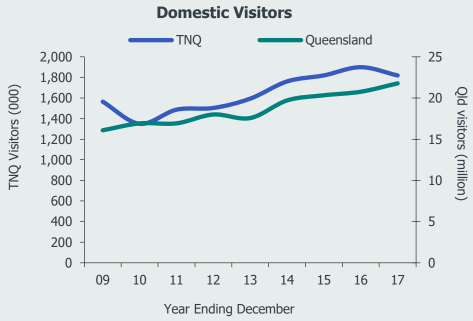
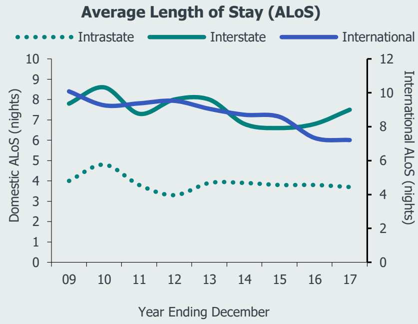
Tropical North Queensland Regional Snapshot

Year Ending December 2017

	Visitors	Holiday	VFR	Business	Expenditure ($m)
Domestic Overnight	**1,819,000**	**939,000**	**407,000**	**359,000**	**$2,036.8m**
Annual % change[1]	▼ -4.2%	▼ -2.0%	▲ 3.7%	▼ -24.1%	▲ 3.9%
3-yr trend % change[2]	▲ 1.1%	● 0.5%	▲ 3.2%	▼ -4.0%	▲ 4.4%
International Overnight	**897,000**	**839,000**	**38,000**	**15,000**	**$1,078.3m**
Annual % change	● -0.4%	● 0.3%	▲ 5.3%	▼ -17.9%	▼ -4.0%
3-yr trend % change	▲ 6.5%	▲ 7.2%	▲ 4.4%	▼ -3.4%	▲ 5.0%
TOTAL	**2,716,000**	**1,779,000**	**445,000**	**374,000**	**$3,115.1m**
Annual % change	▼ -3.0%	▼ -0.9%	▲ 3.9%	▼ -23.9%	▲ 1.0%
3-yr trend % change	▲ 2.7%	▲ 3.4%	▲ 3.3%	▼ -3.9%	▲ 4.6%





Domestic Visitation

▪ Domestic visitation to the Tropical North Queensland (TNQ) region declined by 4.2% to 1.8m in the year ending December 2017. Despite the recent decline, visitation is more stable over the longer term (+1.1% over the three-year trend).

▪ The intrastate market accounted for two thirds (66%) of domestic overnight visitors and was stable (-0.9%) at 1.2m. Both intrastate holiday and visiting friends and relative (VFR) travel were up, by 7.6% and 16.7% respectively. However, their growth counteracted a 29.0% decline in intrastate business travel.

▪ On the other hand, interstate visitors contributed to the overall decline in visitation, down 10.0% to 628,000. While the decline was primarily due to the holiday market, VFR and business visitation were also down year-on-year. Melbourne, the region's largest interstate market, bucked the trend with a 23.8% increase to 226,000 visitors, while the Sydney market continued to trend downwards, declining 16.9% to 165,000 visitors.

▪ Once interstate visitors were in the region, they tended to stay longer than a year ago (+0.7 of a night). The longer stays kept interstate nights stable at 4.7m nights, despite the decline in visitation.

▪ The domestic market accounted for just under two thirds (65%) of overnight expenditure in TNQ. This is low compared the Queensland average (89%), indicating a diversified spread across the international and domestic markets.

▪ Overall visitor expenditure rose 3.9% to $2.0bn. This was mainly due to a 6.3% increase in visitor spend per night to $223 which outweighed the visitation decline. The extra spend per night may be linked to higher accommodation rates, as the average daily rate in the region rose 8.2% year-on-year (source: STR*).

**STR surveys Queensland accommodation establishments with 10 or more rooms. STR's North Queensland region includes Cairns, Port Douglas and Palm Cove.*

International Visitation

▪ TNQ welcomed 897,000 international visitors in the year ending December 2017, this was stable (-0.4%) compared to the previous year.

▪ Holiday visitation edged higher (+0.3%) to set a record for the region of 839,000. Holiday travel dominated international visitation to the region, accounting for 94% of visitors. The region was the second most popular international holiday destination in Queensland.

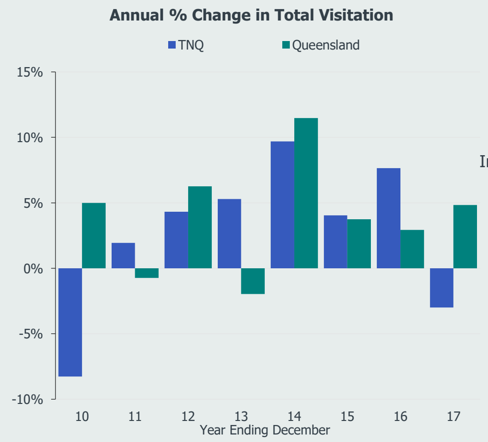
▪ China remained the largest source market, despite a softening in visitor numbers, down by 6.0% to 216,000 visitors. This may be due to the year-on-year decline in seat capacity from China to Cairns. In 2016, China Eastern had direct services from Shanghai to Cairns until April 2016, whereas there were no direct charter/seasonal services from China to Cairns in 2017.

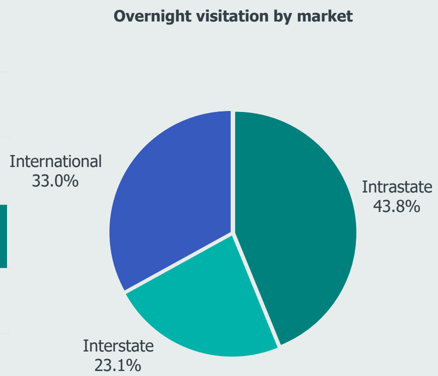
▪ The region's other top five source markets continued to be Japan, USA, UK, and Germany.

▪ Holiday visitation from the USA was up 2.0% to 109,000 and German visitation grew by 3.5% to 55,000. Meanwhile, Japan and the UK were stable at 111,000 and 94,000 visitors respectively.

▪ Visitor nights declined slightly by 2.1% to 6.5m, with international visitors staying 7.2 nights on average.

▪ As the region's largest market, Chinese visitors accounted for 24% of international visitation to the region. On average, Chinese visitors spent $2300 in Queensland, or 15% more than the average visitor spend in Queensland. The decline in visitation from the Chinese market may therefore be partly behind the decline in overall visitor expenditure. Total international spend was down by 4.0% to $1.1bn.





Research Updates

To receive an email alert whenever new tourism figures are released click here

Tropical North Queensland Regional Snapshot

Domestic visitation Year Ending December 2017

Domestic visitors to TNQ

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	939,000	-2.0%	5,057,000	-7.6%	5.4	-0.3
VFR	407,000	3.7%	1,770,000	8.1%	4.3	0.1
Business	359,000	-24.1%	1,557,000	-18.0%	4.3	0.3
Domestic[3]	**1,819,000**	-4.2%	**9,120,000**	-2.3%	**5.0**	0.1
Intrastate						
Holiday	533,000	7.6%	2,025,000	-4.6%	3.8	-0.5
VFR	311,000	16.7%	934,000	24.7%	3.0	0.2
Business	270,000	-29.0%	1,121,000	-27.6%	4.1	0.0
Intrastate	**1,191,000**	-0.9%	**4,408,000**	-4.5%	**3.7**	-0.1
Interstate						
Holiday	406,000	-12.4%	3,032,000	-9.5%	7.5	0.3
VFR	97,000	-23.6%	836,000	-5.9%	8.6	1.6
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	**628,000**	-10.0%	**4,712,000**	-0.1%	**7.5**	0.7

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure ($) million	Year % Chg
TNQ	2,490,000	4.7%	$276.5m	-5.0%
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 TNQ

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	239,000	-0.1%	1,201,000	-11.7%
Regional Qld	952,000	-1.0%	3,206,000	-1.4%
Sydney	165,000	-16.9%	825,000	-19.7%
Regional NSW	83,000	19.3%	680,000	30.4%
Melbourne	226,000	23.8%	1,894,000	29.4%
Regional Vic	56,000	-13.7%	532,000	-12.2%

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%**

Tropical North Queensland Regional Snapshot

International visitation Year Ending December 2017

International visitors to TNQ

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	839,000	0.3%	5,385,000	1.5%	6.4	0.1
VFR	38,000	5.3%	478,000	-40.4%	12.6	-9.7
Business	15,000	-17.9%	145,000	17.0%	9.7	2.9
Total[3]	**897,000**	**-0.4%**	**6,468,000**	**-2.1%**	**7.2**	**-0.1**

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	216,000	-6.0%	733,000	-5.0%
USA	114,000	-1.6%	541,000	-21.3%
Japan	111,000	0.8%	712,000	16.5%
UK	94,000	0.8%	833,000	-4.5%
Germany	55,000	3.5%	536,000	28.4%
NZ	39,000	-25.9%	386,000	-36.3%
India	32,000	48.4%	148,000	13.7%
Scandinavia	25,000	35.8%	218,000	12.0%
France	23,000	40.0%	282,000	44.2%
Canada	22,000	-3.3%	109,000	-29.4%

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	212,000	-5.5%	694,000	13.8%
USA	109,000	2.0%	481,000	-12.3%
Japan	105,000	-1.0%	625,000	9.8%
UK	87,000	-1.0%	671,000	-12.3%
Germany	53,000	4.7%	493,000	27.7%
India	30,000	53.2%	136,000	33.3%
NZ	29,000	-25.9%	242,000	-37.9%
Scandinavia	25,000	33.0%	199,000	2.6%
France	22,000	39.2%	247,000	39.9%
Canada	20,000	-6.3%	99,000	-20.7%

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

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: Holiday %	VFR %	Business %	% Share of Total Visitors
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: Holiday %	VFR %	Business %	% Share of Total Visitors
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.