

International Tourism Snapshot

Year ending December 2018

International visitors to Australia

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total Australia ³	8,524,000	4.8%	32.1	-0.9%
NZ	1,259,000	2.1%	10.4	-1.6%
Asia ⁴	4,239,000	6.7%	38.1	1.6%
North America ⁵	916,000	2.6%	19.6	-8.4%
Europe ⁶	879,000	4.6%	42.6	-5.5%
UK	688,000	-0.3%	31.5	-7.2%

	Visitors	Annual change	Avg stay	Annual change
Total holiday	4,623,000	5.8%	17.8	-4.5%
NZ	488,000	4.3%	7.9	4.9%
Asia	2,398,000	6.0%	15.4	0.9%
North America	521,000	7.3%	13.7	-8.3%
Europe	595,000	8.1%	35.4	-6.6%
UK	395,000	1.1%	23.0	-16.0%

	Visitors	Annual change	Avg stay	Annual change
Total VFR ⁷	3,341,000	4.4%	23.7	2.3%
NZ	592,000	2.3%	9.5	-4.8%
Asia	1,411,000	6.7%	32.5	6.4%
North America	329,000	-0.6%	15.9	-7.7%
Europe	326,000	2.8%	19.9	-1.4%
UK	433,000	3.2%	19.8	2.8%

	Visitors	Annual change	Avg stay	Annual change
Total business	1,037,000	4.8%	10.2	-0.1%
NZ	236,000	7.4%	4.7	-1.0%
Asia	407,000	0.9%	11.8	-0.2%
North America	164,000	8.1%	11.2	-0.9%
Europe	104,000	8.5%	12.6	4.1%
UK	64,000	3.5%	13.0	-16.8%

	Visitors	Annual change	Avg stay	Annual change
Total education	632,000	7.5%	122.4	2.2%
NZ	19,000	-9.0%	31.3	-16.8%
Asia	466,000	12.4%	130.6	-0.9%
North America	32,000	-4.6%	71.0	18.7%
Europe	51,000	-1.4%	101.6	2.0%
UK	8,000	-39.6%	94.6	13.8%

International visits continue to grow

Australia welcomed a record 8.5m international visitors in the year ending December 2018, recording 4.8% growth year on year. Visitor numbers grew in all of Australia's states and territories except for South Australia. New South Wales, Victoria, ACT, and Tasmania all set new visitation records.

Visitation grew from most of Australia's key source markets. Asian markets led the way with overall visitation growth of 6.7%. The greatest increases in Asian visitor numbers came from China, India, Japan, Hong Kong and Taiwan. Continental Europe had the next fastest growth, up 4.6%, which included 9.5% growth in French visitors and 7.1% growth in visitors from the Netherlands. North American growth was steadier, at 2.6%, with visitation growth from the United States of 1.3%, while Canada grew 8.5%. NZ visitation to Australia grew by 2.1% to 1.3m visitors and UK visitation was steady (down 0.3%) at 688,000 visitors.

Consequently, international expenditure in Australia was up by \$2.3bn to \$30.2bn. China accounted for almost two thirds of this expenditure growth, with an extra \$1.5bn spent by Chinese visitors in the year ending December 2018. Total international expenditure grew faster than visitation (8.0% vs. 4.8% respectively) as visitors spent slightly more per night. Expenditure per night was up by 4.1% to \$110 per night while the average length of stay decreased slightly (by 0.3 nights) to 32.1 nights.

Purpose of travel

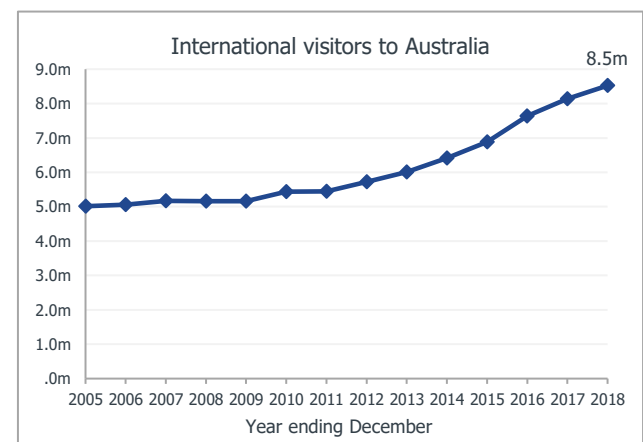
In the year ending December 2018, international visitation grew for all purposes of travel to Australia except employment. Holiday was the most popular reason for travel and grew by 5.8% to 4.6m travellers. The next most popular reason was visiting friends and relatives (VFR) which grew by 4.4% to 3.3m visitors. International business visitation grew in line with total visitors (by 4.8%) to 1.0m. Education accounted for the fastest year on year growth, increasing by 7.5% to 632,000 visitors over the year ending December 2018.

Looking at expenditure, we see that education is both the largest and fastest growing travel sector, growing 16.6% year on year to \$11.3bn. Meanwhile, holiday expenditure grew by 4.1%, to \$10.1bn. VFR expenditure grew by 5.9% to \$4.7bn and business expenditure grew by 6.1% to \$2.2bn.

Education expenditure grew by 19.3% in the Eastern markets compared to a 4.4% decline among Western markets. China alone accounted for \$1.3m of the extra \$1.6bn in education expenditure growth in the year ending December 2018. This amount represented 91% of China's expenditure growth in Australia.

International visitor expenditure in Australia

	Expenditure ⁸	Annual change ¹
Total Australia	\$30,234.3m	8.0%
Holiday	\$10,119.1m	4.1%
VFR	\$4,696.0m	5.9%
Business	\$2,230.2m	6.1%
Employment	\$1,506.3m	-11.2%
Education	\$11,291.4m	16.6%



This release of year ending December 2018 data includes purpose-of-visit information and revisions to IVS estimates from 2005 to 2018. Please note results have been revised back to 2005 and are not to be used or compared to previously published data

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Year ending December 2018

State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
Total Australia	\$30,234.3m	8.0%	100%	\$3,547.2
Queensland	\$5,994.2m	13.3%	19.8%	\$2,169.3
New South Wales	\$10,728.8m	4.3%	35.5%	\$2,455.2
Victoria	\$8,467.3m	12.9%	28.0%	\$2,786.0

State visitation comparison

	Visitors	Annual change	Avg stay	Annual # change
Total Australia	8,524,000	4.8%	32.1	-0.3
Queensland	2,763,000	2.3%	19.9	0.3
New South Wales	4,370,000	3.0%	22.0	-0.1
Victoria	3,039,000	5.4%	24.0	1.2
Other States	1,995,000	2.6%	24.6	-1.4

Total holiday	4,623,000	5.8%	17.8	-0.8
Queensland	1,867,000	1.0%	12.2	-0.3
New South Wales	2,479,000	3.3%	11.3	-0.2
Victoria	1,606,000	6.2%	10.4	-0.2
Other States	1,131,000	7.4%	13.1	-0.7

Total VFR	3,341,000	4.4%	23.7	0.5
Queensland	720,000	5.0%	18.1	0.0
New South Wales	1,235,000	4.5%	22.5	0.2
Victoria	1,043,000	8.5%	22.8	2.8
Other States	676,000	-4.5%	21.3	-1.2

Total business	1,037,000	4.8%	10.2	0.0
Queensland	212,000	13.5%	6.9	-0.8
New South Wales	480,000	2.2%	8.5	0.6
Victoria	326,000	1.8%	7.9	-0.5
Other States	191,000	-4.1%	13.0	1.5

Total education	632,000	7.5%	122.4	2.6
Queensland	116,000	6.5%	113.2	9.9
New South Wales	235,000	7.9%	116.8	-2.5
Victoria	191,000	7.3%	126.3	6.8
Other States	103,000	4.1%	121.8	2.3

Setting new records

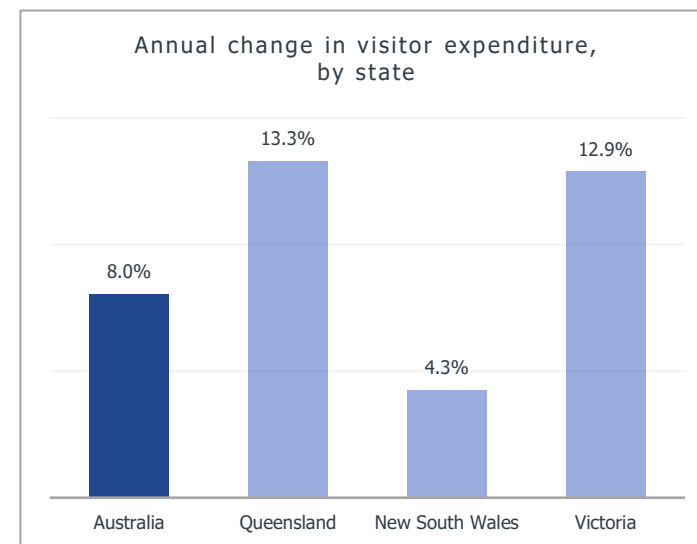
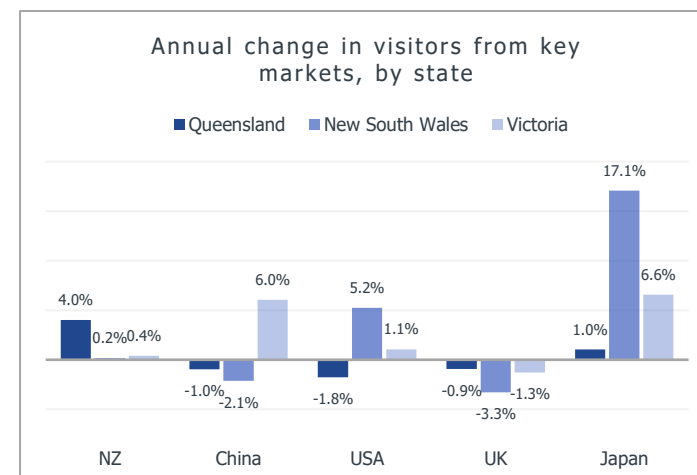
International expenditure reached record highs in five states/territories: Queensland, Victoria, New South Wales, ACT and the Northern Territory. Increased spending in Queensland (up 13.3%), Victoria (12.9%), and New South Wales (4.3%) made the greatest contribution to the overall \$2.3bn increase in international visitor spending in Australia.

Underlying the growth in expenditure was steady visitation growth, with all states and territories except South Australia experiencing growth in visitor numbers.

All states and territories except South Australia and ACT saw growth in holiday visitation, with New South Wales, Victoria, Western Australia and Tasmania reaching record high levels of holiday visitation. Queensland remains the second most visited holiday destination in Australia (after New South Wales), growing 1.0% to 1.9m visitors. Two in five (40.4%) holiday visitors to Australia included Queensland in their itinerary.

The strong growth in education visitation to Australia (up 7.5%) was reflected across Queensland (up 6.5%), New South Wales (up 7.9%) and Victoria (up 7.3%). Education expenditure growth was particularly strong in Queensland, growing at 32.7%, above the national average (16.6%), to \$1.7bn in the year ending December 2018.

Queensland was the only State to record double digit business travel growth, with business visitation increasing by 13.5% to 212,000 in the year ending December 2018. In comparison, nationally business visitation grew by 4.8% to 1.0m.



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International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual # change
Total Queensland	2,763,000	2.3%	19.9	0.3
NZ	483,000	4.0%	10.4	-0.1
Asia	1,234,000	2.4%	22.0	0.6
North America	295,000	0.7%	12.8	-0.2
Europe	335,000	0.2%	25.6	-0.9
UK	227,000	-0.9%	22.7	0.4

Holiday	1,867,000	1.0%	12.2	-0.3
NZ	238,000	6.7%	8.7	0.5
Asia	900,000	-0.6%	10.5	-0.4
North America	212,000	4.1%	8.9	0.4
Europe	268,000	0.3%	20.9	-0.5
UK	155,000	-4.7%	15.7	-1.5

VFR	720,000	5.0%	18.1	0.0
NZ	224,000	5.2%	9.1	-0.8
Asia	211,000	8.3%	27.5	1.2
North America	64,000	-5.3%	13.7	-1.9
Europe	67,000	0.1%	14.9	-3.5
UK	93,000	1.7%	18.9	1.9

Business	212,000	13.5%	6.9	-0.8
NZ	51,000	12.2%	4.1	-0.7
Asia	81,000	20.0%	7.6	-1.8
North America	30,000	16.7%	8.0	-2.1
Europe	20,000	18.2%	7.1	0.4
UK	9,000	-26.1%	6.3	-1.9

Education	116,000	6.5%	113.2	9.9
NZ	4,000	-19.6%	28.4	-14.3
Asia	75,000	14.5%	119.8	4.1
North America	9,000	16.8%	69.5	7.1
Europe	13,000	-5.1%	106.8	21.7
UK	1,000	-49.0%	118.1	9.6

Queensland's continued growth

International visitation to Queensland grew by 2.3% to 2.8m visitors in the year ending December 2018. These visitors spent a record \$6.0bn in the state in the same period, up by 13.3% year on year.

In the year ending December 2018, 1.9m holiday travellers visited the state, up 1.0% year on year. These visitors accounted for 68% of visitation to Queensland. Visitation for all other purposes of travel, except employment, grew strongly in Queensland. VFR travel grew by 5.0% to a record 720,000 visitors; business travel grew by 13.5% to 212,000; and education travel grew by 6.5% to a record 116,000.

Four of Queensland's top five international markets experienced growth in overnight visitor expenditure. These were China (up 25.4%), New Zealand (up 5.2%), the UK (6.4%) and the USA (up 15.2%).

Queensland reached record levels of expenditure and/or visitation from a number of markets. Canada and France reached record high expenditure and visitation. Malaysia and Italy, reached record visitation, while China, USA, Taiwan, Singapore and Scandinavia all reached record levels of expenditure.

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

China and the USA: big countries, big spenders

Expenditure from Chinese and US visitors grew by 25.4% and 15.2% respectively to reach record expenditure levels of \$1.4bn and \$414.9m. The worlds two largest economies are Queensland's first and fourth largest source markets by expenditure. Education drove the growth in Chinese visitor expenditure, while expenditure from the US grew broadly across holiday, business and education travel.

Taiwan, Singapore and Malaysia: lights of the east

Outside of Queensland's top five markets, the eastern markets of Taiwan, Singapore and Malaysia provided highlights. Taiwanese visitor expenditure grew by 14.9% to a record \$235.0m and Singaporean expenditure increased by 41.2% to a record \$177.5m. A record 51,000 visitors arrived from Malaysia which also recorded strong expenditure growth (up 11.7% to \$115.6m).

Holiday visitation was central to these strong results. For Taiwan, record expenditure growth was driven mainly by increased holiday expenditure. Holiday visitation from Singapore reached a record 43,000 in the year ending December 2018 (up 16.0%) and Malaysia's visitation growth was predominantly due to a 31.3% increase in holiday visitors to a record 32,000.

International expenditure in Queensland

	Expenditure	Annual change
Total Queensland	\$5,994.2m	13.3%
Holiday	\$2,863.0m	3.0%
VFR	\$818.1m	18.4%
Business	\$300.9m	17.9%
Employment	\$241.9m	-0.3%
Education	\$1,674.9m	32.7%



Canada and France: setting records

Canada and France both reached records for visitation and expenditure. In the year ending December 2018, Queensland welcomed a record 66,000 Canadian visitors (up 10.2%) that spent a record \$165.2m (up 41.0%). Over the same period, Queensland welcomed 49,000 French visitors (up 9.3%) that spent \$103.5m, driven by a record 42,000 holiday visitors (up 16.9%).

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International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
Total Queensland	2,763,000	2.3%	19.9	1,867,000	1.0%
Brisbane	1,400,000	6.3%	20.5	727,000	5.4%
Gold Coast	1,047,000	1.2%	9.6	819,000	-0.9%
TNQ	863,000	-2.7%	7.3	235,000	2.4%
Sunshine Coast	311,000	3.6%	8.9	120,000	-11.9%
Whitsundays	234,000	-1.1%	5.5	113,000	-1.8%
SGBR ⁹	146,000	-2.1%	11.7	225,000	-1.3%
Fraser Coast	130,000	-12.7%	3.9	786,000	-5.0%
Townsville	136,000	-6.9%	9.3	115,000	-1.7%

	Visitors	Trend change ¹¹	Avg stay	Holiday visitors	Trend change
Mackay	56,000	10.5%	7.4	43,000	17.8%
Outback Queensland	29,000	-0.2%	18.5	21,000	5.1%
SQC ¹⁰	56,000	7.7%	27.0	21,000	9.8%

Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	\$5,994.2m	13.3%	\$2,169.3	\$108.9
Brisbane	\$2,734.4m	21.2%	\$1,953.5	\$95.2
Gold Coast	\$1,417.9m	17.9%	\$1,354.1	\$141.5
Sunshine Coast	\$246.5m	4.8%	\$793.4	\$88.7
Fraser Coast	\$41.1m	-10.8%	\$316.7	\$80.6
SGBR ⁹	\$106.8m	16.0%	\$732.2	\$62.5
Whitsundays	\$210.8m	12.5%	\$901.1	\$162.9
TNQ	\$1,071.1m	0.2%	\$1,240.8	\$170.3
Townsville	\$65.6m	-36.5%	\$482.0	\$51.9

	Expenditure	Trend change ¹¹	Spend per visitor	Spend per night
Mackay	\$18.9m	-9.5%	\$335.6	\$45.2
Outback Queensland	\$21.8m	15.2%	\$745.1	\$40.3
SQC ¹⁰	\$57.6m	-0.9%	\$1,038.3	\$38.4

Brisbane

International visitation to Brisbane grew by 6.3%, with the region welcoming a record 1.4m visitors in the year ending December 2018. Visitation grew for all purposes of travel. The strongest growth came from the VFR and business markets which grew by 7.2% to a record 427,000 and 17.1% to a record 140,000 visitors. A higher spend per visitor combined with an increase in average length of stay (up by 0.6 of a night) drove expenditure to a record high, up by 21.2% to \$2.7bn. Among Brisbane's largest source markets, visitation from China (up 6.9%), New Zealand (up 6.9%) and America (up 9.0%) all grew, while UK visitation was steady (up 0.6%). Strong growth from Taiwan, (up 16.1%) ensured it overtook Germany as Brisbane's fifth largest market, with 57,000 visitors.

Gold Coast

The Gold Coast region welcomed 1.0m international visitors, up by 1.2%. The Gold Coast was the most popular holiday destination in Queensland for international visitors, with holiday visitation steady at 819,000 (-0.9%). Visitation grew among three of Gold Coast's top five markets: NZ, Japan and USA. Of these, New Zealand saw the fastest growth, up by 11.5% to a record 213,000 visitors. Overall, visitor nights in the region grew by 7.8% to 10.0m largely due to visitors increasing their average length of stay by 0.6 nights. Holiday nights increased by 5.3% to a record 4.7m and education visitor nights increased by 32.6% to a record 2.5 million. Expenditure increased by 17.9% to a record \$1.4bn, with spend per night up 9.4% to \$142.

Tropical North Queensland (TNQ)

International visitation to TNQ declined by 2.7% to 863,000 in the year ending December 2018. The holiday market declined by 5.0% to 786,000 visitors, while VFR and business travel were up by 21.3% and 54.3% respectively. Among the region's largest markets, visitation was stable from the United States and Japan and down year on year from China, United Kingdom and Germany. Outside of the largest five markets, visitation from New Zealand increased by 4.6% to 40,000 and visitation from Canada increased by 16.9% to 25,000. Expenditure was stable (up 0.2%) at \$1.1bn as a 1.6% decrease in visitor nights (to 6.3 million) was offset by a 1.7% increase in visitor spend per night (to \$170 per night).

Sunshine Coast

International visitation to the Sunshine Coast region grew by 3.6% to 311,000 in the year ending December 2018. Holiday travel accounts for 75.6% of visitors to the region and grew by 2.4% to 235,000. Expenditure grew by 4.8% to \$246.5m; visitors shortened their stays by 1.3 nights but increased their spend per night by 16.0% to \$89. Visitation from the largest source markets, New Zealand and the UK increased by 10.6% to 71,000 and 5.5% to 61,000 respectively.

Fraser Coast

The Fraser Coast welcomed 130,000 international visitors in the year ending December 2018, down 12.7%. The majority (93%) of visitors were holidaymakers, whose numbers declined by 11.9% to 120,000. However, holiday visitors increased their average length of stay by 0.4 nights to 3.5 nights on average. The region's two largest source markets were the UK and Germany, contributing 28,000 and 24,000 visitors respectively. Expenditure in the region decreased by 10.8% to \$41.1 million due to the decline in visitation, despite spend per visitor increasing by 2.1% to \$317 per visitor.

Whitsundays

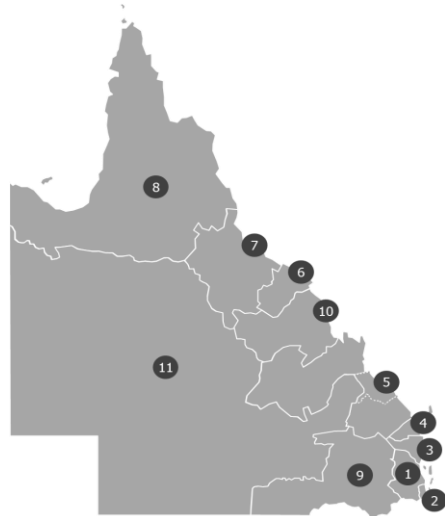
International visitor expenditure in the Whitsundays increased by 12.5% to \$210.8m, while visitation was down 1.1% to 234,000. Visitors stayed longer in the region and spent more per night. Average length of stay increased by 0.4 nights to 5.5 nights, and spend per night increased by 6.5% to \$163 per night. Visitation increased from two of the Whitsundays five largest markets: United States, up 20.5% to 20,000 and France, up 19.9% to 14,000. Visitation was down from the other markets in the top five: United Kingdom, down 7.8% to 47,000; Germany down 16.9% to 30,000; and China down 21.0% to 18,000.

Townsville

International visitation to Townsville declined by 6.9% to 136,000, in the year ending December 2018. Holiday travel to the region was down slightly, by 1.7% to 115,000 visitors and VFR travel declined by 16.7% to 17,000. Visitation from the UK and Germany, the region's two largest markets, declined by 10.5% to 25,000 and 11.2% to 24,000 respectively. The region saw 11,000 visitors from the USA, up 16.0%, and 12,000 visitors from New Zealand. International spend decreased by 36.5% to \$65.6m, driven by a 32.3% decrease in spend per night to \$52.

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Southern Great Barrier Reef (SGBR)

International expenditure in SGBR increased by 16.0% to \$106.8m in the year ending December 2018. While visitation decreased 2.1% to 146,000, spend per visitor increased by 18.5% to \$732 per person. Holiday visitation was down 1.8% to 113,000. However, holiday visitors stayed longer in the region, with nights up 1.6% to 1.0 million. VFR visitation increased by 10.8% to 22,000. Visitation from the UK and Germany, the two largest markets, decreased by 13.3% to 24,000 and 16.4% to 20,000 respectively. However, visitation from New Zealand grew strongly to 20,000 and visitation from North America increased by 5.0% to 16,000.

Southern Queensland Country (SQC)

SQC welcomed a record 56,000 international visitors, representing 7.7% growth on average over the three years ending December 2018. Visitation growth was driven by holiday travel, which was up 9.8% on average over the three years ending December 2018. SQC saw 19,000 visitors from Europe (incl. the UK), up 3.7% on average over the three years, and 17,000 visitors from Asia, up 13.4% on average over the three years. Expenditure was stable (down -0.9% on average) over the three years ending December 2018 at \$57.6m as visitors decreased their length of stay by 9.8% on average.

Mackay

The Mackay region welcomed 56,000 international visitors, recording 10.5% average growth in the three years ending December 2018. Holiday travel drove visitation growth, up by 15.8% to 43,000 (three-year trend). Visitation from Europe (incl. the UK) grew by 16.0% on average over the three years to 32,000. On average over the past three years, the average length of stay has shortened 23.0% with visitors now staying in the region an average of 7.4 nights. International visitors spent \$18.9m in the Mackay region in the year ending December 2018.

Outback

Outback Queensland welcomed 29,000 international visitors. This was stable (down 0.2% on average) over the three years ending December 2018. Over seven in ten (21,000) international visitors to the region were on holiday, with 5.1% average annual growth (three-year trend). Outback Queensland welcomed 16,000 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 15.2% on average over the three years ending December 2018 to \$21.8m.

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	502,000	-1.0%	335,000	0.2%	208,000	1.0%	483,000	4.0%	295,000	0.7%	227,000	-0.9%
1 Brisbane	256,000	6.9%	202,000	1.3%	41,000	-9.8%	222,000	6.9%	141,000	11.2%	128,000	0.6%
2 Gold Coast	269,000	-13.0%	93,000	5.3%	68,000	5.2%	213,000	11.5%	62,000	15.8%	60,000	-10.9%
3 Sunshine Coast	5,000	4.6%	91,000	-9.6%	n/p	n/p	71,000	10.6%	37,000	9.6%	61,000	5.5%
4 Fraser Coast	n/p	n/p	69,000	-17.4%	n/p	n/p	12,000	34.6%	12,000	-3.8%	28,000	-15.0%
5 SGBR ⁹	6,000	13.6%	57,000	-12.5%	n/p	n/p	20,000	46.9%	16,000	5.0%	24,000	-13.3%
6 Whitsundays	18,000	-21.0%	95,000	-4.7%	7,000	-26.1%	11,000	2.7%	29,000	14.1%	47,000	-7.8%
7 TNQ	206,000	-5.5%	166,000	-4.9%	111,000	-0.6%	40,000	4.6%	134,000	2.2%	81,000	-11.5%
8 Townsville	n/p	n/p	68,000	-8.1%	n/p	n/p	12,000	20.4%	16,000	-4.7%	25,000	-10.5%
	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	25,000	17.0%	n/p	n/p	9,000	5.1%	n/p	n/p	8,000	7.8%
10 Outback Queensland ¹¹	n/p	n/p	11,000	3.7%	n/p	n/p	6,000	-7.6%	n/p	n/p	n/p	n/p
11 SQC ^{10,11}	n/p	n/p	13,000	21.0%	n/p	n/p	9,000	8.3%	8,000	10.0%	6,000	-18.5%

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	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	483,000	4.0%	\$578.1m	5.2%	1,259,000	2.1%	\$1,643.5m	1.2%
Total Asia	1,234,000	2.4%	\$3,155.2m	14.8%	4,239,000	6.7%	\$19,233.9m	11.9%
China	502,000	-1.0%	\$1,437.0m	25.4%	1,322,000	5.2%	\$9,550.9m	18.4%
Japan	208,000	1.0%	\$411.4m	-4.4%	434,000	8.4%	\$1,171.8m	6.0%
Singapore	67,000	11.2%	\$177.5m	41.2%	392,000	3.4%	\$1,088.8m	4.8%
Malaysia	51,000	11.2%	\$115.6m	11.7%	357,000	1.0%	\$1,058.2m	-0.9%
Korea	78,000	5.1%	\$238.3m	7.4%	264,000	-4.4%	\$1,084.3m	0.5%
India	78,000	4.6%	\$138.3m	2.1%	336,000	17.9%	\$1,194.1m	24.5%
Hong Kong	71,000	11.2%	\$190.1m	6.0%	280,000	9.1%	\$970.1m	1.7%
Indonesia	20,000	-11.2%	\$41.1m	12.8%	186,000	7.3%	\$613.1m	12.3%
Taiwan	80,000	9.4%	\$235.0m	14.9%	186,000	11.7%	\$748.7m	12.6%
Thailand	18,000	-11.2%	\$35.0m	-40.1%	93,000	1.8%	\$353.3m	-10.9%
Other Asia	61,000	5.4%	\$135.9m	25.7%	390,000	16.8%	\$1,400.8m	6.6%
North America	295,000	0.7%	\$580.1m	21.5%	916,000	2.6%	\$2,383.7m	3.8%
USA	229,000	-1.8%	\$414.9m	15.2%	744,000	1.3%	\$1,879.6m	1.9%
Canada	66,000	10.2%	\$165.2m	41.0%	172,000	8.5%	\$504.1m	11.9%
Total Europe	562,000	-0.3%	\$1,201.4m	9.0%	1,568,000	2.4%	\$5,179.6m	2.1%
United Kingdom	227,000	-0.9%	\$433.0m	6.4%	688,000	-0.3%	\$1,885.3m	-4.5%
Germany	82,000	-10.0%	\$178.1m	-4.5%	198,000	-1.1%	\$708.2m	4.1%
France	49,000	9.3%	\$103.5m	11.1%	135,000	9.5%	\$515.3m	8.6%
Scandinavia	47,000	0.1%	\$140.6m	23.3%	108,000	1.8%	\$433.5m	10.2%
Italy	28,000	8.0%	\$46.2m	-37.1%	75,000	3.3%	\$310.5m	-11.6%
Switzerland	23,000	4.8%	\$53.1m	3.1%	54,000	2.5%	\$230.8m	5.3%
Netherlands	23,000	8.4%	\$53.9m	50.9%	56,000	7.1%	\$219.4m	24.2%
Other Europe	83,000	0.5%	\$193.2m	37.3%	253,000	8.4%	\$876.7m	8.8%
Other markets	189,000	7.8%	\$479.4m	16.2%	542,000	7.0%	\$1,793.6m	-0.2%
All markets	2,763,000	2.3%	\$5,994.2m	13.3%	8,524,000	4.8%	\$30,234.3m	8.0%

Notes:

- Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
- Avg stay = average length of stay expressed in nights
- Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
- Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
- North America includes United States of America and Canada
- Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
- Visiting friends or relatives (VFR)
- All expenditure figures include package expenditure
- SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
- SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
- 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
- This release of year ending December 2018 data includes purpose-of-visit information and revisions to IVS estimates from 2005 to 2018. Please note results have been revised back to 2005 and are not to be used or compared to previously published data

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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.

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