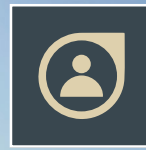


Domestic Visitors to Queensland

Year ending September 2018



\$17.6B +12.5%
Total Expenditure **Expenditure**



22.8M +3.1%
Total Visitors **Visitation Growth**

Overnight Visitation by Source Market

6.9 Million
Interstate Visitors ↑ 4.3%

15.9 Million
Intrastate Visitors ↑ 2.6%

Domestic Overnight Visitation by Region

	Expenditure (\$M)	Visitation
Brisbane	\$4,435.0 ↑ 5.4%	7.2M • (-0.1%)
Fraser Coast	\$430.1 ↑ 15.3% ¹	0.7M ↑ 5.8% ¹
Gold Coast	\$3,260.1 ↑ 8.4%	3.6M ↓ (-2.1%)
Mackay	\$468.0 ↑ 10.1% ¹	0.9M ↑ 2.4% ¹
Outback	\$656.0 ↑ 8.7% ¹	0.9M ↑ 2.0% ¹
SGBR ²	\$1,196.8 ↑ 17.3%	2.1M ↑ 10.2%
SQC ³	\$782.9 ↑ 4.8%	2.0M • (-0.9%)
Sunshine Coast	\$2,365.1 ↑ 18.4%	3.5M ↑ 1.8%
TNQ ⁴	\$2,320.4 ↑ 20.3%	2.0M ↑ 14.9%
Townsville	\$894.1 ↑ 20.9%	1.3M ↑ 27.3%
Whitsundays	\$651.0 ↑ 10.4% ¹	0.6M ↑ 14.0% ¹

Domestic Overnight Visitation by Purpose

9,146,000
Holiday ↑ 8.4%

7,561,000
VFR⁵ • (+0.5%)

5,037,000
Business ↓ -1.5%

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Source: National Visitor Survey year ending September 2018 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.