

Queensland Visitor Information Centres

Snapshot of the year ending December 2018

An estimated 2.6 million visitors stopped at a Queensland Visitor Information Centre (VIC) in the year ending December 2018

Key findings:

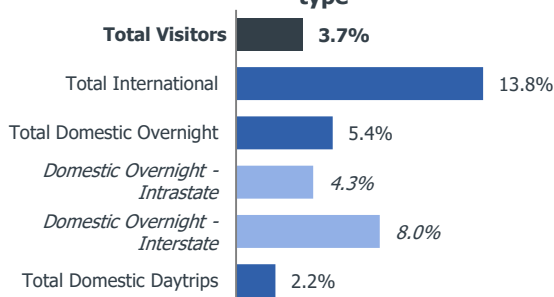
- More than one third (37%) of VIC visitors in Queensland were day-trippers, around half (49%) were domestic overnight visitors and 14% international travellers.
- 3.7% of visitors to Queensland went to a VIC in Queensland, compared with 4.4% of visitors nationally.
- Holidaymakers represented the majority of Queensland's VIC visitors.
- VIC visitation in Queensland was relatively stable over the past three years.
- Queensland's international and interstate overnight visitors were more likely to visit a VIC than intrastate overnight and daytrip visitors.

VIC visitation

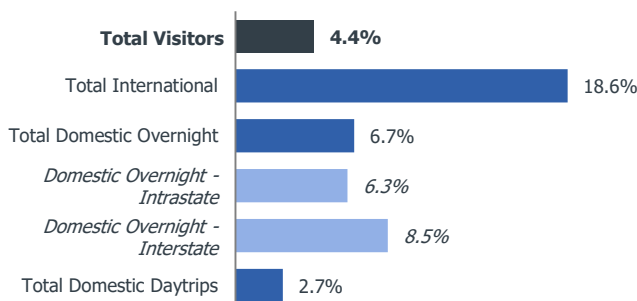
Overall, 3.7% of Queensland's visitors stopped at a VIC in Queensland, representing an estimated 2.6 million visitors in the year ending December 2018. This level of VIC visitation was slightly lower than the Australian average, with 4.4% of all visitors to/within Australia visiting a VIC during their trip.

VIC visitation was higher among those who do not live in Queensland, i.e. international and domestic interstate visitors. Queensland's international visitors were the most likely to use a VIC (13.8%), followed by 8.0% visitation by interstate overnight visitors, 4.3% of intrastate overnight visitors and 2.2% of daytrip visitors.

Proportion of visitors to Queensland that went to a Queensland VIC during their trip, by visitor type



Proportion of visitors to Australian that went to a VIC during their trip, by visitor type

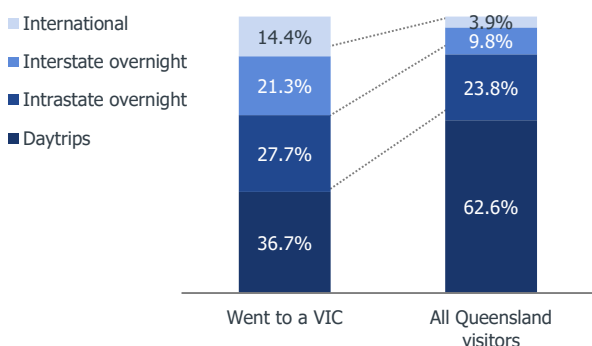


Share of VIC visitation to Queensland

International visitors represented 14.4% of VIC visitors but only 3.9% of all Queensland visitors. Interstate and intrastate overnight visitors represented 21.3% and 27.7% of VIC visitors respectively, and 9.8% and 23.8% of total visitors respectively.

Daytrip visitors represented 62.6% of all Queensland visitors but only 36.7% of VIC visitors.

Queensland VIC visitors by visitor type, compared to the total Queensland visitor market



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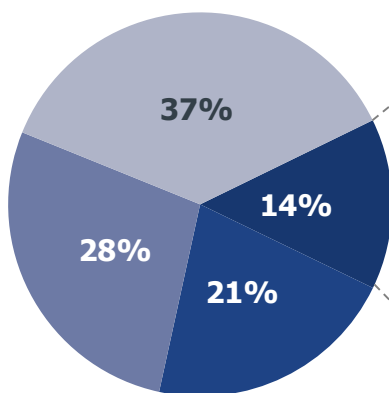
Queensland VIC visitors by source market

Queensland's VIC visitors were comprised of around a third (37%) day-trippers, around half (49%) domestic overnight visitors and 14% international travellers.

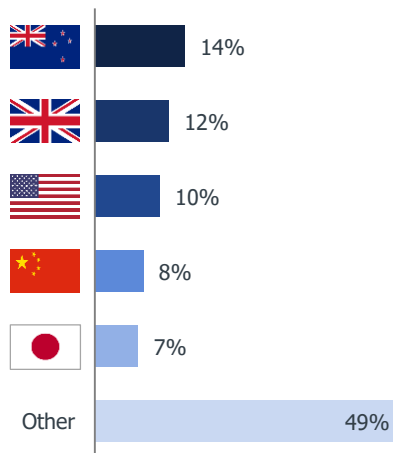
Among international VIC visitors in Queensland, five countries accounted for half (51%) of all visitors. New Zealand was the largest, accounting for 14% of users, followed by the UK at 12%, the USA 10%, China 8% and Japan 7%.

Source market:

- International
- Interstate overnight
- Intrastate overnight
- Daytrips



International breakdown



Queensland VIC visitors by purpose

Holidaymakers were more likely to visit a VIC than those travelling for other reasons, with holidaymakers representing the majority of VIC visitors in Queensland.

Purpose	Domestic Overnight		International	
	% of VIC users	% of purpose who visited a VIC	% of VIC users	% of purpose who visited a VIC
Holiday	74.8%	10.2%	82.6%	16.8%
Visiting friends and relatives	17.0%	2.8%	22.5%	11.9%
Business	9.4%	2.2%	4.3%	7.7%
Employment	0.7%	15.2%	2.0%	15.5%
Education	0.3%	1.7%	4.2%	13.8%
Other	2.7%	3.3%	3.6%	16.3%
Total Queensland	100%	5.4%	100%	13.8%

n/p = data is not publishable



Queensland VIC visitors over time

Over the past three years, the proportion of visitors that used a VIC in Queensland remained relatively stable. However, VIC visitation among international visitors increased in the year ending December 2018.

Proportion of Queensland visitors that went to a Queensland VIC during their trip

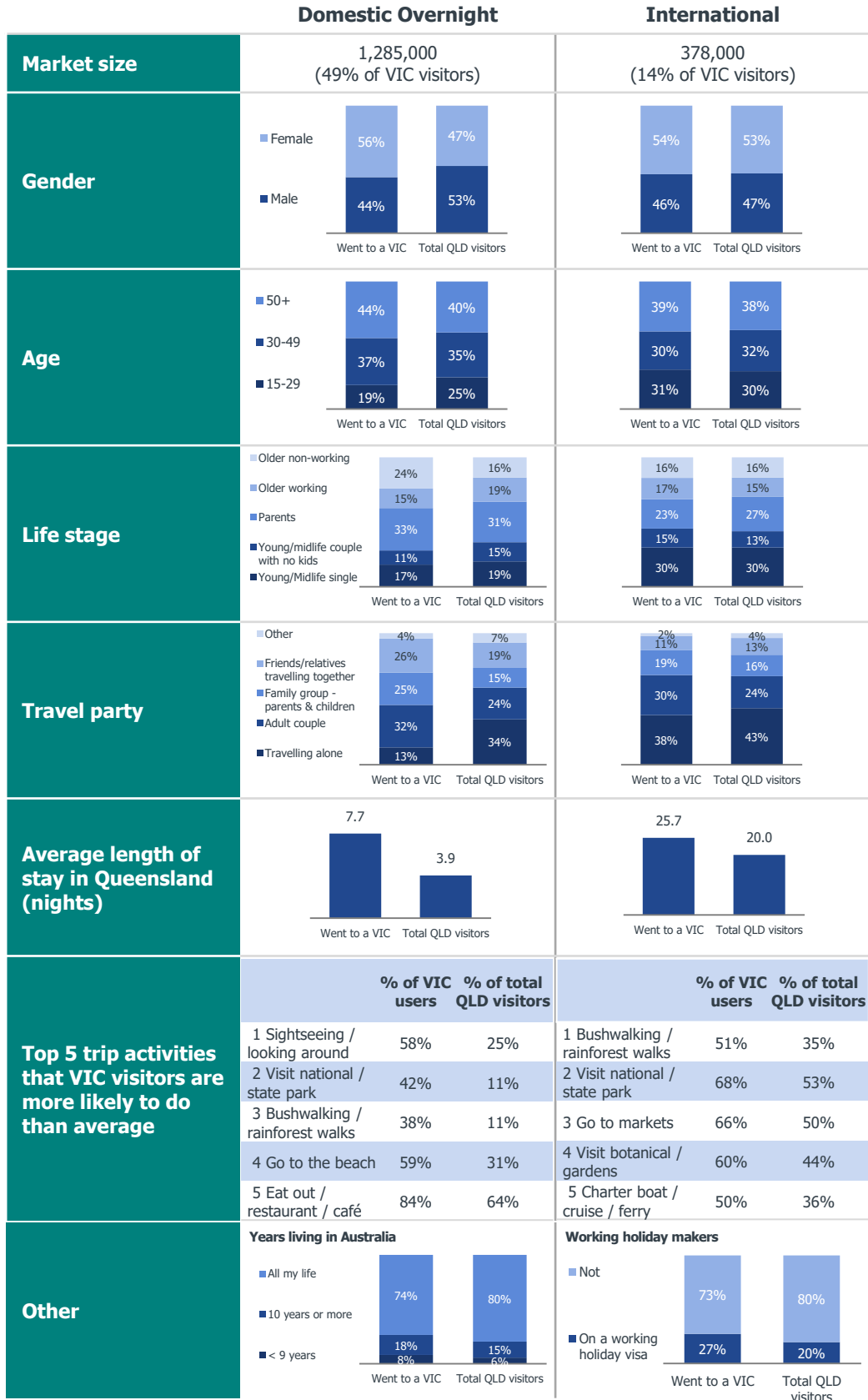


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Snapshot of the year ending December 2018

Profile of Queensland VIC visitors

Queensland's domestic overnight and international VIC visitors had a longer average length of stay than the average Queensland visitor. This is likely because visitors on longer trips have more time to do things/look for more things to do. Adult couples were more likely to use a VIC among both domestic overnight and international visitors to Queensland. Among international travelers, working holiday visa holders were more likely to use a VIC than other visitors.



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Summary table

	Queensland		Australia	
	Went to a VIC in QLD	% of visitors	Went to a VIC in Aus	% of visitors
Domestic				
Total domestic visitors (000s)	2,247	3.3%	12,387	4.0%
Overnight domestic visitors (000s)	1,285	5.4%	6,963	6.7%
Intrastate (000s)	727	4.3%	4,561	6.3%
Interstate (000s)	558	8.0%	2,900	8.5%
Domestic visitor nights (000s)	9,894	-	45,440	-
Intrastate (000s)	4,350	-	20,481	-
Interstate (000s)	5,544	-	24,958	-
Average length of stay (nights)	7.7	-	6.5	-
Intrastate (nights)	6.0	-	4.5	-
Interstate (nights)	9.9	-	8.6	-
Daytrip domestic visitors (000s)	962	2.2%	5,424	2.7%
International				
Overnight visitors (000s)	378	13.8%	1,557	18.6%
Visitor nights (000s)	9,718	-	58,664	-
Average length of stay (nights)	25.7	-	37.7	-
Total				
Visitors (000s)	2,625	3.7%	13,945	4.4%
Visitor nights (000s)	19,613	-	104,104	-



Sources:

Tourism Research Australia, National Visitor Survey Year Ending December 2018
Tourism Research Australia, International Visitor Survey Year Ending December 2018

Question Wording

National Visitor Survey

- Did you go to a Visitor Information Centre while on the trip?
(Asked for overnight and daytrips)
- And in which of these places did you go to a Visitor information Centre?
(Asked for multi-stop overnight trips)

International Visitor Survey

- In Australia, did you go to a Visitor Information Centre while on this trip?
- And where was the Visitor Information Centre you went to?

Note:

VIC visitation is not available for regional tourism areas.

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