

Brisbane Regional Snapshot



Year Ending March 2019



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	7,625,000	2,169,000	2,907,000	1,941,000	\$4,761.0m
Annual % change ¹	▲ 9.9%	▲ 6.8%	▲ 7.9%	▲ 14.5%	▲ 7.5%
3-yr trend % change ²	▲ 7.7%	▲ 7.5%	▲ 4.0%	▲ 11.4%	▲ 11.1%
International Overnight	1,411,000	736,000	435,000	133,000	\$2,762.9m
Annual % change	▲ 4.5%	▲ 4.4%	▲ 6.5%	▲ 3.6%	▲ 15.0%
3-yr trend % change	▲ 6.1%	▲ 8.1%	▲ 5.3%	▲ 6.7%	▲ 12.4%
TOTAL	9,037,000	2,905,000	3,342,000	2,074,000	\$7,523.8m
Annual % change	▲ 9.0%	▲ 6.2%	▲ 7.7%	▲ 13.8%	▲ 10.1%
3-yr trend % change	▲ 7.5%	▲ 7.7%	▲ 4.2%	▲ 11.1%	▲ 11.5%



Domestic Visitors

The Brisbane region welcomed a record 7.6 million domestic overnight visitors in the year ending March 2019, with visitation up 9.9% year on year. These visitors spent a record \$4.8bn in the region, up 7.5% year on year.

Holiday, visiting friends and relatives (VFR) and business visitation all reached record levels. Holiday visitation to Brisbane increased 6.8% to 2.2 million visitors; VFR visitation grew by 7.9% to 2.9 million and business visitation increased by 14.5% to 1.9 million.

While visitation saw strong growth, average length of stay decreased slightly (by 0.2 of a night) to 2.9 nights. Total nights in Brisbane grew increased by 4.3% to a record 22.0 million nights.

The intrastate market, which accounts for 59% of domestic overnight visitation to the Brisbane region, contributed the majority of the growth in domestic visitors. Intrastate visitation grew by 11.8% to a record 4.5 million. Intrastate holiday visitation recorded the strongest growth (up 15.1% to a record 1.5 million), but both VFR (up 8.9% to 1.8 million) and business visitation (up 6.9% to 701,000) also grew. Intra-regional overnight travel (1.4 million visitors) represented the largest share, followed by visitors from the Sunshine Coast (722,000) and Southern Queensland Country (699,000).

Interstate visitation grew by 7.2% to 3.1m visitors, accounting for 41% of domestic visitation to the region in the year ending March 2019. Over half (57%) of interstate visitors came from New South Wales (up 1.7% to 1.8 million), while visitation from Victoria grew by 10.6% to 764,000. Interstate business travel (up 19.4% to 1.2 million) and VFR (up 6.1% to 1.1 million) grew to new records, but interstate holiday visitation declined (down 8.0% to 666,000).

International Visitors

Brisbane welcomed a record 1.4 million international visitors in the year ending March 2019, up 4.5% on the previous year. Increased international visitation was reflected in Brisbane Airport traffic, with inbound international passenger movements up by 5.7% in the year ending March 2019 (source: BITRE*).

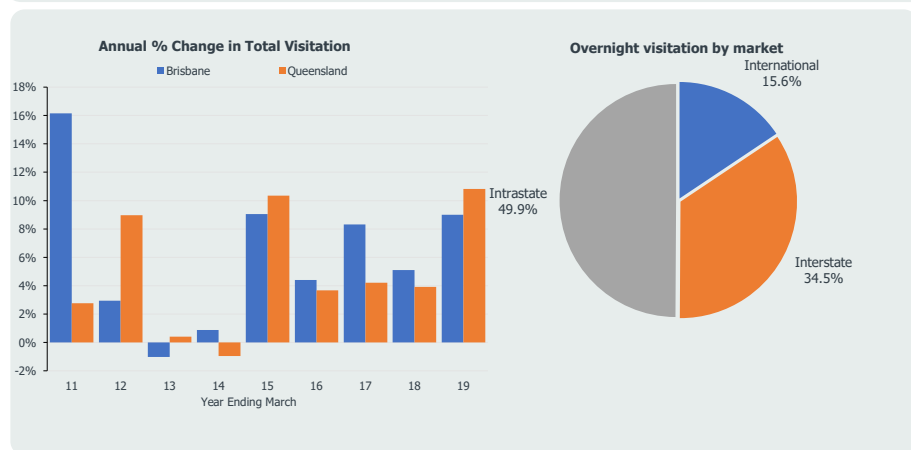
Visitors stayed 27.6 million nights in the region (up 2.6%) and spent more per night (up \$11 to \$100/night). The increased nights and spending combined to drive total overnight visitor expenditure growth of 15.0% resulting in a record \$2.8bn in expenditure.

Visitor numbers grew across the key purposes of travel, with holiday visitation growing by 4.4% to a record 736,000, travel for VFR growing 6.5% to a record 435,000, and business travel growing 3.6% to 133,000 visitors.

Visitation from China increased by 6.2% to 261,000 so that Brisbane now welcomes more Chinese visitors than anywhere else in the State. From the other major markets, visitation also grew from New Zealand (up 3.2% to 221,000), and the United States (up 5.9% to a record 105,000), but visitation from the United Kingdom was steady (up 0.2%) at 128,000.

Visitation was particularly strong from Brisbane's fifth-largest market Taiwan, up 16.3% to 60,000. This corresponds with a significant increase in Aviation seat capacity from Taiwan to Brisbane, up 29% year on year in the year ending March 2019 (source OAG**).

*Bureau of Infrastructure, Transport and Regional Economics (BITRE) **Official Aviation Guide (OAG).



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.

Research Updates

To receive an email alert whenever new tourism figures are released [click here](#)

Brisbane Regional Snapshot

Domestic visitation Year Ending March 2019

Domestic visitors to Brisbane

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	2,169,000	6.8%	6,025,000	-1.2%	2.8	-0.2
VFR	2,907,000	7.9%	9,020,000	3.4%	3.1	-0.1
Business	1,941,000	14.5%	4,821,000	16.4%	2.5	0.0
Domestic³	7,625,000	9.9%	22,030,000	4.3%	2.9	-0.2
Intrastate						
Holiday	1,503,000	15.1%	3,456,000	-0.1%	2.3	-0.3
VFR	1,834,000	8.9%	4,359,000	10.0%	2.4	0.0
Business	701,000	6.9%	1,651,000	-2.2%	2.4	-0.2
Intrastate	4,510,000	11.8%	11,039,000	1.6%	2.4	-0.2
Interstate						
Holiday	666,000	-8.0%	2,569,000	-2.7%	3.9	0.2
VFR	1,073,000	6.1%	4,661,000	-2.1%	4.3	-0.4
Business	1,241,000	19.4%	3,170,000	29.3%	2.6	0.2
Interstate	3,115,000	7.2%	10,991,000	7.2%	3.5	0.0

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Brisbane	17,602,000	9.7%	\$1,846.6m	13.0%
Queensland	46,689,000	12.7%	\$5,218.m	14.9%
Australia	218,369,000	11.0%	\$23,522.9m	12.4%

Key domestic source markets to Brisbane

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	1,407,000	13.3%	3,148,000	-5.2%
Regional Qld	3,103,000	11.1%	7,891,000	4.6%
Sydney	923,000	9.4%	2,752,000	18.4%
Regional NSW	859,000	-5.4%	2,748,000	-14.4%
Melbourne	554,000	4.6%	1,814,000	-2.3%
Regional Vic	210,000	29.9%	1,104,000	59.1%

State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	24,584,000	12.2%	97,052,000	11.6%
NSW	35,606,000	7.9%	111,371,000	8.3%
Victoria	27,832,000	11.8%	78,965,000	12.6%
Australia	109,051,000	10.1%	386,162,000	9.8%

Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	9,530,000	9.6%	42,266,000	7.5%
NSW	14,056,000	6.9%	47,962,000	6.9%
Victoria	11,693,000	9.2%	33,453,000	5.5%
Australia	43,708,000	9.8%	164,362,000	7.2%



Brisbane Regional Snapshot

International visitation Year Ending March 2019

International visitors to Brisbane

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	736,000	4.4%	7,652,000	-1.2%	10.4	-0.6
VFR	435,000	6.5%	7,601,000	2.8%	17.5	-0.6
Business	133,000	3.6%	824,000	1.2%	6.2	-0.1
Total³	1,411,000	4.5%	27,579,000	2.6%	19.5	-0.3

State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,738,000	-0.3%	54,366,000	1.4%
NSW	4,346,000	0.3%	97,418,000	3.2%
Victoria	3,088,000	5.0%	71,690,000	5.6%
Australia	8,534,000	2.7%	270,672,000	0.8%

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,848,000	-1.1%	22,710,000	-1.2%
NSW	2,451,000	-0.7%	28,451,000	2.4%
Victoria	1,648,000	7.5%	16,982,000	5.2%
Total	4,629,000	3.5%	82,959,000	1.5%



Top 10 source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
China	261,000	6.2%	5,693,000	6.1%
New Zealand	221,000	3.2%	1,722,000	1.8%
United Kingdom	128,000	0.2%	1,981,000	9.2%
USA	105,000	5.9%	879,000	-16.9%
Taiwan	60,000	16.3%	2,635,000	51.7%
Germany	55,000	-11.4%	694,000	3.2%
Korea	41,000	9.8%	1,636,000	-10.7%
Japan	40,000	-11.9%	1,464,000	-12.8%
Canada	39,000	24.5%	421,000	23.4%
India	39,000	11.8%	1,746,000	38.2%

Top 10 holiday source markets

Holiday	Visitors	Year % Chg	Nights	Year % Chg
China	182,000	3.8%	672,000	4.3%
United Kingdom	73,000	1.6%	646,000	-16.5%
New Zealand	60,000	2.7%	285,000	-9.5%
USA	54,000	14.6%	244,000	-15.4%
Germany	45,000	-15.5%	297,000	-42.0%
Taiwan	40,000	21.1%	1,719,000	77.5%
Korea	25,000	6.3%	864,000	-23.6%
Canada	23,000	24.2%	154,000	40.4%
France	21,000	20.0%	380,000	-18.8%
Scandinavia	18,000	-2.1%	211,000	-5.1%

Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

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>

Disclaimer:

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Regional Comparison



Year Ending March 2019

Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	7,625,000	9.9%	22,030,000	4.3%	2.9	-0.2	28%	38%	25%	31%
Gold Coast	4,002,000	16.8%	15,785,000	22.4%	3.9	0.2	53%	29%	14%	16%
TNQ	2,019,000	5.2%	10,744,000	17.8%	5.3	0.6	50%	25%	22%	8%
Sunshine Coast	3,855,000	15.0%	13,431,000	11.7%	3.5	-0.1	55%	34%	9%	16%
SGBR	2,218,000	9.3%	8,348,000	13.9%	3.8	0.2	33%	27%	32%	9%
SQC	2,192,000	8.9%	5,979,000	5.9%	2.7	-0.1	26%	41%	25%	9%
Townsville	1,427,000	31.9%	4,878,000	35.6%	3.4	0.1	34%	29%	29%	6%
Outback*	965,000	7.5%	5,151,000	16.3%	5.3	n/p	33%	18%	46%	4%
Whitsundays*	646,000	10.2%	3,112,000	14.5%	4.8	n/p	63%	16%	21%	3%
Fraser Coast*	739,000	6.8%	2,905,000	7.9%	3.9	n/p	53%	34%	8%	3%
Mackay*	1,002,000	7.0%	3,997,000	12.9%	4.0	n/p	22%	21%	52%	4%
Total Queensland	24,584,000	12.2%	97,052,000	11.6%	3.9	0.0	39%	33%	24%	100%

* Three-year trend change %²

International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	1,411,000	4.5%	27,579,000	2.6%	19.5	-0.3	52%	31%	9%	52%
Gold Coast	1,027,000	-2.1%	9,744,000	-0.6%	9.5	0.1	78%	15%	4%	38%
TNQ	849,000	-3.1%	6,648,000	7.5%	7.8	0.8	92%	5%	2%	31%
Sunshine Coast	309,000	0.9%	2,885,000	-3.1%	9.3	-0.4	76%	21%	2%	11%
SGBR	140,000	-8.8%	1,632,000	-28.8%	11.7	-3.3	78%	14%	4%	5%
SQC*	57,000	9.6%	1,578,000	0.9%	27.8	n/p	37%	32%	16%	2%
Townsville	132,000	-11.0%	1,486,000	20.2%	11.2	2.9	82%	14%	3%	5%
Outback*	28,000	-2.5%	459,000	-5.7%	16.3	n/p	70%	15%	5%	1%
Whitsundays	226,000	-6.3%	1,407,000	11.1%	6.2	1.0	97%	3%	0%	8%
Fraser Coast	128,000	-10.0%	571,000	-15.7%	4.5	-0.3	92%	7%	0%	5%
Mackay*	52,000	7.7%	361,000	-14.3%	6.9	n/p	74%	20%	5%	2%
Total Queensland	2,738,000	-0.3%	54,366,000	1.4%	19.9	0.3	67%	26%	8%	100%

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

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.