

International Visitors to Queensland

Year ending March 2019



\$6.0B +8.6%
Total Expenditure **Expenditure**



2.7M -0.3%
Total Visitors **Visitation**

Top 15 markets by expenditure



6	Taiwan	\$248M
7	Korea	\$218M
8	Hong Kong	\$179M
9	Germany	\$164M
10	Singapore	\$150M
11	Canada	\$143M
12	Scandinavia	\$139M
13	India	\$134M
14	Malaysia	\$97M
15	France	\$91M
	Rest of World	\$1,036M

International Visitation by region

Brisbane	1,411,000	↑ 4.5%
Fraser Coast	128,000	↓ -10.0%
Gold Coast	1,027,000	↓ -2.1%
Mackay	52,000	↑ 7.7% ¹
Outback	28,000	↓ -2.5% ¹
SGBR ²	140,000	↓ -8.8%
SQC ³	57,000	↑ 9.6% ¹
Sunshine Coast	309,000	↑ 0.9%
TNQ ⁴	849,000	↓ -3.1%
Townsville	132,000	↓ -11.0%
Whitsundays	226,000	↓ -6.3%

International Visitation by purpose

	1,848,000	Holiday ↓ -1.1%
	719,000	VFR ↑ 1.5%
	206,000	Business ↑ 3.3%
	121,000	Education ↑ 14.0%

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Source: International Visitor Survey Year ending March 2019, Tourism Research Australia.

Notes: 1 All percentages refer to annual growth except for the Mackay, Outback, and Southern Queensland Country region 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. 6 Scandinavia includes Denmark, Finland, Norway and Sweden.

TOURISM
& EVENTS
Queensland