International Tourism Snapshot

Year ending March 2019

International visitors to Australia

	Visitors	Annual change [1]	Avg stay [2]	Annual change
Total Australia [3]	**8,534,000**	**2.7%**	**31.7**	**-1.8%**
NZ	1,262,000	1.7%	10.2	-1.9%
Asia [4]	4,248,000	4.1%	37.3	-1.2%
North America [5]	926,000	1.1%	19.3	-5.8%
Europe [6]	885,000	3.8%	41.9	-6.6%
UK	673,000	-3.9%	31.8	-2.3%
Total holiday	**4,629,000**	**3.5%**	**17.9**	**-1.9%**
NZ	494,000	5.5%	7.5	-5.1%
Asia	2,387,000	3.1%	15.7	2.9%
North America	540,000	7.2%	13.5	-6.9%
Europe	593,000	5.4%	34.5	-9.6%
UK	390,000	-3.0%	23.8	-2.6%
Total VFR [7]	**3,317,000**	**0.2%**	**23.3**	**0.2%**
NZ	587,000	-0.4%	9.5	-3.0%
Asia	1,414,000	3.1%	31.7	2.2%
North America	323,000	-6.8%	15.7	-3.0%
Europe	321,000	-1.3%	19.9	-1.2%
UK	424,000	-2.6%	19.6	0.3%
Total business	**1,046,000**	**4.0%**	**10.2**	**3.3%**
NZ	238,000	4.8%	4.9	5.1%
Asia	409,000	0.3%	11.6	-1.3%
North America	166,000	8.6%	11.1	2.8%
Europe	107,000	9.6%	12.9	12.6%
UK	63,000	0.2%	14.0	7.0%
Total education	**646,000**	**9.1%**	**116.4**	**-6.1%**
NZ	18,000	-5.2%	28.2	-31.1%
Asia	482,000	13.3%	122.5	-8.4%
North America	33,000	-4.1%	69.1	-5.4%
Europe	48,000	-2.9%	96.3	-11.0%
UK	8,000	-18.8%	79.9	-14.2%

International visitation continues to grow

Australia welcomed a record 8.5m international visitors in the year ending March 2019, recording 2.7% growth year on year. Visitor numbers grew in three of the eight states and territories and were stable in three others. Victoria and ACT set visitation records.

Visitation grew from most of Australia's source markets. Asian markets led the way with overall visitation growth of 4.1% to a record 4.2m. The greatest increases in Asian visitor numbers came from India, Japan and China. Continental Europe had the next fastest growth, up 3.8%, which included 9.9% growth in French visitors and 5.7% growth in visitors from the Netherlands. North American growth was steady, at 1.1%, with visitation from the United States steady (down 0.3%), while Canada grew 7.5%. NZ visitation to Australia grew by 1.7% and UK visitation decreased by 3.9%.

Consequently, international expenditure in Australia was up by 5.8% to a record $30.6bn. China accounted for almost 70% of this expenditure growth, with an extra $1.2bn spent by Chinese visitors in the year ending March 2019. Total international expenditure grew faster than visitation (5.8% vs. 2.7% respectively) as visitors spent more per night. Expenditure per night was up by 5.0% to $113 per night while the average length of stay decreased slightly (by 0.6 nights) to 31.7 nights.

Purpose of travel

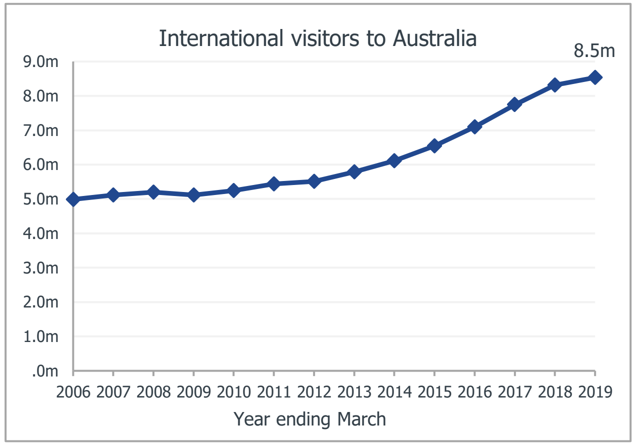
In the year ending March 2019, international visitation grew for all purposes of travel to Australia except employment. Holiday was the most popular reason for travel and grew by 3.5% to a record 4.6m travellers. The next most popular reason was visiting friends and relatives (VFR) which was steady (up 0.2%) at 3.3m visitors. International business visitation grew by 4.0% to a record 1.0m. Education accounted for the fastest year on year growth, increasing by 9.1% to a record 646,000 visitors over the year ending March 2019.

Looking at expenditure, we see that education is both the largest and fastest growing travel sector, growing 12.0% year on year to $11.6bn. Meanwhile, holiday expenditure grew by 4.8%, to $10.3bn and business expenditure grew by 3.4% to a record $2.2bn. VFR expenditure decreased by 1.3% to $4.6bn.

Education expenditure grew by 15.0% in the Eastern markets compared to a 6.9% decline among Western markets. China alone accounted for $1.1bn of the extra $1.2bn in education expenditure growth in the year ending March 2019. This amount represented 90% of China's expenditure growth in Australia.

International visitor expenditure in Australia

	Expenditure [8]	Annual change [1]
Total Australia	**$30,601.2m**	**5.8%**
Holiday	$10,333.3m	4.8%
VFR	$4,586.3m	-1.3%
Business	$2,210.2m	3.4%
Employment	$1,528.6m	-3.0%
Education	$11,560.2m	12.0%



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International Tourism Snapshot

Year ending March 2019

State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
Total Australia	**$30,601.2m**	**5.8%**	**100%**	**$3,585.7**
Queensland	$5,999.0m	8.6%	19.6%	$2,190.7
New South Wales	$11,195.3m	7.1%	36.6%	$2,576.1
Victoria	$8,548.4m	7.6%	27.9%	$2,768.6

State visitation comparison

	Visitors	Annual change	Avg stay	Annual # change
Total Australia	**8,534,000**	**2.7%**	**31.7**	**-0.6**
Queensland	2,738,000	-0.3%	19.9	0.3
New South Wales	4,346,000	0.3%	22.4	0.6
Victoria	3,088,000	5.0%	23.2	0.1
Other States	1,985,000	0.3%	23.5	-2.8
Total holiday	**4,629,000**	**3.5%**	**17.9**	**-0.4**
Queensland	1,848,000	-1.1%	12.3	0.0
New South Wales	2,451,000	-0.7%	11.6	0.4
Victoria	1,648,000	7.5%	10.3	-0.2
Other States	1,147,000	6.5%	12.9	-0.8
Total VFR	**3,317,000**	**0.2%**	**23.3**	**0.1**
Queensland	719,000	1.5%	17.6	-1.0
New South Wales	1,210,000	-1.2%	22.3	0.1
Victoria	1,055,000	5.8%	22.6	2.3
Other States	664,000	-8.1%	21.0	-1.7
Total business	**1,046,000**	**4.0%**	**10.2**	**0.3**
Queensland	206,000	3.3%	7.1	-0.2
New South Wales	480,000	0.3%	8.7	0.9
Victoria	338,000	5.6%	8.1	0.1
Other States	187,000	-6.2%	12.5	1.4
Total education	**646,000**	**9.1%**	**116.4**	**-7.6**
Queensland	121,000	14.0%	106.7	-4.2
New South Wales	244,000	10.3%	117.2	-2.5
Victoria	200,000	12.3%	113.4	-13.8
Other States	97,000	-5.7%	113.9	-8.3

Continued spend records

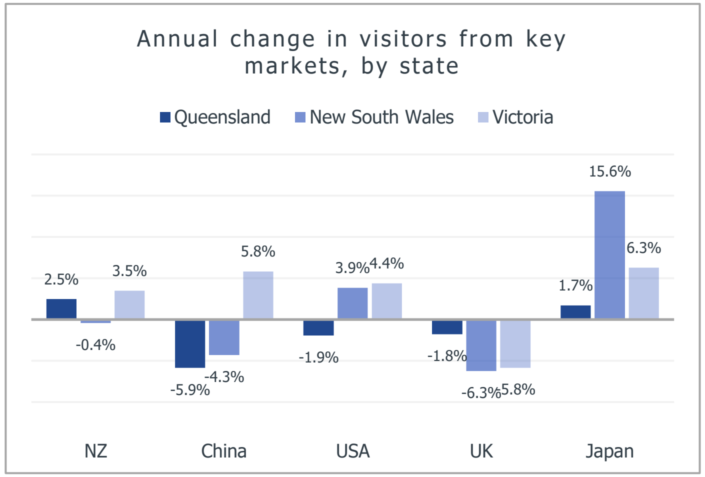
International expenditure reached record highs in Queensland, Victoria, New South Wales and the Northern Territory. Increased spending in Queensland (up 8.6%), Victoria (7.6%), and New South Wales (7.1%) made the greatest contribution to the overall $1.7bn increase in international visitor spending in Australia.

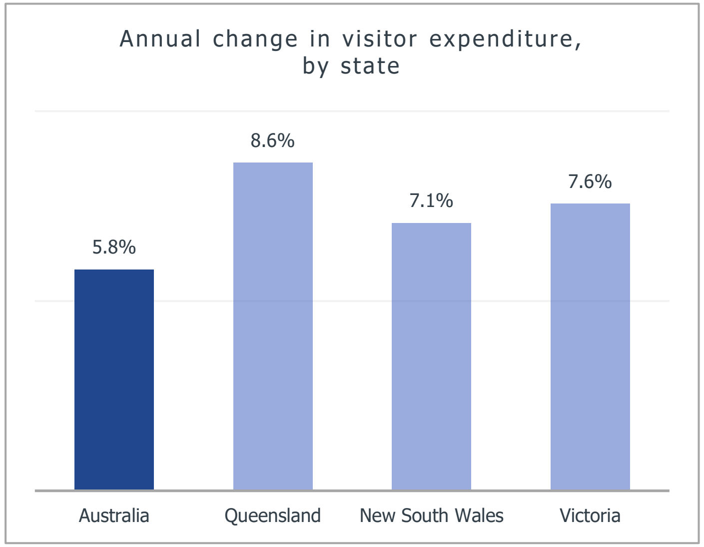
While expenditure growth in Victoria and Northern Territory largely reflects underlying visitor growth, Queensland and New South Wales expenditure growth reflects an increase in spend per visitor, as visitation was steady.

Queensland remains the second most visited holiday destination in Australia (after New South Wales) as visitation remained steady (down 1.1%) at 1.8m visitors. Two in five (39.9%) of holiday visitors to Australia included Queensland in their itinerary. Holiday visitation grew in Victoria, Western Australia and Northern Territory.

The strong growth in education visitation to Australia (up 9.1%) was reflected across Queensland (up 14.0%), New South Wales (up 10.3%) and Victoria (up 12.3%). Education expenditure growth was particularly strong in Queensland, growing at 24.3%, above the national average (12.0%), to $1.7bn in the year ending March 2019.

Business visitation grew in Tasmania (up 9.7%), Victoria (up 5.6%) and Queensland (up 3.3%), but was stable or fell in the other states.





International Tourism Snapshot

Year ending March 2019

International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual # change
Total Queensland	**2,738,000**	**-0.3%**	**19.9**	**0.3**
NZ	480,000	2.5%	10.2	-0.1
Asia	1,211,000	-2.2%	22.2	1.0
North America	301,000	1.1%	12.4	-0.7
Europe	334,000	0.1%	24.8	-1.5
UK	225,000	-1.8%	22.9	1.6
Holiday	**1,848,000**	**-1.1%**	**12.3**	**0.0**
NZ	234,000	5.7%	8.3	-0.4
Asia	884,000	-4.2%	11.3	1.0
North America	219,000	7.5%	8.8	0.2
Europe	267,000	-0.6%	19.1	-3.3
UK	153,000	-3.3%	16.1	-1.0
VFR	**719,000**	**1.5%**	**17.6**	**-1.0**
NZ	221,000	0.9%	9.1	-0.5
Asia	212,000	2.5%	26.0	-1.8
North America	64,000	-8.6%	13.1	-2.0
Europe	67,000	2.9%	15.6	-1.8
UK	93,000	0.6%	19.0	2.1
Business	**206,000**	**3.3%**	**7.1**	**-0.2**
NZ	52,000	8.5%	4.5	0.4
Asia	78,000	5.9%	7.7	-1.1
North America	29,000	0.9%	8.1	-2.3
Europe	19,000	8.0%	7.8	1.4
UK	n/p	n/p	n/p	n/p
Education	**121,000**	**14.0%**	**106.7**	**-4.2**
NZ	4,000	-21.5%	32.3	3.2
Asia	77,000	11.5%	114.1	-6.9
North America	10,000	33.9%	56.7	-17.5
Europe	13,000	12.5%	109.3	18.1
UK	n/p	n/p	n/p	n/p

Queensland's record spend

International visitation to Queensland was steady (down 0.3%) at 2.7m visitors in the year ending March 2019. These visitors spent a record $6.0bn in the state in the same period, up by 8.6% year on year.

In the year ending March 2019, 1.8m holiday travellers visited the state which was stable (down 1.1%) year on year. These visitors accounted for 67% of visitation to Queensland. Visitation for all other purposes of travel grew in Queensland. VFR travel grew by 1.5% to a record 719,000 visitors; business travel grew by 3.3% to 206,000; and education travel grew by 14.0% to a record 121,000.

Four of Queensland's top five international markets experienced growth in overnight visitor expenditure. These were China (up 27.6%), the UK (12.3%), Japan (up 7.2%) and the USA (up 6.2%).

Taiwanese and Chinese visitors overnight visitor expenditure reached a record. Queensland welcomed a record number of visitors from Canada, France and Italy.

Below, we 'deep dive' into some markets of note.

China and Taiwan, records from both sides of the Strait

Expenditure from Chinese and Taiwanese visitors grew by 27.6% and 37.6% respectively to reach record expenditure levels of $1.6bn and $248.1m. The sources of growth from the largest and 6th largest markets differ however. Education drove the growth in Chinese visitor expenditure, accounting for 74% of expenditure growth. For the Taiwanese market, expenditure growth was largely driven by the holiday market, with a record 59,000 (up 6.5%) holiday visitors visiting Queensland.

North Americans are coming for Holidays

Queensland welcomed a record number of holiday visitors from both Canada and the United States of America. Holiday visitation from the United States grew by 3.1% to 170,000 and holiday visitation from Canada grew by 26.2% to 49,000. For Canada the increase in holiday visitors also lead to a record number of total visitors, up 13.2% to 68,000 visitors.

International expenditure in Queensland

	Expenditure	Annual change
Total Queensland	**$5,999.0m**	**8.6%**
Holiday	$2,839.5m	0.5%
VFR	$799.2m	7.0%
Business	$298.8m	11.3%
Employment	$251.9m	24.5%
Education	$1,735.1m	24.3%

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International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
Total Queensland	**2,738,000**	**-0.3%**	**19.9**	**1,848,000**	**-1.1%**
Brisbane	1,411,000	4.5%	19.5	736,000	4.4%
Gold Coast	1,027,000	-2.1%	9.5	802,000	-3.4%
TNQ	849,000	-3.1%	7.8	778,000	-4.2%
Sunshine Coast	309,000	0.9%	9.3	234,000	1.6%
Whitsundays	226,000	-6.3%	6.2	218,000	-5.7%
SGBR [9]	140,000	-8.8%	11.7	109,000	-7.2%
Fraser Coast	128,000	-10.0%	4.5	118,000	-8.3%
Townsville	132,000	-11.0%	11.2	109,000	-9.8%

	Visitors	Trend change [11]	Avg stay	Holiday visitors	Trend change
Mackay	52,000	7.7%	6.9	39,000	12.5%
Outback Queensland	28,000	-2.5%	16.3	20,000	2.6%
SQC [10]	57,000	9.6%	27.8	21,000	9.5%

Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	**$5,999.0m**	**8.6%**	**$2,191**	**$110**
Brisbane	$2,762.9m	15.0%	$1,957	$100
Gold Coast	$1,358.2m	3.8%	$1,323	$139
Sunshine Coast	$277.2m	20.5%	$897	$96
Fraser Coast	$44.3m	3.1%	$347	$78
SGBR [9]	$107.1m	31.2%	$767	$66
Whitsundays	$179.8m	-16.0%	$795	$128
TNQ	$1,077.1m	2.7%	$1,268	$162
Townsville	$73.7m	-18.4%	$558	$50

	Expenditure	Trend change [11]	Spend per visitor	Spend per night
Mackay	$19.0m	-10.6%	$362	$53
Outback Queensland	$16.8m	5.7%	$598	$37
SQC [10]	$74.5m	4.4%	$1,313	$47

Brisbane

International visitation to Brisbane grew by 4.5%, with the region welcoming a record 1.4m visitors in the year ending March 2019. Visitation grew for all purposes of travel. The strongest growth came from the holiday and VFR markets which grew by 4.4% to a record 736,000 and 6.5% to a record 435,000 visitors respectively. This increase in visitation, along with an increase in spend per visitor lead to a 15.0% increase in overnight visitor expenditure to $2.8bn. Among Brisbane's largest source markets, visitation grew from China (up 6.2%), New Zealand (up 3.2%), the Unites States of America (up 5.9%) and Taiwan (up 16.3%). Visitation from the UK was steady (up 0.2%).

Gold Coast

The Gold Coast region welcomed 1.0m international visitors, down by 2.1%. The Gold Coast was the most popular holiday destination in Queensland for international visitors, despite holiday visitation decreasing by 3.4% to 802,000. On the other hand, education visitation grew by 30.6% to a record 26,000 visitors and education nights grew by 20.1% to a record 2.5 million. Visitation grew from two of Gold Coast's top five markets: New Zealand, up 9.0% to 210,000 visitors and Japan, up 12.2% to 70,000. Expenditure increased by 3.8% to a record $1.4bn, with spend per night up 4.4% to $139. The fall in visitation largely reflects a decrease in Chinese visitors.

Tropical North Queensland (TNQ)

International visitation to TNQ declined by 3.1% to 849,000 in the year ending March 2019. The holiday market accounts for 92% of visitation, it declined by 4.2% to 778,000. However, visitors tended to stay longer and spend more. Expenditure increased by 2.7% to $1.1bn as a 7.5% increase in visitor nights (to 6.6 m) more than offset a 4.4% decrease in visitor spend per night (to $162 per night). Among the region's largest markets, visitation from the United States of America grew by 7.5% to 116,000, while visitation was stable from the China and Japan. Outside of the largest five markets, visitation from Korea increased by 62.8% to a record 17,000, visitation from Canada increased by 20.6% to 26,000 and visitation from New Zealand increased by 11.4% to 41,000.

Sunshine Coast

International visitation to the Sunshine Coast region was steady (up 0.9%) to 309,000 in the year ending March 2019. Holiday travel accounts for 76% of visitors to the region and grew by 1.6% to 234,000. Visitors tended to spend more in the Sunshine Coast than the previous year. Expenditure grew by 20.5% to a record $277.2m; visitors shortened their stays by 0.4 nights to 9.3 nights on average but increased their spend per night by 24.4% to $96 per night. Visitation from the largest source markets, New Zealand and the UK increased by 5.9% to 70,000 and 6.2% to 62,000 respectively.

Fraser Coast

The Fraser Coast welcomed 128,000 international visitors in the year ending March 2019, down 10.0%. The majority (92%) of visitors were holidaymakers, whose numbers declined by 8.3% to 118,000. The region's two largest source markets were the UK and Germany, contributing 29,000 and 22,000 visitors respectively. Despite the decrease in visitors, the visitors to the region tended to spend more. Expenditure in the region increased by 3.1% to $44.3 million due to spend per night increasing by 22.3% to $78 per night.

Whitsundays

International visitors to the Whitsundays decreased by 6.3% to 226,000, while overnight visitor expenditure was down 16.0% to $179.8m. Visitors stayed longer in the region but spent less money per night. Average length of stay increased 1.0 nights to 6.2 nights, but spend per night decreased by 24.3% to $128 per night as working holiday visitor nights increased while purely holiday visitors decreased. From the Whitsundays' four largest markets, the United States of America was the only one that produced visitor growth, with visitation increasing 19.4% to 21,000.

Townsville

International visitation to Townsville declined by 11.0% to 132,000, in the year ending March 2019. Holiday travel to the region was down by 9.8% to 109,000 visitors and VFR travel declined by 5.4% to 18,000. Visitation from the UK and Germany, the region's two largest markets, declined by 8.9% to 24,000 and 28.9% to 21,000 respectively. The region saw 11,000 visitors from the USA, up 15.5% in the year ending March 2019. International spend decreased by 18.4% to $73.7m, driven by a 32.1% decrease in spend per night to $50 as working holiday visitor nights increased in the region and purely holiday nights in the region decreased.

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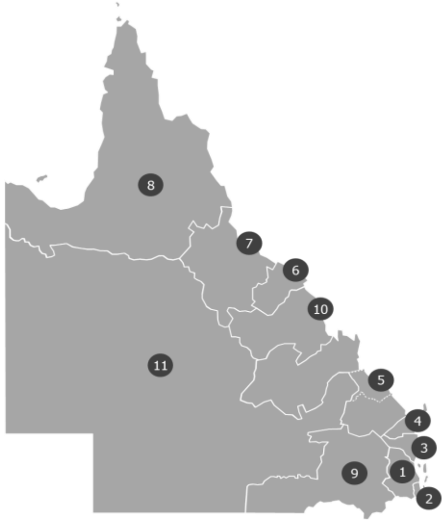

Southern Great Barrier Reef (SGBR)
International expenditure in the SGBR increased by 31.2% to $107.1m in the year ending March 2019. While visitation decreased 8.8% to 140,000, spend per night increased by 84.3% to $66 per person. Holiday visitation was down 7.2% to 109,000 and VFR visitation decreased by 14.5% to 20,000. Visitation from the UK and Germany, the two largest markets, decreased by 14.7% to 24,000 and 14.8% to 19,000 respectively. However, visitation from New Zealand grew strongly in the year ending March 2019 (up 26.3% to 18,000).

Southern Queensland Country (SQC)
SQC welcomed a record 57,000 annual international visitors, representing 9.6% growth on average over the three years ending March 2019. Visitation growth was driven by holiday travel, which was up 9.5% on average over the three years ending March 2019. SQC saw a record 20,000 annual visitors from Europe (incl. the UK), up 10.4% on average over the three years, and 17,000 annual visitors from Asia, up 10.8% on average over the three years. Annual overnight visitor expenditure grew by 4.4% on average over the three years ending March 2019 to $74.5m.

Mackay
The Mackay region welcomed 52,000 annual international visitors, recording 7.7% average growth in the three years ending March 2019. Holiday travel drove visitation growth, up by 12.5% (three year trend) to 39,000 annual holiday visitors. Visitation from Europe (incl. the UK) grew by 14.5% on average over the three years to 31,000 annual visitors. On average over the past three years, the average length of stay has shortened 21.7% with visitors now staying in the region an average of 6.9 nights. International visitors spent $19.0m in the Mackay region in the year ending March 2019.

Outback
Outback Queensland welcomed 28,000 international visitors in the year ending MArch 2019. This was down 2.5% on average over the three years. Seven in ten (20,000) international visitors to the region were on holiday, with 2.6% average annual growth (three-year trend). Outback Queensland welcomed 15,000 visitors from its largest source market, Europe (including the UK), which accounts for more than 1 in 2 international visitors to the region. Expenditure was up 5.7% on average over the three years ending March 2019 to $16.8m.

International visitors by region and source market

		China		Europe (excl UK)		Japan		New Zealand		North America		United Kingdom	
		Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change
	Total Queensland	**489,000**	**-5.9%**	**334,000**	**0.1%**	**208,000**	**1.7%**	**480,000**	**2.5%**	**301,000**	**1.1%**	**225,000**	**-1.8%**
1	Brisbane	261,000	6.2%	199,000	-0.4%	40,000	-11.9%	221,000	3.2%	145,000	10.4%	128,000	0.2%
2	Gold Coast	251,000	-17.1%	94,000	5.2%	70,000	12.2%	210,000	9.0%	60,000	3.6%	63,000	-2.5%
3	Sunshine Coast	n/p	n/p	87,000	-13.0%	n/p	n/p	70,000	5.9%	39,000	9.4%	62,000	6.2%
4	Fraser Coast	n/p	n/p	65,000	-18.9%	n/p	n/p	11,000	n/p	13,000	15.8%	29,000	-5.5%
5	SGBR [9]	n/p	n/p	57,000	-8.6%	n/p	n/p	18,000	26.3%	16,000	-4.0%	24,000	-14.7%
6	Whitsundays	20,000	-2.4%	87,000	-16.1%	n/p	n/p	13,000	n/p	30,000	7.7%	47,000	-4.7%
7	TNQ	206,000	0.7%	156,000	-12.8%	110,000	-0.6%	41,000	11.4%	142,000	9.7%	79,000	-9.8%
8	Townsville	n/p	n/p	63,000	-16.9%	n/p	n/p	n/p	n/p	15,000	-11.7%	24,000	-8.9%

		Visitors	Trend change	Visitors	Trend change	Visitors	Trend change	Visitors	Trend change	Visitors	Trend change	Visitors	Trend change
9	Mackay [11]	n/p	n/p	24,000	16.4%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
10	Outback Queensland [11]	n/p	n/p	11,000	-2.6%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
11	SQC [10,11]	n/p	n/p	13,000	21.0%	n/p	n/p	10,000	n/p	7,000	n/p	n/p	n/p

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	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	480,000	2.5%	$562.8m	-0.2%	1,262,000	1.7%	$1,620.3m	-2.1%
Total Asia	**1,211,000**	**-2.2%**	**$3,228.3m**	**12.1%**	**4,248,000**	**4.1%**	**$19,491.9m**	**8.2%**
China	489,000	-5.9%	$1,567.2m	27.6%	1,329,000	2.6%	$9,840.0m	14.0%
Japan	208,000	1.7%	$426.8m	7.2%	438,000	8.6%	$1,183.7m	8.1%
Singapore	62,000	-4.7%	$150.3m	-3.7%	393,000	2.6%	$1,084.8m	3.3%
Malaysia	51,000	6.3%	$97.3m	-10.3%	350,000	-1.4%	$1,011.5m	-2.5%
Korea	78,000	9.2%	$217.7m	-11.8%	263,000	-5.2%	$1,051.1m	-8.1%
India	77,000	-3.6%	$134.3m	-8.8%	343,000	14.6%	$1,211.9m	12.5%
Hong Kong	66,000	-7.1%	$179.0m	-8.9%	272,000	-1.4%	$911.1m	-7.0%
Indonesia	20,000	-10.3%	$41.7m	-0.3%	187,000	5.9%	$625.5m	5.5%
Taiwan	81,000	6.2%	$248.1m	37.6%	185,000	6.1%	$764.8m	17.6%
Thailand	18,000	-13.2%	$36.1m	-29.9%	92,000	1.7%	$352.1m	-10.4%
Other Asia	61,000	1.7%	$129.7m	3.4%	397,000	13.8%	$1,455.3m	6.7%
North America	**301,000**	**1.1%**	**$548.0m**	**1.3%**	**926,000**	**1.1%**	**$2,474.6m**	**5.1%**
USA	233,000	-1.9%	$404.9m	6.2%	750,000	-0.3%	$1,958.8m	4.8%
Canada	68,000	13.2%	$143.1m	-10.4%	176,000	7.5%	$515.8m	6.3%
Total Europe	**559,000**	**-0.7%**	**$1,174.0m**	**6.4%**	**1,558,000**	**0.3%**	**$5,195.5m**	**1.5%**
United Kingdom	225,000	-1.8%	$436.9m	12.3%	673,000	-3.9%	$1,873.6m	-4.7%
Germany	80,000	-11.2%	$163.9m	-13.8%	199,000	-1.4%	$681.0m	-4.3%
France	49,000	16.5%	$91.2m	-2.8%	137,000	9.9%	$530.9m	18.9%
Scandinavia	46,000	-3.7%	$139.1m	15.3%	106,000	-2.1%	$420.4m	-1.3%
Italy	29,000	15.7%	$46.4m	-27.7%	75,000	3.4%	$301.6m	-10.2%
Switzerland	21,000	-2.1%	$46.0m	-20.2%	54,000	0.8%	$240.2m	6.7%
Netherlands	24,000	7.1%	$57.3m	44.5%	57,000	5.7%	$226.0m	18.5%
Other Europe	84,000	-0.2%	$193.4m	30.2%	257,000	8.1%	$921.7m	13.2%
Other markets	**187,000**	**4.5%**	**$485.9m**	**12.5%**	**540,000**	**3.2%**	**$1,818.9m**	**2.6%**
All markets	**2,738,000**	**-0.3%**	**$5,999.0m**	**8.6%**	**8,534,000**	**2.7%**	**$30,601.2m**	**5.8%**

Notes:
1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
2. Avg stay = average length of stay expressed in nights
3. Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
5. North America includes United States of America and Canada
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
7. Visiting friends or relatives (VFR)
8. All expenditure figures include package expenditure
9. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
11. To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year on year comparison

Other notes:
- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions

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Data Source:
International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.