Outback Queensland Regional Snapshot

Year Ending March 2019

<table>
<thead>
<tr>
<th></th>
<th>Visitors</th>
<th>Holiday</th>
<th>VFR</th>
<th>Business</th>
<th>Expenditure ($m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Overnight</td>
<td>965,000</td>
<td>318,000</td>
<td>169,000</td>
<td>445,000</td>
<td>$624.8m</td>
</tr>
<tr>
<td>3-yr trend % change</td>
<td>▲ 7.5%</td>
<td>▲ 13.3%</td>
<td>▼ -8.3%</td>
<td>▲ 12.2%</td>
<td>▲ 5.8%</td>
</tr>
<tr>
<td>International Overnight</td>
<td>28,000</td>
<td>20,000</td>
<td>n/p</td>
<td>n/p</td>
<td>$16.8m</td>
</tr>
<tr>
<td>3-yr trend % change</td>
<td>▼ -2.5%</td>
<td>▲ 2.6%</td>
<td>n/p</td>
<td>n/p</td>
<td>▲ 5.7%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>993,000</td>
<td>337,000</td>
<td>n/p</td>
<td>n/p</td>
<td>$641.6m</td>
</tr>
<tr>
<td>3-yr trend % change</td>
<td>▲ 7.2%</td>
<td>▲ 12.6%</td>
<td>n/p</td>
<td>n/p</td>
<td>▲ 5.8%</td>
</tr>
</tbody>
</table>

Domestic Visitation
- The Outback Queensland region welcomed 965,000 visitors in the year ending March 2019. This represents 7.5% growth on average over the three years ending March 2019. Domestic travel accounts for 97% of overnight visitation to the region.
- Annual overnight visitor expenditure increased by 5.8% on average over the three years ending March 2019 to $624.8 million. This reflects a decrease in spend per night of 7.1% on average over the three years to $121/night. Average length of stay (ALoS) increased by 7.4% on average over the three years to 5.3 nights and total nights in the region saw a 16.3% increase to 5.2 million.
- Business travel accounts for 46% of domestic visitation to the Outback Queensland region, while holiday travel accounts for a third (33%). There were 445,000 business visitors to Outback Queensland, up by 12.2% on average over the three years ending March 2019, while holiday visitation was up by 13.3% on average over the three years, to 318,000.Visiting friends and relatives (VFR) travel was down by 8.3% on average over the same period to 169,000.
- Just over three quarters (76%) of domestic visitors to Outback Queensland come from within Queensland. Intrastate visitation grew by 6.2% on average over the three years ending March 2019, to 731,000. The largest intrastate markets are Brisbane (204,000) and the intraregional market (189,000).
- Intrastate visitation grew by 12.2% on average over the three years ending March 2019, reaching 234,000 annual visitors. NSW contributed the largest number of interstate visitors (103,000).

International Visitation
- Annual international visitation to Outback Queensland decreased by 2.5% on average over the three years ending March 2019 to 28,000 visitors. The international market accounted for 3% of the region’s overnight visitors.
- Annual visitor spend increased by 5.7% on average over the three years to $16.8m. This was due to visitors spending more per night. Spend per night increased by 10.7% on average over the three years ending March 2019 to $37/night. ALoS decreased by 3.0% over the three years to 16.3 nights. Total nights decreased by 5.7% on average over the three years ending March 2019 to 459,000 nights.
- Holiday visitors comprised 70% of all international visitation to the region. Holiday visitation increased by 2.6% on average over the three years ending March 2019 to 20,000 visitors.
- International visitation is dominated by western markets with 82% of visitation. In particular Europe (including the UK) which accounts for 52% of international visitation to the region. There were 15,000 visitors from Europe (including the UK) in the year ending March 2019, which is down by 2.1% on average over the three years ending March 2019.

New National Visitor Survey methodology, 2019
Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use with caution when comparing 2019 results with previous time periods.

Note that 2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.
### Outback Queensland Regional Snapshot

**Domestic visitation Year Ending March 2019**

#### Domestic visitors to Outback Queensland

<table>
<thead>
<tr>
<th></th>
<th>Visitors</th>
<th>Trend % Chg</th>
<th>Nights</th>
<th>Trend % Chg</th>
<th>Length of Stay</th>
<th>Year # Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>318,000</td>
<td>13.3%</td>
<td>1,716,000</td>
<td>18.1%</td>
<td>5.4</td>
<td>0.5</td>
</tr>
<tr>
<td>VFR</td>
<td>169,000</td>
<td>-8.3%</td>
<td>812,000</td>
<td>5.0%</td>
<td>4.8</td>
<td>1.3</td>
</tr>
<tr>
<td>Business</td>
<td>445,000</td>
<td>12.2%</td>
<td>2,497,000</td>
<td>20.4%</td>
<td>5.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Domestic¹</td>
<td>965,000</td>
<td>7.5%</td>
<td>5,151,000</td>
<td>16.3%</td>
<td>5.3</td>
<td>0.8</td>
</tr>
<tr>
<td>Intrastate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday</td>
<td>205,000</td>
<td>16.2%</td>
<td>1,030,000</td>
<td>24.8%</td>
<td>5.0</td>
<td>1.5</td>
</tr>
<tr>
<td>VFR</td>
<td>127,000</td>
<td>-10.1%</td>
<td>566,000</td>
<td>2.6%</td>
<td>4.5</td>
<td>1.4</td>
</tr>
<tr>
<td>Business</td>
<td>377,000</td>
<td>10.5%</td>
<td>2,081,000</td>
<td>17.9%</td>
<td>5.5</td>
<td>0.8</td>
</tr>
<tr>
<td>Intrastate</td>
<td>731,000</td>
<td>6.2%</td>
<td>3,758,000</td>
<td>15.9%</td>
<td>5.1</td>
<td>1.2</td>
</tr>
<tr>
<td>Interstate</td>
<td>234,000</td>
<td>12.2%</td>
<td>1,394,000</td>
<td>17.5%</td>
<td>6.0</td>
<td>-0.8</td>
</tr>
</tbody>
</table>

#### International visitors to Outback Queensland

<table>
<thead>
<tr>
<th></th>
<th>Visitors</th>
<th>Trend % Chg</th>
<th>Nights</th>
<th>Trend % Chg</th>
<th>Length of Stay</th>
<th>Year # Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>20,000</td>
<td>2.6%</td>
<td>138,000</td>
<td>-1.9%</td>
<td>7.1</td>
<td>-8.9</td>
</tr>
<tr>
<td>Total²</td>
<td>28,000</td>
<td>-2.5%</td>
<td>459,000</td>
<td>-5.7%</td>
<td>16.3</td>
<td>-0.7</td>
</tr>
</tbody>
</table>

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If you have any questions or comments, please email research@queensland.com.

The tourism regions are defined by the Australian Bureau of Statistics (ABS) as a collection of Statistical Area Level 2s (SA2), please refer to the interactive map at http://stat.abs.gov.au/itt/r.jsp?ABSMaps

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### State comparison - Domestic

#### All Visitors

<table>
<thead>
<tr>
<th>State</th>
<th>Visitors Year</th>
<th>Year % Chg</th>
<th>Nights Year</th>
<th>Year % Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>24,584,000</td>
<td>12.2%</td>
<td>97,052,000</td>
<td>11.6%</td>
</tr>
<tr>
<td>NSW</td>
<td>35,606,000</td>
<td>7.9%</td>
<td>111,371,000</td>
<td>8.3%</td>
</tr>
<tr>
<td>Victoria</td>
<td>27,832,000</td>
<td>11.8%</td>
<td>78,965,000</td>
<td>12.6%</td>
</tr>
<tr>
<td>Australia</td>
<td>109,051,000</td>
<td>10.1%</td>
<td>386,162,000</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

#### Holiday Visitors

<table>
<thead>
<tr>
<th>State</th>
<th>Visitors Year</th>
<th>Year % Chg</th>
<th>Nights Year</th>
<th>Year % Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>9,530,000</td>
<td>9.6%</td>
<td>42,266,000</td>
<td>7.5%</td>
</tr>
<tr>
<td>NSW</td>
<td>14,056,000</td>
<td>6.9%</td>
<td>47,962,000</td>
<td>6.9%</td>
</tr>
<tr>
<td>Victoria</td>
<td>11,693,000</td>
<td>9.2%</td>
<td>33,453,000</td>
<td>5.5%</td>
</tr>
<tr>
<td>Australia</td>
<td>43,708,000</td>
<td>9.8%</td>
<td>164,362,000</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

#### VFR Visitors

<table>
<thead>
<tr>
<th>State</th>
<th>Visitors Year</th>
<th>Year % Chg</th>
<th>Nights Year</th>
<th>Year % Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>9,530,000</td>
<td>9.6%</td>
<td>42,266,000</td>
<td>7.5%</td>
</tr>
<tr>
<td>NSW</td>
<td>14,056,000</td>
<td>6.9%</td>
<td>47,962,000</td>
<td>6.9%</td>
</tr>
<tr>
<td>Victoria</td>
<td>11,693,000</td>
<td>9.2%</td>
<td>33,453,000</td>
<td>5.5%</td>
</tr>
<tr>
<td>Australia</td>
<td>43,708,000</td>
<td>9.8%</td>
<td>164,362,000</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

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### State comparison - International

#### All Visitors

<table>
<thead>
<tr>
<th>State</th>
<th>Visitors Year</th>
<th>Year % Chg</th>
<th>Nights Year</th>
<th>Year % Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>2,738,000</td>
<td>-0.3%</td>
<td>54,366,000</td>
<td>1.4%</td>
</tr>
<tr>
<td>NSW</td>
<td>4,346,000</td>
<td>0.3%</td>
<td>97,418,000</td>
<td>3.2%</td>
</tr>
<tr>
<td>Victoria</td>
<td>3,088,000</td>
<td>5.0%</td>
<td>71,690,000</td>
<td>5.6%</td>
</tr>
<tr>
<td>Australia</td>
<td>8,534,000</td>
<td>2.7%</td>
<td>270,672,000</td>
<td>0.8%</td>
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</tbody>
</table>

#### Holiday Visitors

<table>
<thead>
<tr>
<th>State</th>
<th>Visitors Year</th>
<th>Year % Chg</th>
<th>Nights Year</th>
<th>Year % Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>1,848,000</td>
<td>-1.1%</td>
<td>22,710,000</td>
<td>-1.2%</td>
</tr>
<tr>
<td>NSW</td>
<td>2,451,000</td>
<td>-0.7%</td>
<td>28,451,000</td>
<td>2.4%</td>
</tr>
<tr>
<td>Victoria</td>
<td>1,648,000</td>
<td>7.5%</td>
<td>16,982,000</td>
<td>5.2%</td>
</tr>
<tr>
<td>Total</td>
<td>4,629,000</td>
<td>3.5%</td>
<td>82,959,000</td>
<td>1.5%</td>
</tr>
</tbody>
</table>
### Regional Comparison

#### Domestic regional comparison

<table>
<thead>
<tr>
<th></th>
<th>Visitors</th>
<th>Year % Chg</th>
<th>Nights</th>
<th>Year % Chg</th>
<th>Length of stay</th>
<th>Nights change</th>
<th>Holiday %</th>
<th>VFR %</th>
<th>Business %</th>
<th>% Share of Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brisbane</td>
<td>7,625,000</td>
<td>9.9%</td>
<td>22,030,000</td>
<td>4.3%</td>
<td>2.9</td>
<td>-0.2</td>
<td>28%</td>
<td>38%</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>Gold Coast</td>
<td>4,002,000</td>
<td>16.8%</td>
<td>15,785,000</td>
<td>22.4%</td>
<td>3.9</td>
<td>0.2</td>
<td>53%</td>
<td>29%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>TNQ</td>
<td>2,019,000</td>
<td>5.2%</td>
<td>10,744,000</td>
<td>17.8%</td>
<td>5.3</td>
<td>0.6</td>
<td>50%</td>
<td>25%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td>3,855,000</td>
<td>15.0%</td>
<td>13,431,000</td>
<td>11.7%</td>
<td>3.5</td>
<td>-0.1</td>
<td>55%</td>
<td>34%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>SGBR</td>
<td>2,218,000</td>
<td>9.3%</td>
<td>8,348,000</td>
<td>13.9%</td>
<td>3.8</td>
<td>0.2</td>
<td>33%</td>
<td>27%</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>SQC</td>
<td>2,192,000</td>
<td>8.9%</td>
<td>5,979,000</td>
<td>5.9%</td>
<td>2.7</td>
<td>-0.1</td>
<td>26%</td>
<td>41%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Townsville</td>
<td>1,427,000</td>
<td>31.9%</td>
<td>4,878,000</td>
<td>35.6%</td>
<td>3.4</td>
<td>0.1</td>
<td>34%</td>
<td>29%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Outback</td>
<td>965,000</td>
<td>7.5%</td>
<td>5,151,000</td>
<td>16.3%</td>
<td>5.3</td>
<td>n/p</td>
<td>33%</td>
<td>18%</td>
<td>46%</td>
<td>4%</td>
</tr>
<tr>
<td>Whitsundays</td>
<td>646,000</td>
<td>10.5%</td>
<td>3,112,000</td>
<td>14.5%</td>
<td>4.8</td>
<td>n/p</td>
<td>63%</td>
<td>16%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Fraser Coast</td>
<td>739,000</td>
<td>6.8%</td>
<td>2,905,000</td>
<td>7.9%</td>
<td>3.9</td>
<td>n/p</td>
<td>53%</td>
<td>34%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Mackay</td>
<td>1,002,000</td>
<td>7.0%</td>
<td>3,997,000</td>
<td>12.9%</td>
<td>4.0</td>
<td>n/p</td>
<td>22%</td>
<td>21%</td>
<td>52%</td>
<td>4%</td>
</tr>
<tr>
<td>Total Queensland</td>
<td>24,584,000</td>
<td>12.2%</td>
<td>97,052,000</td>
<td>11.6%</td>
<td>3.9</td>
<td>0.0</td>
<td>39%</td>
<td>33%</td>
<td>24%</td>
<td>100%</td>
</tr>
</tbody>
</table>

* Three-year trend change %

#### International regional comparison

<table>
<thead>
<tr>
<th></th>
<th>Visitors</th>
<th>Annual % change</th>
<th>Nights</th>
<th>Annual % change</th>
<th>Length of stay</th>
<th>Nights change</th>
<th>Holiday %</th>
<th>VFR %</th>
<th>Business %</th>
<th>% Share of Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brisbane</td>
<td>1,411,000</td>
<td>4.5%</td>
<td>27,579,000</td>
<td>2.6%</td>
<td>19.5</td>
<td>-0.3</td>
<td>52%</td>
<td>31%</td>
<td>9%</td>
<td>52%</td>
</tr>
<tr>
<td>Gold Coast</td>
<td>1,037,000</td>
<td>-2.1%</td>
<td>9,744,000</td>
<td>-0.6%</td>
<td>9.5</td>
<td>0.1</td>
<td>78%</td>
<td>15%</td>
<td>4%</td>
<td>38%</td>
</tr>
<tr>
<td>TNQ</td>
<td>949,000</td>
<td>-3.1%</td>
<td>6,648,000</td>
<td>7.5%</td>
<td>7.8</td>
<td>0.8</td>
<td>92%</td>
<td>5%</td>
<td>2%</td>
<td>31%</td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td>309,000</td>
<td>0.9%</td>
<td>2,885,000</td>
<td>-3.1%</td>
<td>9.3</td>
<td>-0.4</td>
<td>76%</td>
<td>21%</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>SGBR</td>
<td>140,000</td>
<td>-8.8%</td>
<td>1,632,000</td>
<td>-28.8%</td>
<td>11.7</td>
<td>-3.3</td>
<td>78%</td>
<td>14%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>SQC</td>
<td>57,000</td>
<td>9.6%</td>
<td>1,578,000</td>
<td>0.9%</td>
<td>27.8</td>
<td>n/p</td>
<td>37%</td>
<td>32%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>Townsville</td>
<td>132,000</td>
<td>-11.0%</td>
<td>1,466,000</td>
<td>20.2%</td>
<td>11.2</td>
<td>2.9</td>
<td>82%</td>
<td>14%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Outback</td>
<td>28,000</td>
<td>-2.5%</td>
<td>459,000</td>
<td>-5.7%</td>
<td>16.3</td>
<td>n/p</td>
<td>70%</td>
<td>15%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Whitsundays</td>
<td>226,000</td>
<td>-6.3%</td>
<td>1,407,000</td>
<td>11.1%</td>
<td>6.2</td>
<td>1.0</td>
<td>97%</td>
<td>3%</td>
<td>0%</td>
<td>8%</td>
</tr>
<tr>
<td>Fraser Coast</td>
<td>128,000</td>
<td>-10.0%</td>
<td>571,000</td>
<td>-15.3%</td>
<td>4.5</td>
<td>-0.3</td>
<td>92%</td>
<td>7%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Mackay</td>
<td>52,000</td>
<td>7.7%</td>
<td>361,000</td>
<td>-14.3%</td>
<td>6.9</td>
<td>n/p</td>
<td>74%</td>
<td>20%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Total Queensland</td>
<td>2,738,000</td>
<td>-0.3%</td>
<td>54,366,000</td>
<td>1.4%</td>
<td>19.9</td>
<td>0.3</td>
<td>67%</td>
<td>26%</td>
<td>8%</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### Notes/Sources:

- TNQ = Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

In 2012, the Australian Bureau of Statistics (ABS) changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), which represent one level of the ASGS, replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor Surveys (NVS & IVS) conducted by Tourism Research Australia (TRA). These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interview (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series so please use caution when comparing 2019 to previous year's results.

2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

'n/p' indicates the data has not been published.

#### Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.

2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior. Trend change has been used to analyse changes for regions with small sample sizes.

3. This figure includes "Other" visitors.