1.5%	3.1%
Sunshine Coast	3,819,000	-0.9%	3.7%	311,000	0.5%	3.3%	4,130,000	-0.8%	3.7%
SGBR	2,258,000	1.8%	7.2%	129,000	-7.3%	-2.2%	2,387,000	1.2%	6.6%
Townsville	1,226,000	-14.1%	3.3%	120,000	-9.4%	-1.5%	1,345,000	-13.7%	2.8%
SQC	2,126,000	-3.0%	3.9%	52,000*	-7.7%	6.1%	2,178,000*	-3.1%	4.0%
Whitsundays	624,000*	-3.5%	8.9%	204,000	-9.7%	-3.9%	828,000*	-5.1%	5.1%
Outback	1,057,000*	9.5%	4.1%	25,000*	-12.7%	-3.1%	1,081,000*	8.9%	3.9%
Mackay	1,099,000*	9.7%	8.3%	44,000	-16.7%	-2.5%	1,143,000*	8.4%	7.7%
Fraser Coast	744,000*	0.6%	7.5%	122,000*	-4.3%	-5.3%	866,000*	-0.1%	5.3%
Queensland	24,809,000	0.9%	5.4%	2,566,000	-6.3%	-0.2%	27,375,000	0.2%	4.8%

Note: The yellow highlighted figures are historical record high numbers

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.

n/p = not publishable.

* Due to volatility of small sizes for the indicated regions, data needs to be treated with caution.