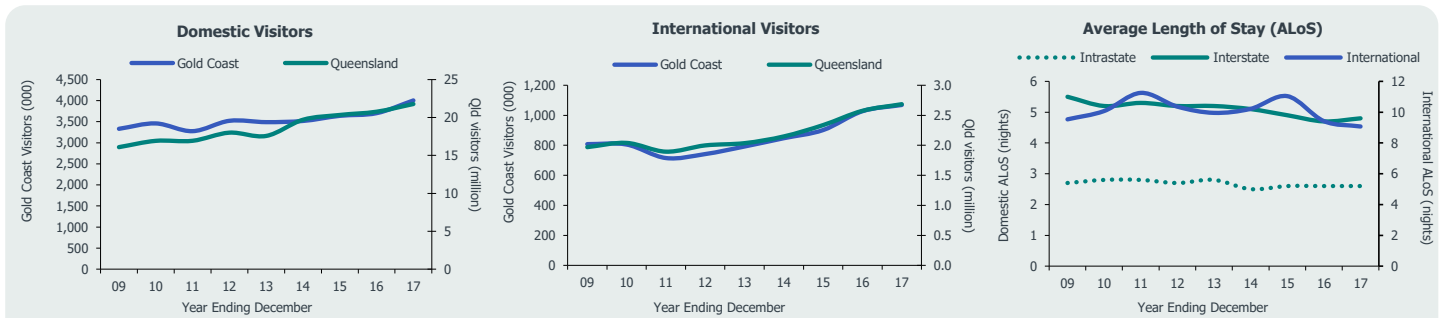


Year Ending December 2017



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	4,005,000	2,133,000	1,299,000	440,000	\$3,099.1m
Annual % change ¹	▲ 8.1%	▲ 7.9%	▲ 6.7%	▲ 18.7%	▲ 3.8%
3-yr trend % change ²	▲ 4.5%	▲ 4.3%	▲ 4.6%	▲ 6.2%	▲ 2.7%
International Overnight	1,069,000	852,000	160,000	36,000	\$1,227.9m
Annual % change	▲ 4.1%	▲ 4.9%	▲ 9.7%	▲ 1.2%	▲ 2.1%
3-yr trend % change	▲ 8.0%	▲ 8.5%	▲ 6.8%	▲ 5.8%	▲ 6.1%
TOTAL	5,074,000	2,985,000	1,459,000	476,000	\$4,327.0m
Annual % change	▲ 7.3%	▲ 7.0%	▲ 7.0%	▲ 17.2%	▲ 3.3%
3-yr trend % change	▲ 5.2%	▲ 5.5%	▲ 4.8%	▲ 6.2%	▲ 3.7%

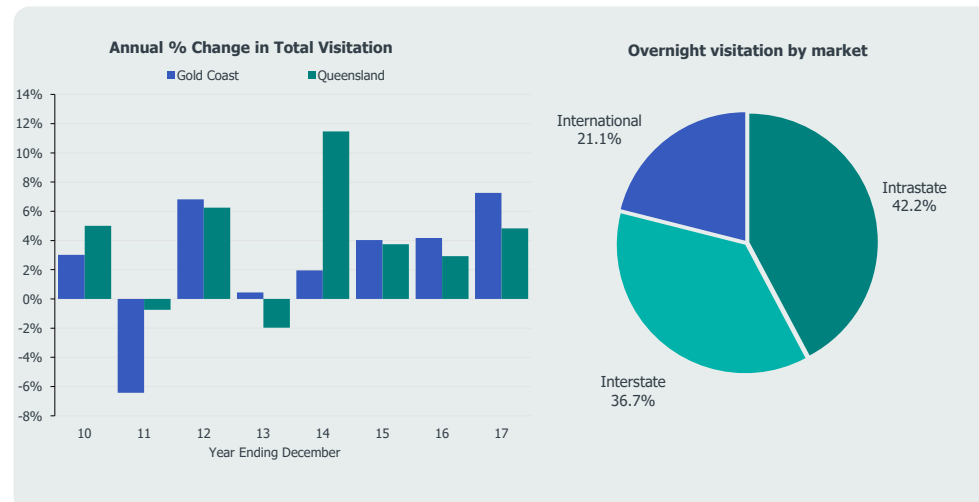


Domestic Visitors

- Overnight domestic visitation to the Gold Coast region grew by 8.1% to 4.0m in the year ending December 2017, outpacing the state's overall growth rate of 4.9%.
- Visitation growth was driven by the intrastate market, up by 13.2% to 2.1m visitors, which accounted for more than half (53%) of the region's domestic visitors. The region's largest intrastate market, Brisbane, recorded strong growth of 8.0% to 1.4m visitors.
- Interstate visitation grew by 2.9%, bringing 1.9m visitors to the Gold Coast. Sydney and Melbourne visitors delivered most of the growth.
- The Gold Coast region remains Queensland's leading domestic holiday destination, attracting 2.1m holidaymakers. This represents 7.9% year-on-year growth. This was primarily due to a 14.7% boost in intrastate holidays.
- Travel for other purposes also grew strongly, with visiting friends and relatives (VFR) up by 6.7% to 1.3m, and business travel up by 18.7% to 440,000.
- The average length of stay (ALoS) on the Gold Coast remained stable at 3.6 nights. Consequently, visitor nights grew at a similar pace to visitation, up by 8.1% to 14.5m. However, visitors spent slightly less per night, resulting in a slower pace of expenditure growth than both visitors and nights, visitor expenditure was up by 3.8% to \$3.1bn.

International Visitors

- The Gold Coast region welcomed a record 1.1m international visitors, up by 4.1% in the year ending December 2017.
- China remained the region's largest source market, with 5.7% growth to 309,000 visitors. Three in five (61%) Chinese visitors to Queensland stayed at least one night on the Gold Coast.
- The next two largest source markets were New Zealand with 202,000 visitors and the UK with 70,000 visitors.
- Among other markets, Indian visitation experienced 31.9% growth, while the Hong Kong market also grew rapidly, up by 29.0% year-on-year.
- The Gold Coast was once again Queensland's number one international holiday destination. Four out of five (80%) overseas visitors to the region were on holiday. Holiday visitation grew by 4.9% to a record 852,000. VFR travel also grew, up by 9.7% to reach 160,000 visitors.
- Overall visitor nights were stable at 9.7m (+0.2%) as a slight decline in the ALoS counteracted visitation growth. The average length of stay shortened by 0.3 of a night to 9.1 nights.
- The rise in visitor numbers saw international visitor expenditure grow by 2.1% to \$1.2bn.



Research Updates

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

Domestic visitation Year Ending December 2017

Domestic visitors to Gold Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	2,133,000	7.9%	8,889,000	10.5%	4.2	0.1
VFR	1,299,000	6.7%	3,906,000	9.4%	3.0	0.1
Business	440,000	18.7%	1,174,000	-11.8%	2.7	-0.9
Domestic³	4,005,000	8.1%	14,510,000	8.1%	3.6	0.0
Intrastate						
Holiday	1,123,000	14.7%	3,389,000	13.0%	3.0	-0.1
VFR	755,000	7.2%	1,561,000	23.3%	2.1	0.3
Business	197,000	30.6%	476,000	7.2%	2.4	-0.5
Intrastate	2,142,000	13.2%	5,587,000	15.3%	2.6	0.0
Interstate						
Holiday	1,010,000	1.1%	5,501,000	8.9%	5.4	0.3
VFR	544,000	6.0%	2,345,000	1.7%	4.3	-0.2
Business	243,000	10.6%	698,000	-21.3%	2.9	-1.1
Interstate	1,863,000	2.9%	8,923,000	4.1%	4.8	0.1

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Gold Coast	8,047,000	-6.1%	\$786.5m	-7.0%
Queensland	40,683,000	0.0%	\$4,340.1m	-2.0%
Australia	191,920,000	1.2%	\$20,443.8m	3.4%

Key domestic source markets to Gold Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	1,354,000	8.0%	3,211,000	11.0%
Regional Qld	789,000	23.3%	2,376,000	21.7%
Sydney	658,000	15.8%	2,758,000	17.1%
Regional NSW	421,000	-14.0%	1,820,000	0.2%
Melbourne	432,000	25.7%	2,282,000	3.0%
Regional Vic	92,000	-36.7%	599,000	-22.5%

State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	21,781,000	4.9%	86,528,000	4.3%
NSW	31,575,000	8.2%	100,104,000	5.2%
Victoria	24,458,000	11.5%	70,423,000	9.2%
Australia	97,203,000	7.1%	350,911,000	4.8%
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	8,542,000	3.5%	38,416,000	3.8%
NSW	12,466,000	5.1%	42,854,000	2.8%
Victoria	10,592,000	9.9%	31,976,000	7.3%
Australia	39,295,000	6.0%	150,289,000	3.6%



International visitation Year Ending December 2017

International visitors to Gold Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	852,000	4.9%	4,682,000	0.4%	5.5	-0.2
VFR	160,000	9.7%	2,380,000	20.1%	14.9	1.3
Business	36,000	1.2%	236,000	-22.8%	6.6	-2.1
Total³	1,069,000	4.1%	9,691,000	0.2%	9.1	-0.3

State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,684,000	4.3%	53,089,000	2.4%
NSW	4,158,000	7.4%	94,407,000	7.9%
Victoria	2,891,000	8.1%	66,238,000	5.2%
Australia	7,999,000	6.2%	264,673,000	4.9%

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,879,000	4.4%	23,706,000	5.5%
NSW	2,447,000	7.7%	28,553,000	7.4%
Victoria	1,546,000	5.3%	16,622,000	6.6%
Total	4,447,000	5.0%	83,978,000	4.2%



Top 10 source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
China	309,000	5.7%	1,758,000	27.6%
NZ	202,000	-0.9%	1,592,000	-7.9%
UK	70,000	-0.2%	693,000	-14.7%
Japan	65,000	2.2%	888,000	-11.3%
USA	39,000	3.5%	482,000	-9.5%
Taiwan	38,000	3.0%	348,000	17.7%
Hong Kong	37,000	29.0%	226,000	16.5%
Korea	34,000	14.1%	326,000	-34.1%
India	33,000	31.9%	246,000	61.5%
Singapore	29,000	-11.2%	192,000	5.2%

For technical reasons, some data may not be publishable (n/p), however the markets will still appear in order.

Top 10 holiday source markets

Holiday	Visitors	Year % Chg	Nights	Year % Chg
China	289,000	5.5%	753,000	20.3%
NZ	124,000	-0.8%	807,000	-13.7%
UK	50,000	-1.4%	391,000	21.7%
Japan	47,000	-0.8%	605,000	-2.1%
Taiwan	34,000	8.6%	196,000	1.5%
Hong Kong	34,000	37.0%	141,000	56.2%
Korea	32,000	26.8%	240,000	-15.7%
India	30,000	34.9%	94,000	31.8%
Germany	26,000	17.3%	161,000	-1.8%
USA	25,000	-1.3%	154,000	-38.5%

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:
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 December 2017

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	6,485,000	7.7%	19,628,000	7.1%	3.0	0.0	27%	39%	26%	30%
Gold Coast	4,005,000	8.1%	14,510,000	8.1%	3.6	0.0	53%	32%	11%	18%
Sunshine Coast	3,391,000	0.0%	12,300,000	-0.3%	3.6	0.0	54%	35%	7%	16%
Fraser Coast*	675,000	4.5%	2,939,000	6.8%	4.4	n/p	53%	34%	10%	3%
Southern Qld Country	1,956,000	4.6%	5,532,000	-2.0%	2.8	-0.2	30%	38%	24%	9%
SGBR	2,001,000	1.8%	7,099,000	-11.9%	3.5	-0.6	32%	30%	26%	9%
Mackay*	827,000	2.1%	3,843,000	11.0%	4.6	n/p	19%	20%	52%	4%
Whitsundays*	545,000	5.3%	2,520,000	5.1%	4.6	n/p	54%	16%	26%	3%
Townsville	1,074,000	-7.7%	3,599,000	-13.4%	3.3	-0.3	32%	25%	31%	5%
Outback*	878,000	9.7%	3,906,000	9.2%	4.4	n/p	29%	19%	42%	4%
TNQ	1,819,000	-4.2%	9,120,000	-2.3%	5.0	0.1	52%	22%	20%	8%
Total Domestic	21,781,000	4.9%	86,528,000	4.3%	4.0	0.0	39%	34%	22%	-

* 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	1,274,000	6.7%	25,683,000	5.0%	20.2	-0.3	55%	28%	9%	47%
Gold Coast	1,069,000	4.1%	9,691,000	0.2%	9.1	-0.3	80%	15%	3%	40%
Sunshine Coast	301,000	3.4%	3,068,000	7.2%	10.2	0.4	78%	19%	3%	11%
Fraser Coast	150,000	1.9%	705,000	-10.6%	4.7	-0.7	92%	7%	0%	6%
Southern Qld Country*	48,000	2.9%	1,332,000	-0.4%	28.0	n/p	45%	38%	11%	2%
SGBR	151,000	6.1%	2,632,000	26.9%	17.4	2.9	78%	13%	6%	6%
Mackay*	50,000	3.9%	411,000	-11.5%	8.3	n/p	76%	15%	4%	2%
Whitsundays	241,000	-2.8%	1,256,000	-23.9%	5.2	-1.4	97%	2%	1%	9%
Townsville	147,000	14.3%	1,340,000	-17.5%	9.1	-3.5	81%	13%	3%	5%
Outback*	21,000	-10.5%	481,000	-12.8%	22.5	n/p	69%	15%	9%	1%
TNQ	897,000	-0.4%	6,468,000	-2.1%	7.2	-0.1	94%	4%	2%	33%
Total International	2,684,000	4.3%	53,089,000	2.4%	19.8	-0.4	70%	24%	7%	-

Notes/Sources:

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.

In 2014, TRA moved to a new methodology for the NVS that included mobile phone interviewing as part of a dual frame overlap survey. This initiative was part of TRA's continuous improvement program. The inclusion of mobile phone users ultimately delivers greater domestic tourism data accuracy as it better reflects the Australian resident population and phone ownership.

The 2014 and 2015 NVS data, including the data for the year ending June 2016, has been back-cast by TRA.

Please visit tra.gov.au for more information on the methodology, back-casting process and impact on results.

'n/p' indicates the data has not been published.

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.