

Domestic Visitors to Queensland

Year ending December 2019

NEW NVS METHODOLOGY Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends.

The change in methodology has seen a break in series, so please use caution when comparing 2019 results with previous time periods.



\$19.4B +8.3%
Total Expenditure **Expenditure**



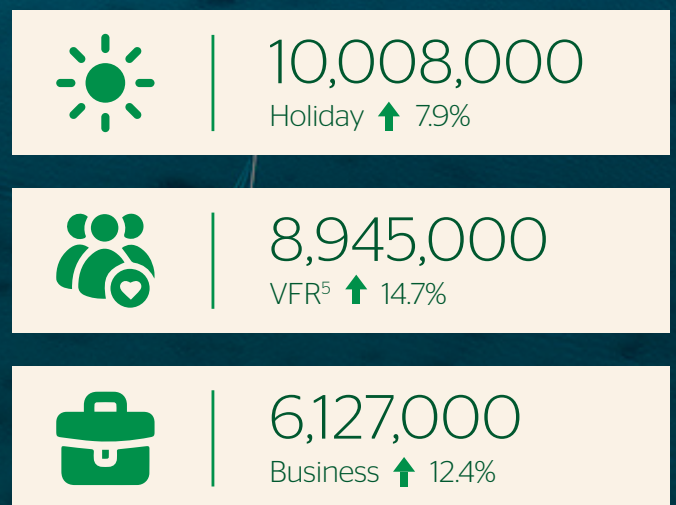
25.9M +9.6%
Total Visitors **Visitation Growth**



Domestic Overnight Visitation by Region

| | Expenditure (\$M) | Visitation |
|-------------------|------------------------------|---------------------------|
| Brisbane | \$5,334.9 ↑ 17.2% | 8.3M ↑ 11.8% |
| Fraser Coast | \$412.0 ↑ 13.2% ¹ | 0.8M ↑ 8.6% ¹ |
| Gold Coast | \$3,691.3 ↑ 5.3% | 4.2M ↑ 11.1% |
| Mackay | \$515.0 ↑ 13.6% ¹ | 1.1M ↑ 7.3% ¹ |
| Outback | \$745.1 ↑ 13.0% ¹ | 1.1M ↑ 7.4% ¹ |
| SGBR ² | \$1,197.6 ↑ 4.7% | 2.3M ↑ 9.8% |
| SQC ³ | \$810.2 ↑ 5.8% | 2.2M ↑ 1.9% |
| Sunshine Coast | \$2,745.4 ↑ 16.8% | 4.0M ↑ 11.8% |
| TNQ ⁴ | \$2,508.0 ↑ 6.7% | 2.2M ↑ 9.6% |
| Townsville | \$789.8 ↓ -8.6% | 1.3M ↓ -2.9% |
| Whitsundays | \$542.8 ↑ 2.7% ¹ | 0.6M ↑ 10.8% ¹ |

Domestic Overnight Visitation by Purpose



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Source: National Visitor Survey year ending December 2019 Tourism Research Australia

Notes: ¹ All percentages refer to annual growth except for the Fraser Coast, Mackay, Outback, and Whitsundays regions 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.