

Domestic Visitors to Queensland

Year ending June 2018



\$17.0B +10.3%
Total Expenditure **Expenditure**



22.5M +4.7%
Total Visitors **Visitation Growth**

Overnight Visitation by Source Market

6.7 Million
Interstate Visitors **↑ 4.9%**

15.7 Million
Intrastate Visitors **↑ 4.6%**

Domestic Overnight Visitation by Region

	Expenditure (\$M)	Visitation
Brisbane	\$4,435.0 ↑ 11.4%	7.1M ↑ 4.5%
Fraser Coast	\$419.0 ↑ 15.1%¹	0.7M ↑ 8.1%¹
Gold Coast	\$3,082.4 ↑ 3.9%	3.5M ↓ -1.2%
Mackay	\$415.8 ↑ 1.1%¹	0.9M ↑ 1.4%¹
Outback	\$640.5 ↑ 14.9%¹	0.9M ↑ 3.8%¹
SGBR ²	\$1,121.5 ↑ 8.5%	2.1M ↑ 11.8%
SQC ³	\$793.8 ↑ 11.2%	2.1M ↑ 10.1%
Sunshine Coast	\$2,229.7 ↑ 8.0%	3.4M ● -0.7%
TNQ ⁴	\$2,339.7 ↑ 25.1%	2.0M ↑ 13.0%
Townsville	\$766.6 ↑ 1.5%	1.1M ↑ 3.4%
Whitsundays	\$554.6 ↑ 6.9%¹	0.6M ↑ 9.0%¹

Domestic Overnight Visitation by Purpose

8,895,000
Holiday **↑ 7.3%**

7,403,000
VFR⁵ **● -0.1%**

5,066,000
Business **↑ 6.0%**

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Source: National Visitor Survey year ending June 2018 Tourism Research Australia

Notes: ¹ All percentages refer to annual growth except for the Fraser Coast, Mackay, Outback, and Whitsundays regions which refer to the trend change over three years. ² SGBR: Southern Great Barrier Reef. ³ SQC: Southern Queensland Country. ⁴ TNQ: Tropical North Queensland. ⁵ VFR: Visiting Friends and Relatives.