

Southern Queensland Country Regional Snapshot



Year Ending March 2019



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	2,192,000	574,000	904,000	549,000	\$828.6m
Annual % change ¹	▲ 8.9%	▼ -13.1%	▲ 18.8%	▲ 17.5%	▲ 28.5%
3-yr trend % change ²	▲ 6.1%	▲ 2.5%	▲ 4.7%	▲ 11.6%	▲ 14.7%
International Overnight	57,000	21,000	18,000	n/p	\$74.5m
3-yr trend % change	▲ 9.6%	▲ 9.5%	▲ 5.6%	n/p	▲ 4.4%
TOTAL	2,249,000	596,000	923,000	n/p	\$903.1m
3-yr trend % change	▲ 6.2%	▲ 2.7%	▲ 4.7%	n/p	▲ 13.8%



Domestic Visitors

The Southern Queensland Country (SQC) region welcomed a record 2.2m domestic overnight visitors in the year ending March 2019, up by 8.9% year on year. The domestic market accounted for the majority of SQC's overnight visitation (97%) and expenditure (92%).

Domestic visitor expenditure grew by 28.5% to a record \$828.6m. Expenditure growth outpaced visitation growth due to a \$24 increase in spend per night to \$139 per night. Nights grew at a slower rate than visitation, increasing by 5.9% over the year to 6.0m. Average length of stay (ALoS) decreased 0.1 nights to 2.7 nights.

The increase in visitation was due to strong growth in travel for both visiting friends and relatives (VFR), (up 18.8% to a record 904,000) and business purposes (up 17.5% to a record 549,000). Holiday visitation decreased by 13.1% to 574,000.

The intrastate market accounts for 82% of domestic visitation to SQC and drove the region's growth. Intrastate visitation increased by 9.6% to a record 1.8 million. The largest intrastate markets are Brisbane (881,000), intraregional travel (374,000) and the Sunshine Coast (174,000).

Interstate visitation increased by 5.7% to 387,000 in the year ending March 2019. New South Wales makes up two thirds (68%) of interstate visitors to SQC.

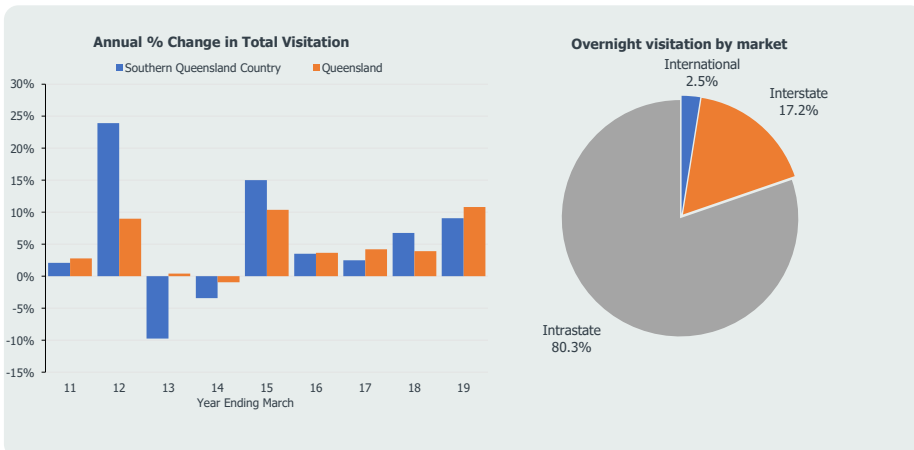
International Visitors

International visitation to SQC grew 9.6% on average in the three years ending March 2019 to a record 57,000, contributing 3% of overnight visitation and 8% of overnight expenditure in the region.

International expenditure increased (up 4.4%) over the three years ending March 2019 to \$74.5m. Visitor nights increased by 0.9% on average over the three years ending March 2019 to 1.6m. Nights grew slower than visitation due to a shortening of the ALoS, down 8.2% on average over the three years to 27.8 nights. Spend-per night increased slightly over the same period (up 3.2% on average to \$47 per night).

Holiday visitation to the region was up by 9.5% on average over the three years ending March 2019 to 21,000 and VFR visitation was up by 5.6% on average over this period to 18,000 visitors. Holiday and VFR visitation contribute 38% and 32% of international visitation to SQC respectively.

European markets (including the UK) contributed 20,000 visitors to the region, up by 10.4% on average over the three years ending March 2019. Asian visitation to the region grew by 10.8% on average over the period to 17,000.



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](#)

Southern Queensland Country Regional Snapshot

Domestic visitation Year Ending March 2019

Domestic visitors to Southern Queensland Country

	Visitors	Annual % Chg	Nights	Annual % Chg	Length of Stay	Year # Chg
Holiday	574,000	-13.1%	1,625,000	-1.3%	2.8	0.3
VFR	904,000	18.8%	2,222,000	21.4%	2.5	0.1
Business	549,000	17.5%	1,695,000	-9.8%	3.1	-0.9
Domestic³	2,192,000	8.9%	5,979,000	5.9%	2.7	-0.1
Intrastate						
Holiday	441,000	-14.6%	1,251,000	5.3%	2.8	0.5
VFR	771,000	19.3%	1,780,000	27.3%	2.3	0.1
Business	468,000	16.4%	1,454,000	-18.1%	3.1	-1.3
Intrastate	1,805,000	9.6%	4,840,000	5.9%	2.7	-0.1
Interstate						
Holiday	133,000	-7.7%	374,000	-18.3%	2.8	-0.4
VFR	133,000	16.3%	442,000	2.4%	3.3	-0.5
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	387,000	5.7%	1,139,000	5.6%	2.9	0.0

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Southern Queens	4,242,000	22.1%	\$559.3m	-2.7%
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 Southern Queensland Country

All Visitors	Visitors	Annual % Chg	Nights	Annual % Chg
Brisbane	881,000	5.8%	2,348,000	14.0%
Regional Qld	924,000	13.6%	2,492,000	-0.8%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	194,000	8.3%	471,000	-8.8%
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

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%



International visitation Year Ending March 2019

International visitors to Southern Queensland Country

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	21,000	9.5%	608,000	-10.3%	28.5	3.4
VFR	18,000	5.6%	290,000	6.9%	15.8	-5.5
Business	n/p	n/p	n/p	n/p	n/p	n/p
Total³	57,000	9.6%	1,578,000	0.9%	27.8	-0.2

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	Trend % Chg	Nights	Trend % Chg
New Zealand	10,000	n/p	44,000	n/p
United Kingdom	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
Japan	n/p	n/p	n/p	n/p
Switzerland	n/p	n/p	n/p	n/p
Canada	n/p	n/p	n/p	n/p
China	n/p	n/p	n/p	n/p
Germany	n/p	n/p	n/p	n/p
Singapore	n/p	n/p	n/p	n/p
Taiwan	n/p	n/p	n/p	n/p

Due to sampling, some data may not be publishable (n/p), however the markets will still appear in order.

Top 10 holiday source markets

Holiday	Visitors	Trend % Chg	Nights	Trend % Chg
United Kingdom	n/p	n/p	n/p	n/p
Switzerland	n/p	n/p	n/p	n/p
New Zealand	n/p	n/p	n/p	n/p
Germany	n/p	n/p	n/p	n/p
Canada	n/p	n/p	n/p	n/p
France	n/p	n/p	n/p	n/p
Japan	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
Netherlands	n/p	n/p	n/p	n/p
India	n/p	n/p	n/p	n/p

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?ABSMmaps>

Disclaimer:
By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

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	7.2%	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.