

Tourist visitation to National Parks

Snapshot of the year ending March 2018

Domestic Market

This information relates to domestic tourists who went to national or state parks while on an overnight trip or day trip. For overnight visitors this does not mean they stayed overnight in a park, just that they visited a park(s) during their stopover in a given state or region.

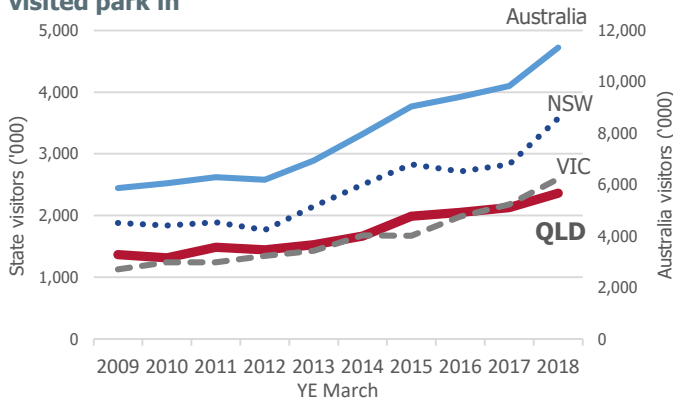
Key findings:

- 11.5 million Australians visited national or state parks while on an **overnight** trip. Visitation to national/state parks has been growing strongly, up 8% over the three years ending March 2018.
- 11.9 million domestic **day-trippers** visited national or state parks, an increase of 10% over the past three years.
- Queensland experienced 2.4 million overnight and 2.6 million daytrip visitors to national or state parks.
- Brisbane and the Sunshine Coast were the Queensland regions most visited by domestic park visitors.



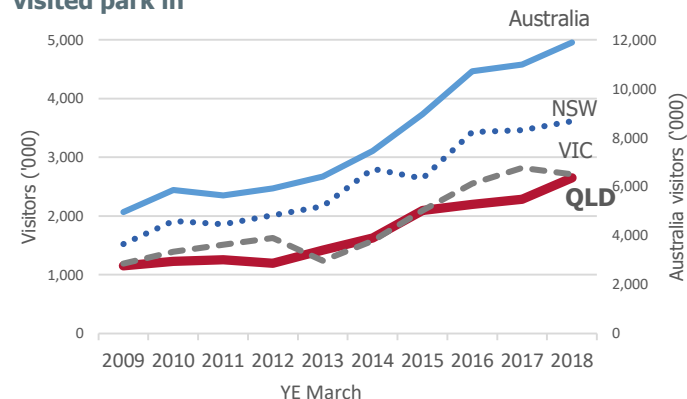
Domestic overnight visitors who went to a park

National park visitation over time by State visited park in



Domestic daytrip visitors who went to a park

National park daytrips over time by State visited park in



National park visitation – overnight visitors to state

	Visitors ('000)	Share of visitors	Trend ¹	Nights ('000)	Share of nights	Trend ¹	ALoS ²
QLD	2,361	21%	6%	10,980	24%	6%	4.6
NSW	3,575	32%	9%	13,409	29%	9%	3.8
VIC	2,597	23%	16%	8,089	17%	11%	3.1
Australia	11,464	-	8%	46,280	-	7%	4.1

National park day trips by state

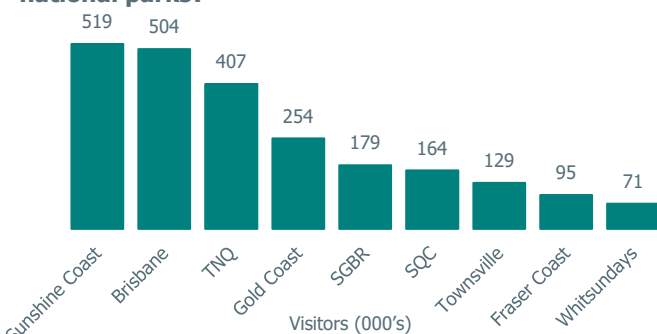
	Daytrips ('000)	Share	Trend ¹
QLD	2,648	22%	8%
NSW	3,615	30%	10%
VIC	2,712	23%	8%
Australia	11,891	-	10%

'World class natural beauty and wildlife'

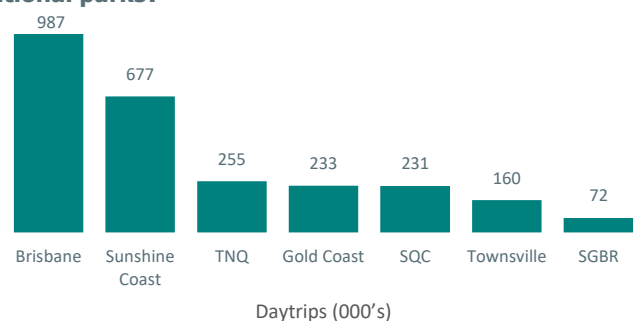
is the 3rd most important factor for domestic travelers, when choosing a holiday destination

Source: Consumer demand project 2017

Where in Queensland do overnight visitors go to national parks?³



Where in Queensland do day trippers visit national parks?³



Source: Tourism Research Australia, year ending March 2018

1. Trend refers to the percentage change between the three years ending March 2018, compared to the three years ending March 2017.
2. ALoS = Average length of stay (nights)
3. SGBR = Southern Great Barrier Reef, SQC = Southern Queensland Country, TNQ = Tropical North Queensland

Tourist visitation to National Parks

Snapshot of the year ending March 2018

Looking at **overnight** park visitors compared to the average Queensland visitor, parks visitors are more likely to be female. Fifty-two per cent of park visitors are female vs. 46% of all Queensland visitors. Families travelling with children were also more likely to visit parks, accounting for 28% of park visitors vs. 18% of all Queensland visitors.

National / state park **daytrips** were relatively popular among young / midlife couples with no children. These visitors accounted for 24% of park daytrips vs. 13% of all Queensland daytrips.

Domestic overnight Profile of QLD park visitors

Purpose of visit



67%
Holiday



24%
VFR[^]



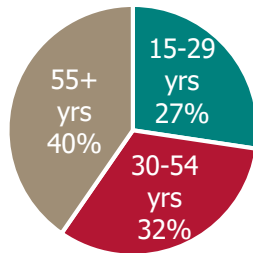
5%
Business

Gender



48% Male
52% Female

Age



Travel party



13% Solo

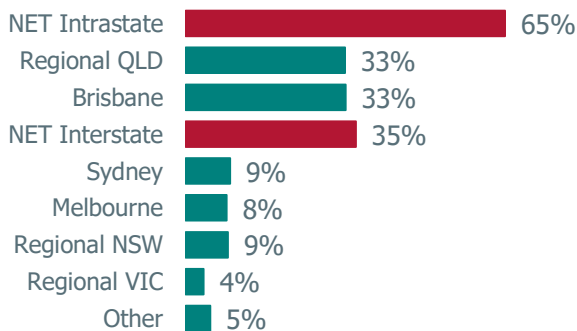


26% Couples



28% Family

Where do QLD's national park visitors come from?*



While there are more intrastate visitors to parks in Queensland, only one in ten of all intrastate visitors to Queensland go to a park vs one in eight interstate visitors.

Domestic daytrip Profile of QLD park visitors

Purpose of visit

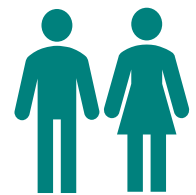


88%
Holiday



9%
VFR[^]

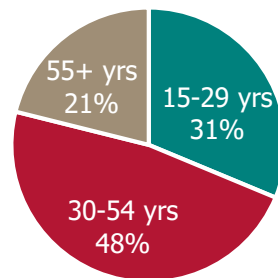
Gender



54%
Male

46%
Female

Age



Tourist visitation to National Parks

Snapshot of the year ending March 2018

International Market

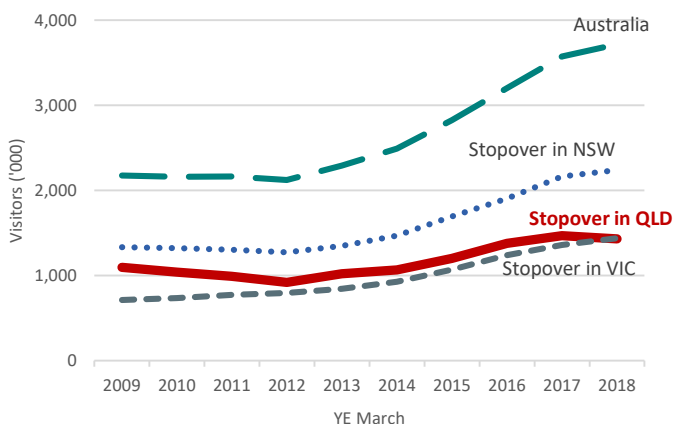
This information relates to international tourists who went to national or state parks during their trip to Australia. Visitation to parks is not available at the State or region level. State data on this page indicates the visitor went to a national or state park in Australia and had a stopover in a given state. They may or may not have been to a park in the given state.

Key findings:

- 3.7 million international visitors to Australia visited national or state parks while on their trip (45% of all visitors to Australia) in the year ending March 2018.
- 1.4 million of these visitors had a stopover in Queensland and they spent 30.3 million nights in the state.



National park visitation by international travellers over time



'World class natural beauty and wildlife'

is the 2nd most important factor for international travelers, when choosing a holiday destination

Source: Consumer demand project 2017

International visitors to Australia who went to national parks tend to take longer trips, with an average length of stay of 41 nights vs. 32 nights for the average visitor to Australia.

First time visitors to Australia are more likely to visit a national park during their trip than return visitors. They represent 52% of international park visitors, but only 38% of all international visitors to Australia.

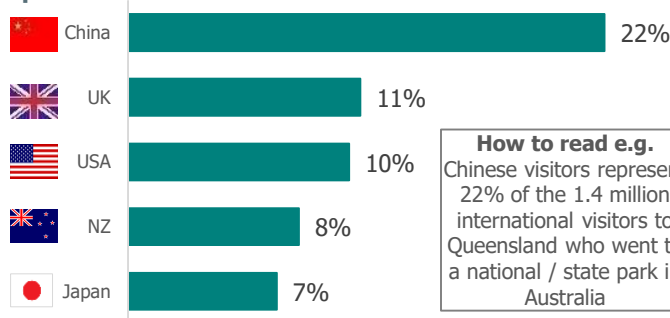
Chinese visitors represent the largest and strongest growing market of park visitors in Australia.

National parks visitors, states visited

	Visitors ('000)	Trend ¹	Nights ('000)	Trend	ALoS ²
QLD	1,430	6%	30,337	1%	21.2
NSW	2,240	9%	54,912	7%	24.5
VIC	1,440	10%	33,262	9%	23.1
Australia	3,717	9%	152,234	6%	41.0

Visitor profile – parks visitors with stopover in Queensland

International national park visitors Top 5 markets



How to read e.g.
Chinese visitors represent 22% of the 1.4 million international visitors to Queensland who went to a national / state park in Australia

International national park visitors - Australia Top 5 markets

	Visitors ('000)	Trend ¹	Nights ('000)	Trend	ALoS ²
China	618	13%	25,388	15%	41.1
UK	384	3%	16,029	-3%	41.8
USA	352	12%	8,943	4%	25.4
NZ	238	2%	3,603	-12%	15.1
Japan	184	9%	6,564	14%	35.6

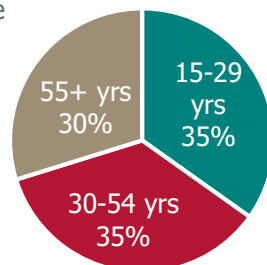
Notes:
1. Trend refers to the percentage change between the three years ending March 2018, compared to the three years ending March 2017.
2. ALoS = Average length of stay (nights)

Gender



44% Male 56% Female

Age



Preliminary IVS results

The International Visitor Survey (IVS) results for the March quarter 2018 are preliminary and do not include any data relating to purpose of visit. This is because the quality of the main purpose of visit component of the passenger data supplied to Tourism Research Australia (TRA) by the Department of Home Affairs has been identified as a concern. There are no issues with the IVS survey collection methodology. The Australian Government is working to resolve these issues and it is likely that a back cast of TRA data will be required. TRA will release revised estimates once a solution has been implemented.