

# Total International and Domestic Fact Sheet

## Year ending September 2019

### National and State Overview

#### Total Overnight Visitor Expenditure and Visitation

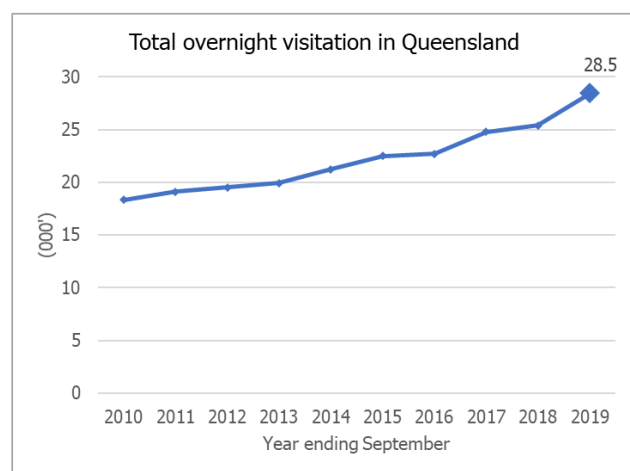
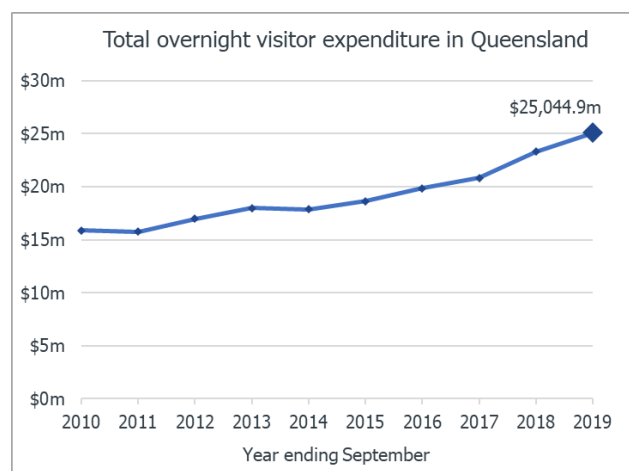
	Spend \$m			Visitors <sup>1</sup>		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
<b>Queensland</b>	<b>\$25,044.9m</b>	<b>7.4%</b>	<b>8.1%</b>	<b>28,467,000</b>	<b>12.2%</b>	<b>7.9%</b>
New South Wales	\$34,615.9m	10.8%	10.8%	42,721,000	11.1%	9.5%
Victoria	\$25,288.2m	9.6%	11.0%	32,559,000	12.0%	10.6%
Western Australia	\$10,929.7m	20.5%	4.2%	11,821,000	10.8%	3.4%
South Australia	\$6,156.3m	16.8%	9.0%	8,353,000	18.2%	8.1%
Tasmania	\$3,257.4m	4.7%	12.3%	3,435,000	2.7%	8.7%
Northern Territory	\$2,599.2m	17.7%	1.3%	1,953,000	6.7%	1.6%
ACT	\$2,564.1m	7.8%	12.0%	3,338,000	8.1%	8.4%
<b>Australia</b>	<b>\$110,456.0m</b>	<b>10.8%</b>	<b>9.3%</b>	<b>124,351,000</b>	<b>11.6%</b>	<b>8.7%</b>

#### Total Overnight Visitor Expenditure, by Purpose

	Queensland			Australia		
	Spend \$m	Annual % change	3yr trend	Spend \$m	Annual % change	3yr trend
Holiday	\$11,431.1m	6.1%	5.9%	\$43,577.0m	10.5%	8.0%
VFR	\$3,617.9m	5.7%	8.7%	\$16,907.8m	6.1%	8.1%
Business	\$3,558.7m	11.9%	13.0%	\$17,006.9m	13.9%	12.0%
<b>Total purpose<sup>2</sup></b>	<b>\$25,044.9m</b>	<b>7.4%</b>	<b>8.1%</b>	<b>\$110,456.0m</b>	<b>10.8%</b>	<b>9.3%</b>

#### Total Overnight Visitation, by Purpose

	Queensland			Australia		
	Visitors	Annual % change	3yr trend	Visitors	Annual % change	3yr trend
Holiday	11,679,000	6.8%	5.4%	50,552,000	9.3%	7.3%
VFR	9,517,000	15.7%	8.4%	42,695,000	11.4%	8.8%
Business	6,431,000	23.1%	14.5%	27,419,000	16.3%	12.5%
<b>Total purpose<sup>2</sup></b>	<b>28,467,000</b>	<b>12.2%</b>	<b>7.9%</b>	<b>124,351,000</b>	<b>11.6%</b>	<b>8.7%</b>



# Total International and Domestic Fact Sheet

## Year ending September 2019

### Regional Overview

#### Overnight Visitor Expenditure

	Domestic			International			Total		
	Total \$m	Annual % change	3yr trend	Total \$m	Annual % change	3yr trend	Total \$m	Annual % change	3yr trend
Brisbane	\$5,113.0m	16.6%	13.4%	\$2,803.4m	4.4%	11.7%	\$7,916.5m	12.0%	12.7%
Gold Coast	\$3,711.7m	14.0%	8.6%	\$1,342.0m	-1.1%	3.3%	\$5,053.6m	9.5%	7.1%
TNQ	\$2,427.1m	5.7%	7.4%	\$1,082.6m	1.2%	0.7%	\$3,509.7m	4.3%	5.1%
Sunshine Coast	\$2,629.6m	12.5%	6.2%	\$284.3m	14.0%	3.8%	\$2,914.0m	12.6%	5.9%
SGBR	\$1,147.8m	-1.5%	5.4%	\$97.7m	-9.7%	-0.8%	\$1,245.6m	-2.2%	4.8%
SQC	\$805.5m	6.2%	9.7%	\$77.5m*	n/p	13.1%	\$883.0m*	n/p	10.0%
Townsville	\$791.1m	-10.3%	-2.6%	\$81.3m	27.8%	-2.3%	\$872.4m	-7.7%	-2.5%
Whitsundays	\$635.7m*	n/p	7.3%	\$155.6m	-28.3%	-7.4%	\$791.3m*	n/p	3.3%
Outback	\$676.5m*	n/p	11.8%	\$11.0m*	n/p	-1.3%	\$687.5m*	n/p	11.4%
Mackay	\$519.2m*	n/p	16.7%	\$19.3m*	n/p	n/p	\$538.5m*	n/p	15.5%
Fraser Coast	\$446.0m*	n/p	19.0%	\$44.0m	-17.5%	4.0%	\$490.1m*	n/p	17.3%
<b>Queensland</b>	<b>\$19,038.5m</b>	<b>9.4%</b>	<b>8.8%</b>	<b>\$6,006.4m</b>	<b>1.7%</b>	<b>5.9%</b>	<b>\$25,044.9m</b>	<b>7.4%</b>	<b>8.1%</b>

#### Overnight Visitation

	Domestic			International			Total		
	Total visitors <sup>1</sup>	Annual % change	3yr trend	Total visitors <sup>1</sup>	Annual % change	3yr trend	Total visitors <sup>1</sup>	Annual % change	3yr trend
Brisbane	7,939,000	11.6%	8.8%	1,445,000	3.6%	5.9%	9,384,000	10.3%	8.3%
Gold Coast	4,124,000	13.6%	7.5%	1,053,000	0.1%	2.6%	5,177,000	10.6%	6.4%
TNQ	2,188,000	8.5%	6.5%	842,000	-2.7%	-0.1%	3,030,000	5.2%	4.4%
Sunshine Coast	3,973,000	14.8%	6.1%	319,000	-0.3%	6.3%	4,293,000	13.5%	6.1%
SGBR	2,313,000	11.8%	8.4%	136,000	-10.7%	1.6%	2,449,000	10.2%	7.9%
SQC	2,345,000	19.8%	10.4%	54,000*	n/p	9.7%	2,399,000*	n/p	10.4%
Townsville	1,368,000	3.8%	5.8%	126,000	-15.0%	1.2%	1,494,000	1.9%	5.3%
Whitsundays	647,000*	n/p	7.9%	220,000	-8.6%	0.5%	867,000*	n/p	5.7%
Outback	1,078,000*	n/p	8.6%	22,000*	n/p	-4.2%	1,100,000*	n/p	8.2%
Mackay	1,097,000*	n/p	13.8%	48,000*	n/p	3.7%	1,144,000*	n/p	13.2%
Fraser Coast	804,000*	n/p	11.1%	125,000	-12.0%	-0.9%	929,000*	n/p	9.0%
<b>Queensland</b>	<b>25,704,000</b>	<b>13.7%</b>	<b>8.6%</b>	<b>2,763,000</b>	<b>-0.5%</b>	<b>2.8%</b>	<b>28,467,000</b>	<b>12.2%</b>	<b>7.9%</b>

Note: The yellow highlighted figures are historical record high numbers

Notes:

1. Visitation does not add to the total as some visitors will make stopovers in more than one state/region.
2. "Total purpose" includes: holiday, visiting friends or relatives (VFR), business, and other reasons for visiting.

n/p = not publishable.

\* Due to volatility of small sizes for the indicated regions, data needs to be treated with caution.