

Year ending September 2016

Domestic Visitors to Australia

	Visitors	Annual change ¹	Avg Stay ²	Annual change
Total	89,447,000	▲ 4.8%	3.7	● 0.0%
Holiday	36,871,000	8.2%	3.9	0.0%
VFR ³	30,531,000	2.2%	3.3	0.0%
Business	18,461,000	2.3%	3.6	-2.7%

Intrastate	62,105,000	▲ 5.2%	3.0	● 0.0%
Holiday	26,676,000	7.3%	3.1	0.0%
VFR	21,525,000	2.0%	2.4	-4.0%
Business	10,432,000	4.7%	3.6	0.0%

Interstate	29,131,000	▲ 4.9%	5	● 0.0%
Holiday	10,980,000	10.9%	5.5	1.9%
VFR	9,330,000	2.4%	5.1	0.0%
Business	8,317,000	1.2%	3.4	-10.5%

Expenditure in Australia

Australia	\$ million	Annual change
Total ⁴	\$59,779.2m	▲ 5.1%
Holiday ⁵	\$25,692.6m	7.8%
VFR ⁵	\$9,371.6m	2.4%
Business ⁵	\$10,507.5m	5.4%

Strong National Growth

The number of Australians travelling domestically continued to hit record highs, reaching 89.4 million trips, an increase of 4.8% in the year ending September 2016. In addition, all states and territories recorded their highest year ending September visitation figures since September 1999.

Holiday Drives Results

Holiday travel was the key driver of growth in domestic overnight trips nationally, up 8.2% year on year to 36.9 million trips. Interstate holiday travel saw the largest growth, up 10.9% year on year, compared with 7.3% growth for Intrastate holiday travel. This is likely influenced by the weaker Australian dollar. In recent months we have seen a slight recovery in the AUD which may impact domestic travel in future periods.

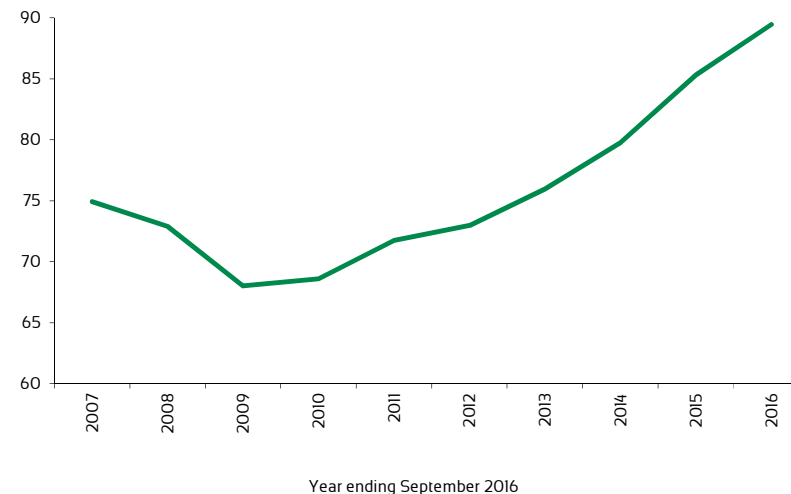
National Nights

Overall visitor nights grew 3.7% nationally, to 330.1 million nights. This result was largely driven by 9.3% growth in holiday nights. The average length of stay of a domestic traveller in Australia is 3.7 nights, while the average holiday stay is 3.9 nights, and both are stable year on year.

Money Talks

In the year ending September 2016, \$59.8 billion was spent on domestic overnight travel, a historic record. The national expenditure growth rate was on par with the growth in visitor numbers. Average spend per visitor per night was up 1.3% to \$181 dollars.

Domestic visitors within Australia (million)



State comparison - domestic visitors (percentage change)



Year ending September 2016

Domestic Visitors to Queensland

	Visitors	Annual Change ¹	Avg Stay	Annual change
Total	20,091,000	▲ 1.6%	4.0	▼ -2.4%
Holiday	8,128,000	7.7%	4.5	2.3%
VFR	6,900,000	2.4%	3.4	-5.6%
Business	4,168,000	-9.4%	3.6	-2.7%

Intrastate	13,974,000	▼ -1.4%	3.1	▼ -8.8%
Holiday	5,387,000	2.4%	3.3	-2.9%
VFR	5,021,000	2.1%	2.6	-7.1%
Business	2,808,000	-12.4%	3.6	-5.3%

Interstate	6,118,000	▲ 9.3%	5.8	▼ -1.7%
Holiday	2,742,000	19.8%	6.8	1.5%
VFR	1,878,000	3.2%	5.6	-3.4%
Business	1,359,000	-2.5%	3.6	0.0%

Expenditure in Queensland

Queensland	\$ million	Annual change
Total ⁴	\$14,688.0m	▲ 3.4%
Holiday ⁵	\$6,824.8m	8.7%
VFR ⁵	\$2,151.2m	4.5%
Business ⁵	\$2,255.6m	-4.1%

Expenditure Record

Domestic overnight visitor expenditure in Queensland increased by 3.4% to a record \$14.7 billion in the year ending September 2016. Expenditure growth was driven by holiday spending (up 8.7% to \$6.8 billion) and VFR (up 4.5% to \$2.3 billion).

Leisure Travel Shines

The number of domestic overnight visitor trips in Queensland grew 1.6% to reach 20.1 million in the year ending September 2016. The holiday sector drove overall growth (up 7.7% to 8.1 million visitors). This growth was complemented by a 2.4% increase in VFR trips.

Business visitation was down 9.4%, most likely driven by the downturn in the resources sector. Total visitor nights in Queensland decreased by 1.5% driven by a drop in business nights (down 11.9%) and VFR nights (down 4.2%).

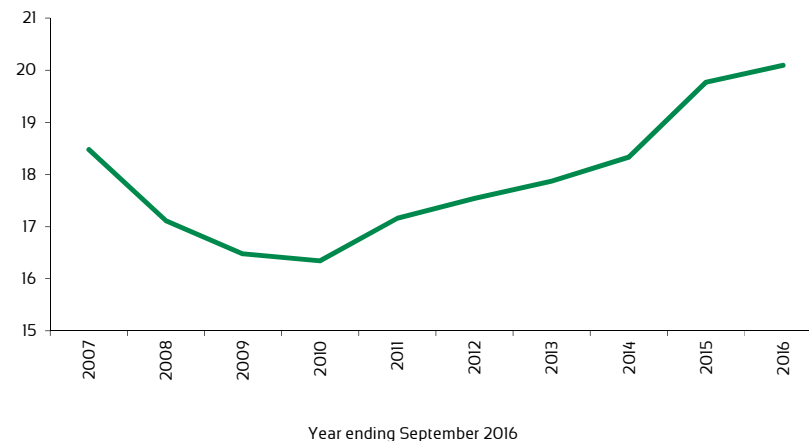
Interstate Growth

Interstate visitors to Queensland increased by 9.3% in the year ending September 2016. Interstate visitors accounted for 30.5% of total visitor numbers to Queensland, and 44.9% of total visitor nights to Queensland. Interstate growth was driven by holiday visitation, up 19.8%, while VFR also grew by 3.2%.

Staying Put

The intrastate market accounts for 69.6% of all domestic travel to Queensland by visitor number. Intrastate travel in Queensland declined by 1.4% in the year ending September 2016, driven by a decline in intrastate business travel (down 12.4%). Intrastate holiday and VFR travel both grew, by 2.4% and 2.1% respectively.

Domestic visitors to Queensland (million)



Annual Change in expenditure in Queensland - Purpose



Year ending September 2016

Domestic visitors by region

	Visitors	Annual change ¹	Holiday Visitors	Annual change
Brisbane	5,815,000	5.3%	1,610,000	18.5%
Gold Coast	3,660,000	3.8%	1,945,000	4.5%
Sunshine Coast	3,250,000	13.5%	1,925,000	19.6%
Fraser Coast	597,000	-4.3%	302,000	4.5%
Southern Qld Country ⁷	1,912,000	-4.2%	555,000	3.2%
Southern GBR	1,932,000	-0.3%	585,000	2.6%
Mackay	733,000	-16.8%	157,000	-1.9%
Whitsundays	516,000	25.5%	336,000	19.1%
Townsville	1,131,000	11.2%	351,000	18.2%
TNQ	1,875,000	-7.3%	930,000	-12.4%
Three Year Trend	Visitors	Trend Change ⁸	Holiday Visitors	Trend Change ⁸
Outback	519,000	13.4%	227,000	27.6%

Brisbane

Brisbane reached a record high in total overnight visitor numbers (5.8 million), and holiday visitors (1.6 million). Holiday travel in Brisbane was up 18.5% while Business grew by 5.4%. VFR was down 3.7%. Overall domestic overnight expenditure was down 3.2% year on year.

Gold Coast

Overall domestic overnight visitation on the Gold Coast was up 3.8% with Holiday travel up 4.5% to 1.9 million. Growth was driven by the Interstate market. Domestic expenditure on the Gold Coast increased 6.5% to \$3.0 billion. While nights were down, average spend per person per night was up 8.1% to \$255 dollars.

Sunshine Coast

Sunshine Coast saw strong growth in the key measures of domestic overnight visitation, nights and expenditure in the year ending September 2016. Holiday visitation grew by 19.6% to 1.9 million visitors, and was mainly driven by the Interstate holiday market.

Tropical North Queensland

TNQ saw a decline in domestic overnight visitation, nights and expenditure for the year ending September 2016, driven by a decline in holiday travel to the region. This was driven by a decline in the Intrastate market. The Interstate market on the other hand saw growth of 7.3%.

Southern Great Barrier Reef

A record high in domestic overnight visitor expenditure was achieved in the SGBR with the total spend reaching \$1.02 billion, up 7.2% year on year. Overall visitation was stable year on year with only -0.3% change. Holiday visitation increased, driven by the Interstate holiday market. Total visitors for VFR and Business declined.

Southern Queensland Country

Domestic visitation to SQC declined 4.2% as the Coal Seam Gas boom eases, driven by a decline in business trips. Despite visitor numbers being down overall, holiday and VFR visitation increased in the region, driving an increase in total domestic overnight expenditure (up 4.9% to \$670.4 million).

Mackay

The downturn in the resources sector continued to adversely affect the Mackay region with a 16.8% drop in visits and a 12.4% drop in nights spent in the region, predominantly from business visitors. Consequently this loss of visitors and nights impacted visitor expenditure.

Townsville

Townsville recorded good growth in domestic visitation in the year ending September 2016 with the key indicators of total visitors, nights and expenditure increasing year on year. These gains were driven by strong increases in both holidaymakers and VFR visitors.

Whitsundays

The Whitsundays recorded a 25.5% increase in domestic trips, with 19.1% growth in holiday visitation and 36.6% growth in VFR. While visitors were up, average length of stay was down 20.4% to 4.3 nights holding back further expenditure growth (+1.8%).

Fraser Coast

Domestic overnight visitation to the Fraser Coast decreased year on year. Overnight holiday travel was up 4.5% year on year to 302,000 trips. VFR declined by 5.1% to 224,000 and business travel also declined.

Outback

The Outback achieved a record high for holiday visitation, reaching 227,000. In the three years to year ending September 2016, holidaymakers to the region increased by 27.6%, VFR increased by 18.2% over the same period, and business trips were up 5.7%.

Intrastate visitors by region

Intrastate	Visitors	Annual change
Brisbane	3,411,000	2.1%
Gold Coast	1,852,000	-0.2%
Sunshine Coast	2,453,000	10.7%
Fraser Coast	450,000	-8.5%
Southern QLD Country ⁷	1,608,000	-2.5%
Southern GBR	1,670,000	-0.6%
Mackay	633,000	-16.7%
Whitsundays	271,000	20.4%
Townsville	883,000	10.5%
TNQ	1,180,000	-14.2%

Interstate visitors by region

Interstate	Visitors	Annual change
Brisbane	2,404,000	10.1%
Gold Coast	1,808,000	8.1%
Sunshine Coast	797,000	23.2%
Fraser Coast	148,000	12.1%
Southern QLD Country ⁷	304,000	-11.9%
Southern GBR	262,000	1.2%
Mackay	100,000	n/p
Whitsundays	244,000	30.5%
Townsville	249,000	14.2%
TNQ	695,000	7.3%

For more insights and data specific to any of the Queensland regions listed above, please refer to the Regional Snapshots which are released quarterly and can be found on our website at www.teq.queensland.com

⁷ In order to improve the reliability of information presented for the Toowoomba, South Burnett, Southern Downs and Western Downs regions, data for these regions will no longer be reported separately. Data for these regions will now be reported within the Southern Qld Country region in the Domestic Tourism Snapshot.

Year ending September 2016

Domestic visitor expenditure¹ in Australia by state

by State	\$ million	Annual change	Share	\$/Visitor
Queensland	\$14,688.0m	3.4%	24.6%	\$731.07
NSW	\$16,535.2m	3.4%	27.7%	\$568.83
VIC	\$12,029.7m	0.9%	20.1%	\$555.10
Other	\$16,520.6m	11.9%	27.6%	\$749.71
Total Australia	\$59,779.2m	5.1%	100%	\$668.32

Domestic visitor expenditure in Queensland by region

by Region	\$ million	Annual change	Share	\$/Visitor
Brisbane	\$3,417.0m	-3.2%	23.3%	\$587.57
Gold Coast	\$3,002.0m	6.5%	20.4%	\$820.16
Sunshine Coast	\$2,063.0m	14.4%	14.0%	\$634.76
Fraser Coast	\$264.4m	-13.6%	1.8%	\$442.80
Southern QLD Country ⁷	\$670.4m	4.9%	4.6%	\$350.59
Southern GBR	\$1,022.0m	7.2%	7.0%	\$509.74
Mackay	\$322.8m	-10.7%	2.2%	\$440.61
Whitsundays	\$517.1m	1.8%	3.5%	\$1,002.26
Townsville	\$844.7m	8.3%	5.8%	\$746.66
Outback ⁸	\$314.1m	9.5% ⁸	2.1%	\$605.08
TNQ	\$2,034.4m	-3.4%	13.9%	\$1,084.94

Data Source:

The information included in this report refers to overnight visitor data extracted from the National Visitor Survey, managed by Tourism Research Australia. Approximately 120,000 Australian residents aged 15 and over are surveyed on an annual basis using a telephone interview. The statistics included in this report depict rolling annual data and are updated each quarter. The use of rolling annual data removes seasonality from the data allowing the measurement of real growth and decline.

For this publication, data has been adjusted to conform to Tourism and Events Queensland's tourism region definitions. These are consistent with current Regional Tourism Organisation boundaries.

For Further Information:

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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.
3. VFR: Visiting friends or relatives. Please note: Figures for regional visitation may be impacted by the VFR market. VFR visitors typically stay with friends or family and as such their commercial impact on the tourism industry can be less obvious than that of holiday or business visitors.
4. Expenditure including airfares and long distance transport costs.
5. Expenditure excluding airfares and long distance transport costs.
6. Leisure: the purposes of holiday and VFR combined.
7. The Southern Queensland Country region is inclusive of the Toowoomba, South Burnett, Southern Downs and Western Downs regions.
8. Trend change refers to the percentage change between the three years to this year ended, compared to the three years to the year prior.

Tourism Research Australia has implemented a dual frame methodology to the National Visitor Survey, effective from January 2014. Using a dual frame survey methodology, a portion of the sample is collected from residential landlines and another from mobile phones. This will help overcome potential bias caused by an increasing proportion of Australia's population being outside the scope of the NVS because they live in "mobile phone only" households. For this reason, annual change results are a guide only as they are not directly comparable.

n/p Not publishable

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