

Whitsundays Regional Snapshot

Year Ending December 2017



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	545,000	296,000	89,000	144,000	\$467.3m
3-yr trend % change ²	▲ 5.3%	▼ -1.7%	▲ 3.6%	▲ 44.5%	▼ -2.8%
International Overnight	241,000	233,000	n/p	n/p	\$189.5m
Annual % change ¹	▼ -2.8%	▼ -2.8%	n/p	n/p	▼ -7.9%
3-yr trend % change	▲ 5.1%	▲ 5.4%	n/p	n/p	▲ 8.0%
TOTAL	786,000	529,000	n/p	n/p	\$656.8m
Annual % change	▲ 11.8%	▼ -0.5%	n/p	n/p	▼ -6.6%
3-yr trend % change	▲ 5.3%	▲ 1.3%	n/p	n/p	● 0.0%

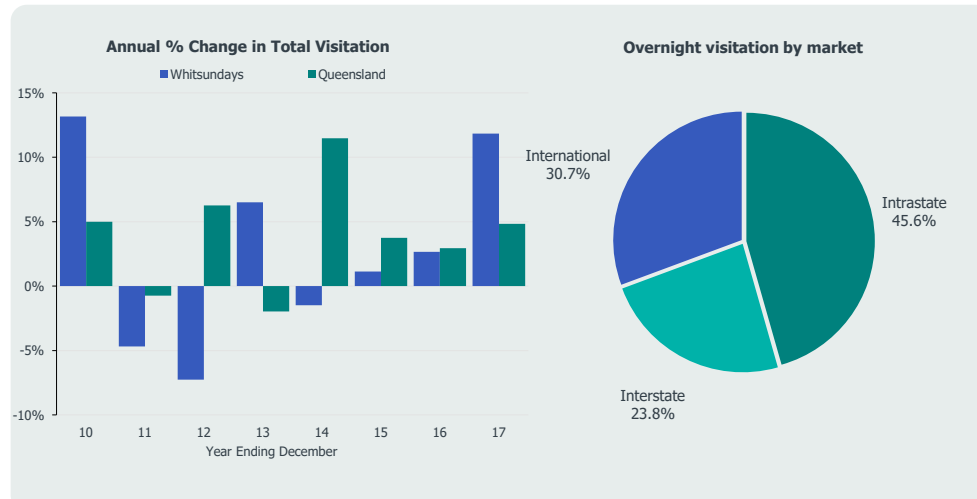


Domestic Visitors

- The Whitsundays region welcomed 545,000 domestic overnight visitors in the year ending December 2017. This represents 5.3% growth over the past three years.
- The Whitsundays region bore the brunt of Tropical Cyclone Debbie in late March 2017, and the subsequent recovery effort has likely driven a surge in business visitors. Business visitation grew by 44.5% over the three years ending December 2017 to 144,000.
- Holiday visitation appears to have been impacted by the damage caused by the cyclone, with a 1.7% decrease to 296,000 in the three years ending December 2017. On the other hand, visiting friends and relatives (VFR) travel increased 3.6% to 89,000 over the same period.
- The intrastate market comprised two thirds (66%) of domestic visitors to the region, with 15.3% growth to 358,000 visitors. Brisbane was the largest intrastate source market and recorded strong growth of 32.6% to 98,000 in the three years ending December 2017.
- Interstate visitation declined by 5.9% to 187,000 in the three years ending December 2017. However, visitation from NSW, the largest interstate source market, was relatively stable (+0.3%) with 117,000 visitors coming to the region.
- Overall visitor nights grew by 5.1% to 2.5m over the three years. However, this growth was counteracted by a lower average spend per night which resulted in overnight expenditure declining 2.8% to \$467.3m.

International Visitors

- The region welcomed 241,000 international visitors in the year ending December 2017, a 2.8% year-on-year decline. The international market accounted for almost one in three (31%) overnight visitors to the Whitsundays region.
- While visitation was down overall, the region recorded growth from three of its top five markets, these were Germany, China and Scandinavia. German visitation was up 5.2% to 36,000, Chinese visitation was up 5.5% to 22,000 and Scandinavian travel grew 5.7% to 13,000.
- The UK remained the largest source market, with 53,000 visitors, down by 2.6% compared to the previous year. The USA was also a top five market, with 17,000 visitors.
- While visitation grew, international visitors stayed fewer nights and spent less in total. This may be due, in part, to holiday visitors shortening their stay as a result of Cyclone Debbie which hit the region in late March 2017 and interrupted the operation of many tourism businesses.
- The region saw visitor nights decline by 23.9% to 1.3m and subsequently expenditure decreased by 7.9% to \$189.5m.



In late March 2017, Cyclone Debbie and subsequent flooding interrupted tourism operations in several tourism regions, including the Whitsundays. This may be related to fewer holiday visitors and more business travel in some regions.

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

Whitsundays Regional Snapshot

Domestic visitation Year Ending December 2017

Domestic visitors to Whitsundays

	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	296,000	-1.7%	1,486,000	-0.1%	5.0	0.2
VFR	89,000	3.6%	384,000	9.1%	4.3	-0.1
Business	144,000	44.5%	602,000	34.1%	4.2	1.3
Domestic³	545,000	5.3%	2,520,000	5.1%	4.6	0.2
Intrastate						
Holiday	169,000	7.9%	777,000	15.1%	4.6	0.1
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Intrastate	358,000	15.3%	1,540,000	24.9%	4.3	0.6
Interstate						
Holiday	127,000	-9.5%	709,000	-9.5%	5.6	0.5
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	187,000	-5.9%	979,000	-9.8%	5.2	-0.1

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Whitsundays	348,000	47.1%	n/p	n/p
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 Whitsundays

All Visitors	Visitors	Trend Chg %	Nights	Trend Chg %
Brisbane	98,000	32.6%	354,000	27.9%
Regional Qld	260,000	11.2%	1,186,000	24.1%
Sydney	82,000	-3.9%	398,000	-2.5%
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

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%



International visitation Year Ending December 2017

International visitors to Whitsundays

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	233,000	-2.8%	1,135,000	-12.9%	4.9	-0.6
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Total³	241,000	-2.8%	1,256,000	-23.9%	5.2	-1.4

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
UK	53,000	-2.6%	250,000	-31.5%
Germany	36,000	5.2%	135,000	-7.2%
China	22,000	5.5%	94,000	40.0%
USA	17,000	-27.5%	65,000	-47.0%
Scandinavia	13,000	5.7%	56,000	12.3%
France	12,000	17.7%	39,000	-3.9%
NZ	n/p	n/p	n/p	n/p
Japan	10,000	6.7%	129,000	100.0%
Canada	9,000	-15.4%	50,000	-30.2%
Switzerland	9,000	16.5%	28,000	1.3%

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
UK	50,000	-5.3%	224,000	-32.0%
Germany	36,000	4.9%	134,000	-6.7%
China	22,000	8.6%	93,000	44.2%
USA	16,000	-28.1%	55,000	-54.4%
Scandinavia	12,000	3.2%	50,000	-1.1%
France	12,000	16.8%	39,000	-4.6%
Japan	10,000	6.7%	129,000	100.9%
NZ	n/p	n/p	n/p	n/p
Canada	9,000	-14.9%	33,000	-52.8%
Switzerland	9,000	14.7%	28,000	0.6%

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>

Disclaimer:

By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

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