International Tourism Snapshot

Year ending December 2019

Note
These results do not include the major impacts from the Australian bushfires or COVID-19, these impacts will be apparent in the March 2019 data.

International visitors to Australia

	Visitors	Annual change[1]	Avg stay[2]	Annual change
Total Australia[3]	**8,709,000**	**2.2%**	**31.5**	**-1.9%**
NZ	1,299,000	3.2%	10.0	-4.2%
Asia[4]	4,366,000	3.0%	37.1	-2.6%
North America[5]	945,000	3.2%	18.8	-3.9%
Europe[6]	884,000	0.6%	42.4	-0.6%
UK	672,000	-2.5%	30.4	-3.4%
Total holiday	**4,695,000**	**1.5%**	**18.0**	**0.9%**
NZ	533,000	9.2%	7.3	-6.7%
Asia	2,409,000	0.5%	15.9	3.0%
North America	548,000	5.1%	13.7	0.0%
Europe	601,000	1.0%	35.6	0.5%
UK	390,000	-1.4%	22.4	-2.4%
Total VFR[7]	**3,385,000**	**1.3%**	**23.0**	**-3.0%**
NZ	591,000	-0.2%	9.8	2.7%
Asia	1,469,000	4.2%	30.4	-6.4%
North America	326,000	-0.8%	16.0	0.5%
Europe	317,000	-2.9%	19.7	-0.8%
UK	427,000	-1.5%	19.7	-0.6%
Total business	**1,053,000**	**1.6%**	**9.8**	**-4.3%**
NZ	228,000	-3.5%	4.9	2.4%
Asia	422,000	3.7%	12.2	3.4%
North America	167,000	2.0%	9.4	-16.1%
Europe	109,000	4.7%	11.1	-12.2%
UK	64,000	0.0%	11.1	-14.6%
Total education	**653,000**	**3.3%**	**117.6**	**-3.9%**
NZ	16,000	-17.4%	30.1	-3.9%
Asia	495,000	6.2%	122.8	-6.0%
North America	31,000	-5.0%	69.5	-2.1%
Europe	47,000	-7.2%	96.9	-4.6%
UK	8,000	3.4%	81.9	-13.4%

More national spending records

International overnight visitor expenditure in Australia grew by 4.0% to a record $31.4b, with education expenditure continuing to provide the biggest contribution, growing by 8.7% over the year ending December 2019 to $12.3b. China contributed almost one third of total expenditure growth over the year (65%), in part because Chinese visitors make up the majority of education visitors. Importantly, these results do not include the largest effects of COVID-19 which have occurred from mid-January 2020 onwards.

Visitation grew by 2.2%, to a record 8.7m visitors. Expenditure continues to grow more strongly than visitation, reflecting the increase in education visitation. On average education visitors spent $18,806 per visitor compared to holiday visitors who spent $2,261 per visitor. Although they are already the highest spending visitors, education visitors' average spend per visitor grew by 5.3% over the year.

By region, Asia is the largest source of visitors to Australia. Asian visitation grew by 3.0% to a record 4.4m, which included a record number of visitors from India (up 12.2% to 377,000), Hong Kong (up 1.9% to 285,000), Indonesia (up 5.9% to 197,000) and Thailand (up 2.1% to 95,000). Chinese visitation remained steady (up 0.5%) at 1.3m and Chinese expenditure reached a record $10.3b.

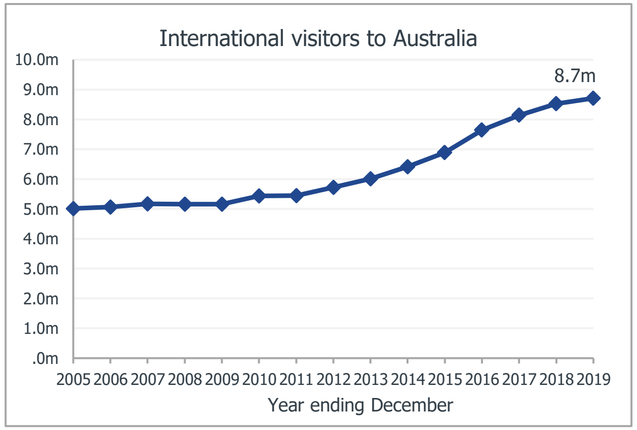
From western markets, a record 1.3m visitors arrived from New Zealand, up 3.2% over the year. Visitation from North America grew by 3.2% to 945,000, including 767,000 visitors from the United States of America (up 3.1%) and 178,000 visitors from Canada (up 3.8%). Visitation from continental Europe was steady (up 0.6%) at 884,000 while visitation from the UK decreased 2.5% to 672,000.

Purpose of Travel

Australia reached record levels of visitation across visitor purposes for travel. Education continued to provide the strongest growth in both visitation (up 3.3% to 653,000) and expenditure (up 8.7% to $12.3b). Holiday travel grew by 1.5% to 4.7m and holiday expenditure also reached a record level (up 4.9% to $10.6b). While visiting friends and relatives (VFR) (up 1.3% to 3.4m) and business (up 1.6% to 1.1m) visitation both grew, expenditure decreased for both of these purposes with VFR expenditure down 2.9% to $4.6b and business expenditure down 8.3% to $2.0b.

International visitor expenditure in Australia

	Expenditure	Annual change
Total Australia	**$31,438.2m**	**4.0%**
Holiday	$10,616.3m	4.9%
VFR	$4,559.7m	-2.9%
Business	$2,044.0m	-8.3%
Employment	$1,552.5m	3.1%
Education	$12,272.8m	8.7%



International Tourism Snapshot

Year ending December 2019

State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
Total Australia	**$31,438.2m**	**4.0%**	**100%**	**$3,610.0**
Queensland	$6,083.0m	1.5%	19.3%	$2,186.0
New South Wales	$11,381.3m	6.1%	36.2%	$2,595.9
Victoria	$8,826.2m	4.2%	28.1%	$2,813.1

State visitation comparison

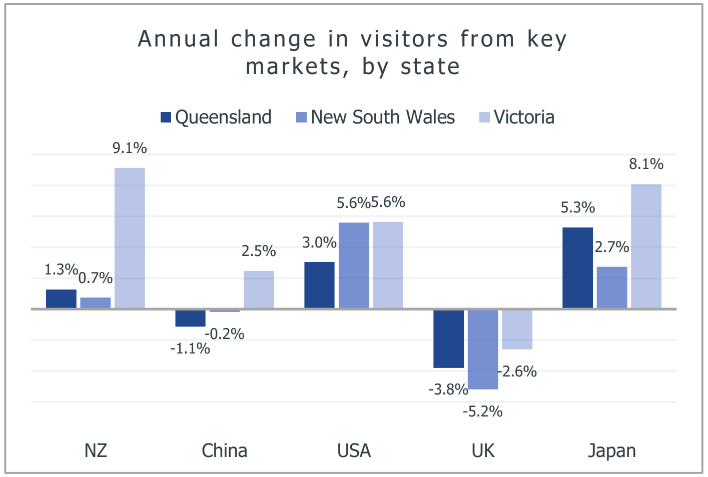
	Visitors	Annual change	Avg stay	Annual # change
Total Australia	**8,709,000**	**2.2%**	**31.5**	**-0.6**
Queensland	2,783,000	0.7%	19.7	-0.2
New South Wales	4,384,000	0.3%	22.0	0.0
Victoria	3,138,000	3.2%	23.3	-0.7
Other States	2,055,000	3.0%	24.0	-0.6
Total holiday	**4,695,000**	**1.5%**	**18.0**	**0.2**
Queensland	1,872,000	0.2%	12.2	0.1
New South Wales	2,447,000	-1.3%	11.8	0.4
Victoria	1,697,000	5.6%	10.4	0.0
Other States	1,173,000	3.7%	12.8	-0.4
Total VFR	**3,385,000**	**1.3%**	**23.0**	**-0.7**
Queensland	755,000	4.8%	18.1	-0.1
New South Wales	1,212,000	-1.9%	20.6	-1.9
Victoria	1,045,000	0.2%	22.3	-0.5
Other States	720,000	6.5%	22.0	0.6
Total business	**1,053,000**	**1.6%**	**9.8**	**-0.4**
Queensland	207,000	-2.4%	6.9	0.0
New South Wales	461,000	-3.8%	8.6	0.1
Victoria	342,000	4.8%	8.4	0.5
Other States	201,000	5.5%	10.1	-2.9
Total education	**653,000**	**3.3%**	**117.6**	**-4.7**
Queensland	119,000	2.2%	108.1	-5.0
New South Wales	247,000	4.9%	117.7	0.9
Victoria	204,000	6.8%	115.5	-10.9
Other States	100,000	-3.1%	113.5	-8.3

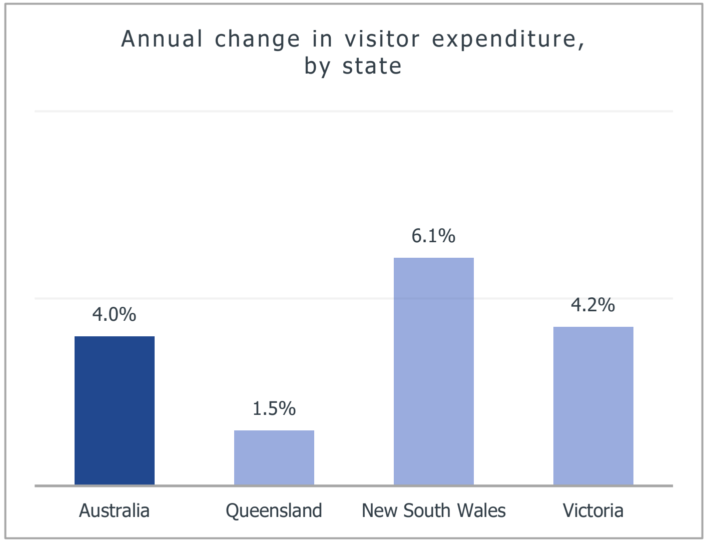
Education drives key to success for states

Expenditure in Queensland grew by 1.5% to a record $6.1b. Despite reaching a new record Queensland lost a little market share (down 0.5% to 19.3%) to New South Wales, whose expenditure grew by 6.1% to $11.4b. New South Wales gains in market share (up 0.7% to 36.2%) reflects that it is the state with the largest education market.

Queensland's holiday visitation was steady (up 0.2) at 1.9m, while holiday visitation grew to Victoria (up 5.6% to 1.7m), Western Australia (up 10.1% to 536,000), South Australia (up 6.0% to 258,000) and ACT (up 6.2% to 122,000).

As a result, the proportion of international holiday visitors to Queensland slightly declined (down 0.5% to 39.9%), while it increased for Victoria (up 1.4% to 36.1%), Western Australia (up 0.9% to 11.4%), South Australia (up 0.2% to 5.5%) and the ACT (up 0.1% to 2.6%). However, Queensland remains the second largest holiday market, with New South Wales the largest and Victoria the third largest.





International Tourism Snapshot

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International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual # change
Total Queensland	**2,783,000**	**0.7%**	**19.7**	**-0.2**
NZ	489,000	1.3%	9.7	-0.7
Asia	1,252,000	1.5%	22.6	0.6
North America	303,000	2.7%	12.3	-0.5
Europe	331,000	-1.3%	25.6	0.0
UK	219,000	-3.8%	19.0	-3.7
Holiday	**1,872,000**	**0.2%**	**12.2**	**0.1**
NZ	250,000	5.0%	7.9	-0.7
Asia	907,000	0.7%	11.3	0.7
North America	216,000	2.1%	8.0	-0.8
Europe	271,000	1.0%	20.7	-0.3
UK	145,000	-6.3%	14.5	-1.2
VFR	**755,000**	**4.8%**	**18.1**	**-0.1**
NZ	222,000	-0.7%	9.2	0.1
Asia	233,000	10.8%	27.5	0.1
North America	71,000	12.2%	13.4	-0.3
Europe	63,000	-5.3%	14.3	-0.6
UK	95,000	1.8%	17.1	-1.8
Business	**207,000**	**-2.4%**	**6.9**	**0.0**
NZ	49,000	-2.6%	4.1	0.1
Asia	80,000	-1.7%	8.1	0.5
North America	32,000	5.9%	6.9	-1.0
Europe	18,000	-11.6%	7.2	0.1
UK	n/p	n/p	n/p	n/p
Education	**119,000**	**2.2%**	**108.1**	**-5.0**
NZ	3,000	-29.5%	26.8	-1.7
Asia	79,000	5.1%	115.1	-4.7
North America	9,000	-2.1%	61.4	-8.0
Europe	12,000	-11.8%	102.0	-4.8
UK	n/p	n/p	n/p	n/p

VFR and education continue to lead in Queensland

Visitation was steady (up 0.7%) at a record 2.8m while expenditure grew to a new record. The growth in expenditure was largely due to education visitation which grew by 2.2%. VFR visitation also grew, increasing by 4.8% to a record 755,000. Holiday visitation was steady (up 0.2%) at 1.9m, while business visitation decreased 2.4% to 207,000 visitors.

Among Queensland's largest markets, expenditure from China (up 12.2% to $1.6b) and New Zealand (up 4.7% to $605.4m) reached new records. Expenditure from Japan also grew (up 11.7% to $459.8m) while expenditure from the United States of America remained steady (up 1.0% to $419.1m). Expenditure from the UK decreased 20.9% to $342.6m.

Queensland also saw record expenditure and visitors from Indonesia, record expenditure from Hong Kong and record visitation from India.

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

New Zealanders continue to spend in Queensland

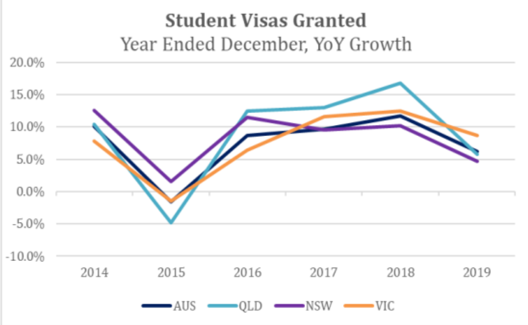
New Zealand visitation and expenditure continued to reach new records in Queensland with 489,000 New Zealanders spending $605.4m in the year ending December 2019. Queensland is therefore the most popular state for visitors from across the Tasman, with 38% of New Zealanders stopping over in Queensland and 37% of their spending occurring in the state. A little over half of these visitors were here on holidays and just under half were visiting friends and relatives, reinforcing the strong connection between the Sunshine State and the Land of the Long White Cloud.

Japan keeps growing

Japanese overnight visitor expenditure grew 11.7% to $459.8m on the back of visitation growing by 5.3% to 219,000. While a large part of the increase in expenditure is due to education visitors, the Japanese are rediscovering Queensland as a holiday market. Holiday visitation grew by 5.9% to 170,000.

International expenditure in Queensland

	Expenditure	Annual change
Total Queensland	**$6,083.0m**	**1.5%**
Holiday	$2,864.4m	0.0%
VFR	$810.4m	-0.9%
Business	$291.2m	-3.2%
Employment	$233.7m	-3.4%
Education	$1,813.5m	8.3%



Indian visitation record again

For two quarters in a row India has broken visitation records in Queensland with 83,000 visiting the state in the year ending December 2019. While most Indian visitors to Queensland were on holidays (down 3.0% to 47,000), growth was driven by VFR (up 28.1% to a record 27,000). Visitor expenditure also grew (up 8.5% to $150.1m), which was also assisted by growth in the education sector.

Signs of growth from Indonesia

Queensland welcomed a record 29,000 visitors (up 8.1% on average over the past three years) who spent a record $61.2m (up 3.5% on average over the past three years). Indonesia is a small market for Queensland, but recent results show there is prospect for growth. Most Indonesian visitors came to Queensland on holiday but much of the growth has been for other reasons, such as education.

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International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
Total Queensland	**2,783,000**	**0.7%**	**19.7**	**1,872,000**	**0.2%**
Brisbane	1,482,000	5.9%	18.7	775,000	6.6%
Gold Coast	1,080,000	3.1%	9.0	851,000	3.8%
TNQ	808,000	-6.3%	8.5	747,000	-5.0%
Sunshine Coast	330,000	6.2%	8.6	251,000	6.9%
Whitsundays	220,000	-5.9%	6.2	210,000	-6.7%
SGBR[9]	141,000	-3.5%	14.8	109,000	-3.6%
Fraser Coast	131,000	0.9%	4.8	117,000	-3.1%
Townsville	126,000	-7.2%	11.5	104,000	-9.6%

	Visitors	Trend change[11]	Avg stay	Holiday visitors	Trend change
Mackay	48,000	0.7%	8.8	36,000	2.4%
Outback Queensland	25,000	-5.1%	13.2	15,000	-9.0%
SQC[10]	56,000	10.6%	27.7	22,000	12.7%

Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	**$6,083.0m**	**1.5%**	**$2,186**	**$111**
Brisbane	$2,909.8m	6.4%	$1,964	$105
Gold Coast	$1,341.0m	-5.4%	$1,242	$137
Sunshine Coast	$282.6m	14.6%	$856	$99
Fraser Coast	$45.7m	11.1%	$349	$73
SGBR[9]	$98.3m	-8.0%	$699	$47
Whitsundays	$151.7m	-28.0%	$689	$111
TNQ	$1,027.9m	-4.0%	$1,271	$150
Townsville	$95.6m	45.8%	$757	$66

	Expenditure	Trend change[11]	Spend per visitor	Spend per night
Mackay	$16.6m	n/p	$348	$40
Outback Queensland	n/p	8.5%	$553	$42
SQC[10]	$92.5m	18.7%	$1,639	$59

Brisbane

Overnight visitor expenditure grew by 6.4% to a record $2.9b on the back of visitation growing by 5.9% to 1.5 million. Growth was led by holiday (up 6.6% to a record 775,000) and VFR (up 6.8% to 456,000), while Brisbane also welcomed a record number of business (141,000, steady, up 1.0%) and education (80,000, up 2.2%) visitors. Brisbane achieved record visitation from China (up 8.3% to 277,000), New Zealand (up 3.8% to 230,000) and the USA (up 4.6% to 109,000). Visitation was steady from the United Kingdom (up 0.7%) at 129,000 and visitation from Germany continued to grow (up 9.3% to 59,000).

Gold Coast

Visitation from the Gold Coast grew by 3.1% to a record 1.1m visitors, who spent a total of $1.3b (down 5.4%). Holiday visitation also reached a record (up 3.8% to 851,000) and VFR grew by 6.2% to 167,000. On the other hand, business (down 14.0% to 36,000) and education visitation (down 1.6% to 24,000) decreased. The Gold Coast welcomed a record number of visitors from the United States of America (up 11.2% to 46,000) and visitation also grew from China (up 2.2% to 275,000), Japan (up 9.8% to 75,000) and the United Kingdom (5.4% to 63,000). New Zealand was the only one of the top five markets that stayed stable (down 0.8%) at 212,000 visitors.

Tropical North Queensland (TNQ)

Overnight visitor expenditure in TNQ decreased by 4.0% to $1.0b on the back of visitation decreasing by 6.3% to 808,000. The decline in visitation was led by business (down 30.5% to 16,000) and VFR (down 14.4% to 42,000) visitors, while the largest market, holidaymakers, decreased by 5.0% to 747,000. Visitation was down across most of the largest source markets: visitation from China (down 6.9% to 191,000), the United States of America (down 2.7% to 106,000), the United Kingdom (down 11.2% to 72,000) and Germany (down 8.7% to 45,000) decreased year-on-year. Visitation from Japan remained steady (up 0.9%) at 112,000.

Sunshine Coast

Overnight visitor expenditure grew by 14.6% to $282.6m, reflecting visitation increasing by 6.2% to a record 330,000 and spend per night increasing 12.0% to $99 per night. Holiday visitation drove this growth, increasing 6.9% to a record 68,000 visitors while VFR visitation decreased by 1.3% to 251,000. Of the Sunshine Coast's largest source markets, growth was particularly pronounced from New Zealand (up 20.1% to 86,000) while visitation also grew from Germany (up 10.0% to 34,000) and the United States of America (up 1.2% to 24,000). However, visitation decreased from the United Kingdom (down 9.6% to 56,000) and Canada (down 9.5% to 12,000).

Fraser Coast

Overnight visitor expenditure grew by 11.1% to $45.7m on the back of visitors increasing how long they stayed in the region (average length of stay was up by 0.9 nights to 4.8 nights), while the number of visitors remained steady (up 0.9%) at 131,000. Holidaymakers accounted for 89% of international visitation to the Fraser Coast, though holiday visitation declined 3.1% year-on-year. While visitation from the United Kingdom (up 13.1% to 32,000) increased, visitation from continental Europe decreased by 4.1% to 66,000.

Whitsundays

Visitation to the Whitsundays decreased by 5.9% to 220,000 and expenditure was down 28.0% to $151.7m as visitors spent less per night on average (down 32.0% to $111 per night). Holiday visitation, which makes up 95% of international visitation in the Whitsundays, decreased by 6.7% to 210,000 visitors. Visitation decreased across major source markets including the UK (down 8.1% to 43,000), continental Europe (down 3.0% to 92,000) and Asia (down 12.0% to 34,000).

Townsville

Overnight visitor expenditure in Townsville increased 45.8% to $95.6m despite visitation decreasing 7.2% to 126,000. International visitors both stayed longer on average (average length of stay increased 2.5 nights to 11.5 nights) and spent more per night (spend per night increased 27.4% to $66 per night). Holiday visitation decreased by 9.6% over the year to 104,000 and VFR visitation decreased by 11.1% to 15,000. Visitation from Germany stayed steady (down 0.1% to 24,000), while visitation from the UK decreased 10.3% to 22,000. Visitation from North America was down 12.4% to 14,000 and visitation from Asia was down 1.2% to 10,000.

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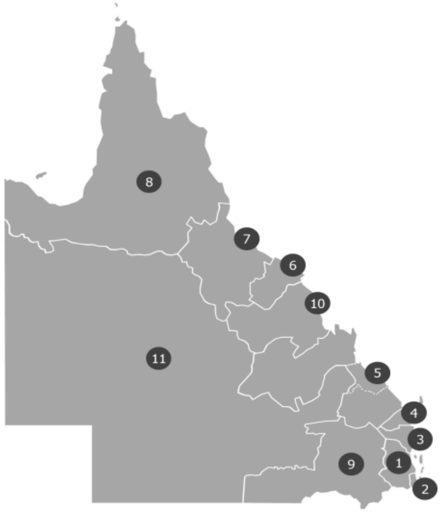

Southern Great Barrier Reef (SGBR)

Overnight visitor expenditure in the SGBR region decreased 8.0% to $98.3m, reflecting a 3.5% decrease in visitation and a 24.4% reduction in spend per night. The decrease in visitation occurred across both holidaymakers (down 3.6% to 109,000) and VFR (down 13.7% to 19,000) which together make up 90% of international visitors to the region. The decrease in visitation included a 19.1% reduction in visitors from New Zealand to 16,000, a 11.2% reduction from Asia to 18,000 visitors and a 2.7% reduction from North America to 16,000. Visitation to continental Europe (0.0% change at 57,000) and the United Kingdom (down 0.7% to 24,000) remained steady.

Outback

Annual visitation decreased by 5.1% on average over the past three years to 25,000. Holiday visitation decreased by 9.0% on average over the past three years to 15,000. Around six in seven (85%) visitors were from western markets, with visitation from these markets decreasing by 5.5% on average over the past three years to 21,000 visitors.

Southern Queensland Country (SQC)

Annual overnight visitor expenditure in SQC grew by 18.7% on average over the past three years to a record $92.5m on the back of growth in visitation (up 10.6 annually over the past three years to 56,000). Visitors also spent more per night (up 7.8% on average over three years to $59 per night). VFR visitation reached a new record (up 9.7% on average to 22,000) and holiday visitation also grew strongly (up 12.7% on average to 22,000). Visitation from Asia grew by 11.3% on average over the period to 15,000 and visitation grew 10.4% on average from Europe (including the UK) to 18,000.

Mackay

Annual visitation was steady (up 0.7%) on average over the three years to December 2019, reaching 48,000. These visitors spent $16.6m in the year ending December 2019. Annual holiday visitation grew by 2.4% on average over this period to 36,000. Visitation predominantly came from Europe (including the UK), increasing by 6.6% on average over the past three years to 30,000 visitors.

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	**497,000**	**-1.1%**	**331,000**	**-1.3%**	**219,000**	**5.3%**	**489,000**	**1.3%**	**303,000**	**2.7%**	**219,000**	**-3.8%**
1	Brisbane	277,000	8.3%	207,000	2.5%	47,000	13.7%	230,000	3.8%	148,000	4.6%	129,000	0.7%
2	Gold Coast	275,000	2.2%	98,000	5.2%	75,000	9.8%	212,000	-0.8%	65,000	4.0%	63,000	5.4%
3	Sunshine Coast	n/p	n/p	96,000	5.3%	n/p	n/p	86,000	20.1%	36,000	-2.7%	56,000	-9.6%
4	Fraser Coast	n/p	n/p	66,000	-4.1%	n/p	n/p	n/p	n/p	12,000	-3.0%	32,000	13.1%
5	SGBR[9]	n/p	n/p	57,000	0.0%	n/p	n/p	16,000	-19.1%	16,000	-2.7%	24,000	-0.7%
6	Whitsundays	16,000	-11.4%	92,000	-3.0%	n/p	n/p	n/p	n/p	31,000	5.8%	43,000	-8.1%
7	TNQ	191,000	-6.9%	160,000	-3.8%	112,000	0.9%	38,000	-6.8%	131,000	-1.9%	72,000	-11.2%
8	Townsville	n/p	n/p	62,000	-8.8%	n/p	n/p	n/p	n/p	14,000	-12.4%	22,000	-10.3%

		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	22,000	5.0%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
10	Outback Queensland[11]	n/p	n/p	9,000	-3.9%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
11	SQC[10,11]	n/p	n/p	12,000	12.4%	n/p	n/p	13,000	n/p	n/p	n/p	n/p	n/p

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	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	489,000	1.3%	$605.4m	4.7%	1,299,000	3.2%	$1,630.3m	-0.8%
Total Asia	**1,252,000**	**1.5%**	**$3,387.0m**	**7.3%**	**4,366,000**	**3.0%**	**$20,363.1m**	**5.9%**
China	497,000	-1.1%	$1,611.7m	12.2%	1,328,000	0.5%	$10,337.7m	8.2%
Japan	219,000	5.3%	$459.8m	11.7%	458,000	5.6%	$1,239.0m	5.7%
Singapore	70,000	4.7%	$151.5m	-14.6%	417,000	6.4%	$1,099.0m	0.9%
Malaysia	46,000	-10.3%	$83.6m	-27.7%	343,000	-3.9%	$964.9m	-8.8%
Korea	74,000	-4.7%	$250.2m	5.0%	254,000	-3.7%	$1,069.0m	-1.4%
India	83,000	6.6%	$150.1m	8.5%	377,000	12.2%	$1,263.5m	5.8%
Hong Kong	66,000	-7.0%	$206.3m	8.5%	285,000	1.9%	$1,022.8m	5.4%
Indonesia	29,000	45.9%	$61.2m	48.9%	197,000	5.9%	$682.6m	11.3%
Taiwan	81,000	1.1%	$207.8m	-11.6%	178,000	-4.4%	$706.4m	-5.6%
Thailand	19,000	6.3%	$56.9m	62.8%	95,000	2.1%	$402.7m	14.0%
Other Asia	69,000	12.7%	$148.1m	8.9%	435,000	11.4%	$1,575.6m	12.5%
North America	**303,000**	**2.7%**	**$564.0m**	**-2.8%**	**945,000**	**3.2%**	**$2,455.1m**	**3.0%**
USA	236,000	3.0%	$419.1m	1.0%	767,000	3.1%	$1,931.3m	2.7%
Canada	67,000	1.6%	$144.9m	-12.3%	178,000	3.8%	$523.8m	3.9%
Total Europe	**549,000**	**-2.3%**	**$1,054.5m**	**-12.2%**	**1,556,000**	**-0.8%**	**$5,087.9m**	**-1.8%**
United Kingdom	219,000	-3.8%	$342.6m	-20.9%	672,000	-2.5%	$1,781.5m	-5.5%
Germany	81,000	-1.3%	$161.5m	-9.3%	198,000	-0.2%	$692.3m	-2.2%
France	48,000	-1.9%	$86.6m	-16.3%	136,000	0.8%	$490.6m	-4.8%
Scandinavia	41,000	-13.6%	$112.8m	-19.7%	103,000	-4.6%	$375.0m	-13.5%
Italy	25,000	-10.0%	$57.6m	24.8%	73,000	-3.5%	$308.0m	-0.8%
Switzerland	15,000	-31.4%	$28.9m	-45.5%	50,000	-6.6%	$217.9m	-5.6%
Netherlands	25,000	9.5%	$53.4m	-0.9%	61,000	9.2%	$219.5m	0.1%
Other Europe	95,000	14.3%	$211.0m	9.2%	263,000	4.0%	$1,003.2m	14.4%
Other markets	**188,000**	**-0.2%**	**$472.1m**	**-1.5%**	**542,000**	**0.0%**	**$1,901.8m**	**6.0%**
All markets	**2,783,000**	**0.7%**	**$6,083.0m**	**1.5%**	**8,709,000**	**2.2%**	**$31,438.2m**	**4.0%**

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. Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
5. North America includes United States of America and Canada
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
7. Visiting friends or relatives (VFR)
8. All expenditure figures include package expenditure
9. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
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

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

Strategic Research and Development
Tourism and Events Queensland
e. research@queensland.com
w. teq.queensland.com/research

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.