

International Tourism Snapshot

Year ending September 2018 | Preliminary results

Preliminary IVS results

The International Visitor Survey (IVS) results for the year ending September 2018 are preliminary and do not include any data relating to purpose of visit.

This is because the quality of the main purpose of visit component of the passenger data supplied to Tourism Research Australia (TRA) by the Department of Home Affairs has been identified as a concern. There are no issues with the IVS survey collection methodology.

The Australian Government is working to resolve these issues and it is likely that a back cast of TRA data will be required. TRA will release revised estimates once a solution has been implemented.

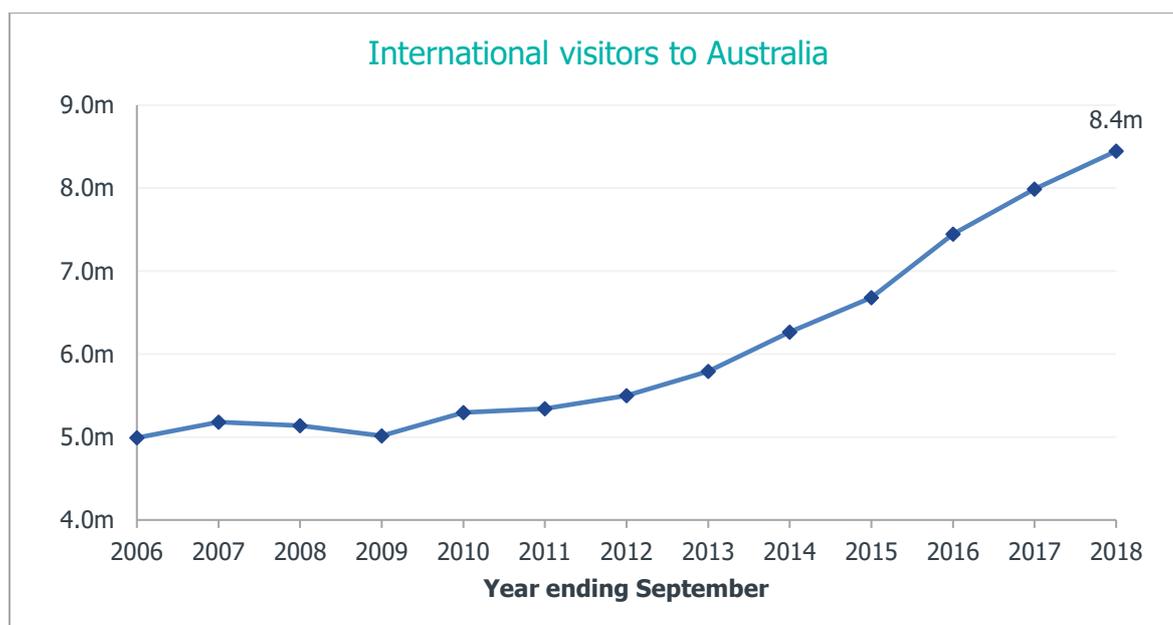
TEQ has scaled back the level of detail included in its commentary on international travel trends until the data issues are resolved.

International visitation to Australia

Australia welcomed a record 8.4 million international visitors in the year ending September 2018, which represents a growth rate of 5.7 per cent year-on-year.

International expenditure in Australia grew by 5.2 per cent to a record \$29.8 billion.

Australia's top five source markets by expenditure were China, the UK, USA, New Zealand and India.



International visitors to Australia by market

	Visitors	Annual change ¹	Avg stay ²	Annual change	Expenditure ³	Annual change
Total Australia⁴	8,445,000	5.7%	32.0	-4.4%	\$29,816.6m	5.2%
NZ	1,256,000	2.6%	10.2	-9.3%	\$1,660.1m	-4.2%
Asia ⁵	4,189,000	7.5%	37.7	-2.6%	\$18,943.0m	9.6%
North America ⁶	901,000	4.1%	19.5	-14.4%	\$2,258.6m	-3.3%
Europe ⁷	863,000	3.8%	43.4	-6.3%	\$3,230.4m	3.0%
UK	699,000	3.3%	32.2	-9.9%	\$1,914.2m	-7.9%

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State comparison

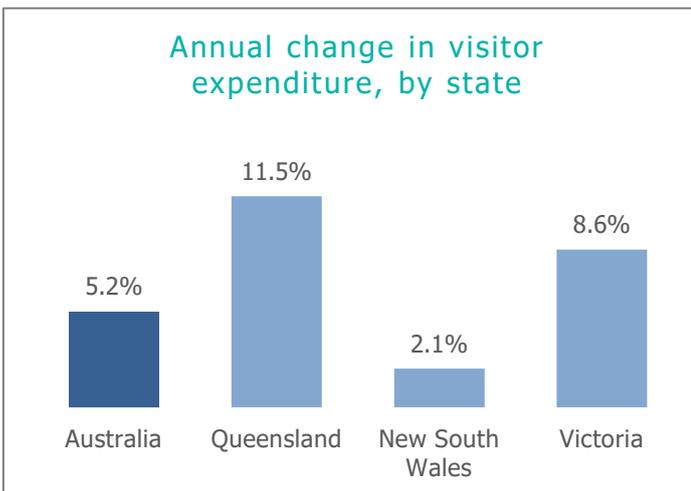
In the year ending September 2018, international visitation and expenditure reached record-high levels in three states/territories. These were Queensland, Victoria and New South Wales. Tasmania also enjoyed a record high in total visitation.

International visitation state comparison

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total Australia	8,445,000	5.7%	32.0	-4.4%
Queensland	2,762,000	4.6%	19.7	-2.9%
New South Wales	4,332,000	3.4%	22.1	-2.7%
Victoria	3,002,000	6.4%	23.4	-1.3%
Western Australia	955,000	0.6%	27.1	-5.9%
South Australia	461,000	4.3%	22.1	-10.3%
ACT	249,000	9.4%	20.9	-7.3%
Tasmania	307,000	15.2%	16.3	-2.9%
Northern Territory	289,000	-1.1%	12.3	-5.0%

International expenditure state comparison

	Expenditure	Annual change ¹	Market share	Annual change
Total Australia	\$29,816.6m	5.2%		
Queensland	\$5,894.6m	11.5%	19.8%	↑1.1%
New South Wales	\$10,647.8m	2.1%	35.7%	↓1.1%
Victoria	\$8,293.4m	8.6%	27.8%	↑0.9%
Western Australia	\$2,225.3m	-6.9%	7.5%	↓1.0%
South Australia	\$1,149.3m	4.4%	3.9%	●0.0%
ACT	\$645.2m	17.9%	2.2%	↑0.2%
Tasmania	\$546.6m	13.0%	1.8%	↑0.1%
Northern Territory	\$414.4m	-10.9%	1.4%	↓0.3%



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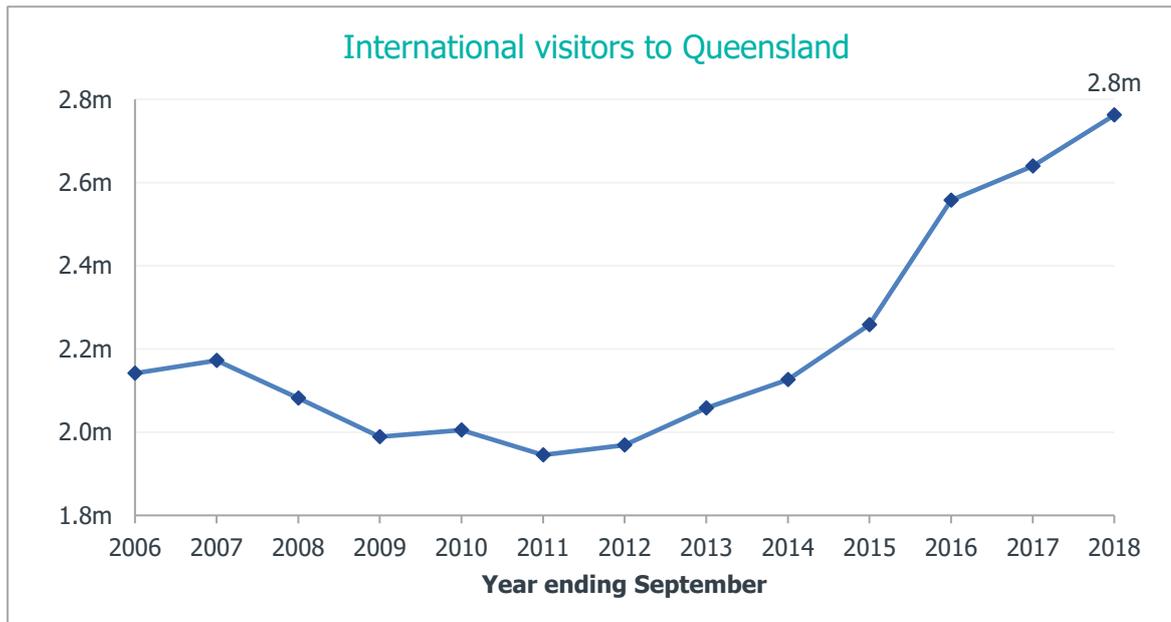
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Queensland performance

International visitation to Queensland grew by 4.6 per cent to a record 2.8 million visitors in the year ending September 2018. These visitors spent a record \$5.9 billion in the state, up by 11.5 per cent year-on-year.

Queensland's top five source markets by expenditure were China, New Zealand, the UK, Japan and the USA.

Queensland saw a record number of visitors, and record levels of spending from Canada, up 7.9 per cent to 63,000 and up 24.7 per cent to \$161.9 million respectively. Record highs in expenditure were set for China, up by 33.1 per cent to \$1.4 billion; Singapore, up 30.8 per cent to \$167.6 million; and France, up 19.4 per cent to \$101.4 million. Visitation record highs were set for New Zealand, up 5.7 per cent to 485,000; and Taiwan, up 9.5 per cent to 82,000.



International visitors to Queensland by market

	Visitors	Annual change ¹	Avg stay ²	Annual # change	Expenditure ³	Annual change
Total Queensland	2,762,000	4.6%	19.7	-2.9%	\$5,894.6m	11.5%
NZ	485,000	5.7%	10.2	-5.1%	\$578.8m	-0.6%
Asia	1,233,000	4.8%	22.0	-1.0%	\$3,144.0m	17.1%
North America	290,000	1.4%	12.3	-11.0%	\$539.1m	10.1%
Europe	332,000	3.5%	25.7	-7.1%	\$762.9m	10.8%
UK	235,000	4.3%	22.6	2.0%	\$421.6m	-0.1%

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Regional performance

These tables detail international visitation and expenditure in Queensland's 11 tourism regions for the year ending September 2018.

International visitation by Queensland region

	Visitors	Annual change	Avg stay
Total Queensland	2,762,000	4.6%	19.7
Brisbane	1,391,000	9.7%	20.4
Gold Coast	1,046,000	1.4%	9.1
TNQ	860,000	-3.3%	7.2
Sunshine Coast	319,000	8.5%	8.5
Whitsundays	241,000	-2.8%	5.8
SGBR	152,000	-2.5%	11.9
Fraser Coast	141,000	-6.2%	3.9
Townsville	147,000	6.8%	9.2

	Visitors	Trend change ¹¹	Avg stay
Mackay	60,000	13.3%	7.7
SQC ¹⁰	54,000	7.2%	29.7
Outback	30,000	-3.1%	16.9

International expenditure by Queensland region

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	\$5,894.6m	11.5%	\$2,134	\$108
Brisbane	\$2,687.6m	20.5%	\$1,932	\$95
Gold Coast	\$1,354.0m	13.3%	\$1,294	\$142
TNQ ⁸	\$1,062.8m	-2.0%	\$1,235	\$172
Sunshine Coast	\$248.2m	5.3%	\$777	\$91
Whitsundays	\$215.9m	9.7%	\$898	\$156
SGBR ⁹	\$106.7m	15.3%	\$704	\$59
Townsville	\$63.0m	-44.1%	\$428	\$47
Fraser Coast	\$52.5m	59.9%	\$372	\$94

	Expenditure	Trend change ¹¹	Spend per visitor	Spend per night
SQC ¹⁰	\$63.5m	-2.3%	\$1,179	\$40
Outback	\$20.5m	-6.3%	\$693	\$41
Mackay	\$16.9m	n/p	\$282	\$37

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All source market performance

These tables detail international visitation and expenditure to Queensland and Australia from all source markets for the year ending September 2018.

	Queensland				Australia			
	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change
 New Zealand	\$578.8m	-0.6%	485,000	5.7%	\$1,660.1m	-4.2%	1,256,000	2.6%
Total Asia	\$3,144.0m	17.1%	1,233,000	4.8%	\$18,943.0m	9.6%	4,189,000	7.5%
 China	\$1,435.3m	33.1%	502,000	2.9%	\$9,360.1m	17.5%	1,316,000	7.6%
 Hong Kong	\$200.7m	9.8%	72,000	9.5%	\$959.7m	-7.5%	276,000	10.7%
 India	\$140.6m	-3.1%	75,000	5.2%	\$1,149.3m	12.5%	324,000	19.6%
 Indonesia	\$42.9m	22.8%	20,000	-18.0%	\$624.6m	15.5%	184,000	6.5%
 Japan	\$389.0m	-8.0%	206,000	1.1%	\$1,120.7m	3.4%	419,000	5.9%
 Korea	\$251.8m	25.3%	82,000	17.1%	\$1,138.9m	9.1%	278,000	2.7%
 Malaysia	\$112.4m	4.4%	48,000	8.1%	\$1,058.3m	-3.0%	358,000	0.5%
 Singapore	\$167.6m	30.8%	65,000	13.9%	\$1,025.3m	-6.7%	382,000	-0.6%
 Taiwan	\$223.9m	-2.3%	82,000	9.5%	\$735.4m	5.4%	187,000	16.2%
 Thailand	\$43.7m	-15.4%	19,000	6.1%	\$368.2m	-3.1%	91,000	0.8%
Other Asia	\$136.1m	30.9%	62,000	5.0%	\$1,402.4m	5.4%	375,000	15.7%
North America	\$539.1m	10.1%	290,000	1.4%	\$2,258.6m	-3.3%	901,000	4.1%
 Canada	\$161.9m	24.7%	63,000	7.9%	\$484.3m	11.3%	165,000	8.0%
 USA	\$377.2m	4.9%	227,000	-0.2%	\$1,774.3m	-6.7%	736,000	3.3%
Total Europe	\$1,184.6m	6.7%	567,000	3.8%	\$5,144.6m	-1.3%	1,561,000	3.5%
 France	\$101.4m	19.4%	46,000	6.9%	\$510.6m	12.1%	130,000	8.5%
 Germany	\$188.2m	-1.8%	84,000	-9.0%	\$701.4m	-0.1%	200,000	-0.2%
 Italy	\$54.7m	-15.4%	25,000	5.0%	\$312.0m	-13.2%	73,000	0.6%
 Netherlands	\$51.1m	24.3%	25,000	27.2%	\$220.6m	11.8%	56,000	5.7%
 Scandinavia	\$122.3m	8.3%	45,000	6.5%	\$399.0m	-0.3%	107,000	3.4%
 Switzerland	\$53.3m	-2.2%	21,000	-8.8%	\$213.4m	-6.8%	53,000	3.1%
 United Kingdom	\$421.6m	-0.1%	235,000	4.3%	\$1,914.2m	-7.9%	699,000	3.3%
Other Europe	\$191.8m	38.4%	86,000	11.8%	\$873.5m	10.3%	243,000	5.7%
Other markets	\$448.1m	7.5%	187,000	8.5%	\$1,810.3m	2.6%	539,000	9.1%
All markets	\$5,894.6m	11.5%	2,762,000	4.6%	\$29,816.6m	5.2%	8,445,000	5.7%

Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
2. Avg stay = average length of stay expressed in nights
3. All expenditure figures include package expenditure
4. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
5. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
6. North America includes United States of America and Canada
7. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
8. TNQ - Tropical North Queensland
9. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. SQC - Southern Queensland Country tourism region
11. 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

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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

Data Source:

International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted by 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.

Disclaimer:

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