

Year ending December 2016

## International Visitors to Australia

	Visitors	Annual change <sup>1</sup>	Avg Stay <sup>2</sup>	Annual change
<b>Holiday</b>	4,237,000	15.0% ▲	19.0	(-9.1%) ▼
NZ	496,000	4.6%	8.3	(-9.8%)
Asia <sup>3</sup>	2,111,000	20.6%	16.3	(-5.8%)
North America <sup>4</sup>	474,000	22.4%	16.4	(-10.9%)
Europe <sup>5</sup>	553,000	8.0%	35.5	(-7.1%)
UK	394,000	6.3%	27.9	(-11.1%)
<b>VFR<sup>6</sup></b>	2,824,000	7.6% ▲	23.4	(-4.9%) ▼
NZ	542,000	1.7%	10.3	1.0%
Asia	1,133,000	12.5%	32.0	(-8.0%)
North America	271,000	8.6%	16.9	(-7.7%)
Europe	288,000	6.4%	20.1	(-6.5%)
UK	388,000	2.4%	19.5	(-8.9%)
<b>Business</b>	875,000	4.9% ▲	11.5	(-3.4%) ▼
NZ	211,000	4.1%	6.1	5.2%
Asia	349,000	12.5%	13.7	(-1.4%)
North America	127,000	0.9%	13.6	13.3%
Europe	81,000	(-6.2%)	13.5	(-16.1%)
UK	58,000	1.0%	11.8	(-34.8%)
<b>TOTAL<sup>7</sup></b>	7,529,000	11.3% ▲	33.5	(-8.5%) ▼
NZ	1,197,000	3.2%	12.4	(-10.1%)
Asia	3,610,000	17.0%	38.1	(-8.6%)
North America	794,000	15.4%	24.5	(-8.9%)
Europe	802,000	6.2%	46.7	(-9.7%)
UK	664,000	3.4%	35.7	(-13.6%)

## International Expenditure in Australia

EXPENDITURE <sup>8</sup>	\$ million	Annual change
Australia	\$26,216.9m	8.1%

### Record Visitors to Australia

The recent increases in international visitors to Australia continued for the year ending December 2016. With 765,000 additional international visitors to Australia over the year, visitor growth reached 11.3% on the same period last year or a record 7.5 million international visitors. Underscoring this record performance was a perfect score of results with increases across every international source market.

The growth in visitors from Asian source markets continued with 17.0% growth in visitors from across Asia, including China, which subsequently increased the Asian share of all international visitors from 45.6% in the year ending December 2015 to 48.0% in the year ending December 2016. North America also continued to perform well with an increase of 15.4%, while UK visitors grew by 3.4% and Europe (excl. UK) was up 6.2%.

### China Over the Million

The impressive growth in international visitors from China to Australia continued with over one million Chinese visitors during the year and growth of 17.6% over the year prior. The broad impact of this growth in total visitor numbers can be seen in the growth of the component parts. Whilst those visiting for holidays increased 20.8%, there was also strong growth in those visiting for education purposes which increased 21.1%. Holiday visitors contributed 65.2% of all Chinese visitors and those visiting friends and relatives had a 24.7% share of the total.

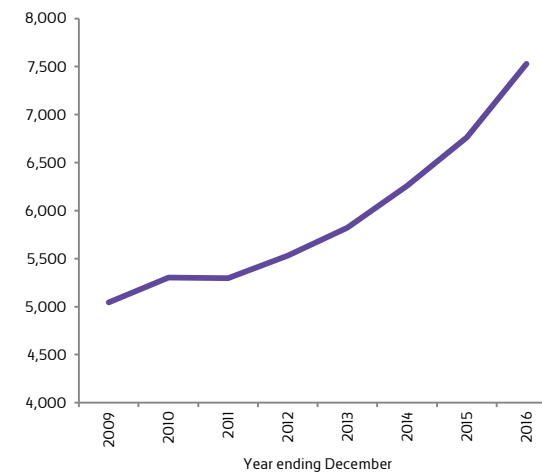
### Purpose of Travel

The underlying purpose of travel for international visitors had strong growth across most categories. Holiday visitors increased 15.0% and contributed 56.3% of all international visitors to Australia. Those who came to visit friends and relatives increased 7.6% and contributed 37.5% of all international visitors. International education visitors increased 8.5% and contributed 7.2% of visitors, they increased their nights by 4.3% and contributed 25.6% of all international visitor nights in Australia.

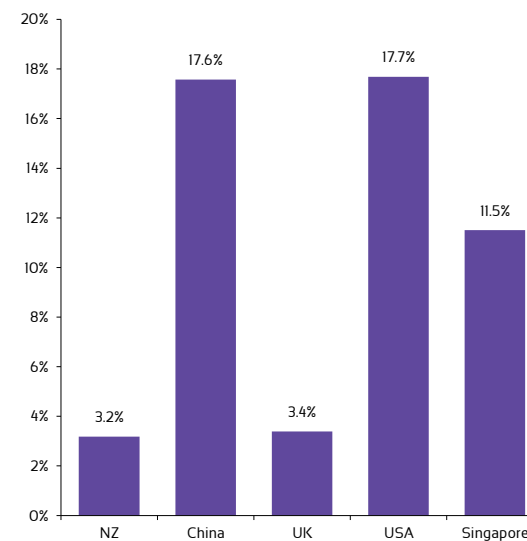
### Expenditure Records

Records for expenditure increased in the year ending December 2016. Total international visitor expenditure for Australia reached a record \$26.2 billion. This included record expenditure for several source markets including China (\$6.9 billion), New Zealand (\$1.8 billion), Malaysia (\$972 million), Hong Kong (\$907 million), India (\$868 million), Germany (\$739 million), Taiwan (\$700 million) Indonesia (\$588 million), and Scandinavia (\$419 million).

International Visitors ('000) to Australia



Annual change in visitors to Australia, Top 5



Year ending December 2016

## State Comparison

	Visitors	Annual change	Avg Stay	Annual change
<b>Holiday</b>				
Qld	1,799,000	14.1%	12.5	(-9.4%)
NSW	2,271,000	15.0%	11.7	(-10.0%)
Vic	1,469,000	13.1%	10.6	(-0.9%)
Other States	1,042,000	14.2%	15.3	(-11.6%)
<b>Australia</b>	<b>4,237,000</b>	<b>15.0%</b>	<b>19.0</b>	<b>(-9.1%)</b>

<b>VFR</b>				
Qld	596,000	4.2%	19.4	(-9.8%)
NSW	1,022,000	9.5%	21.1	(-8.7%)
Vic	862,000	4.9%	22.2	6.2%
Other States	635,000	8.1%	21.6	(-6.5%)
<b>Australia</b>	<b>2,824,000</b>	<b>7.6%</b>	<b>23.4</b>	<b>(-4.9%)</b>

<b>Business</b>				
Qld	166,000	1.2%	8.9	17.1%
NSW	397,000	4.8%	8.7	(-3.3%)
Vic	284,000	10.3%	8.2	(-14.6%)
Other States	186,000	2.0%	15.1	(-2.6%)
<b>Australia</b>	<b>875,000</b>	<b>4.9%</b>	<b>11.5</b>	<b>(-3.4%)</b>

<b>TOTAL</b>				
Qld	2,574,000	10.2%	20.1	(-11.5%)
NSW	3,872,000	13.2%	22.6	(-10.0%)
Vic	2,674,000	10.4%	23.5	(-2.1%)
Other States	1,852,000	9.1%	27.0	(-9.4%)
<b>Australia</b>	<b>7,529,000</b>	<b>11.3%</b>	<b>33.5</b>	<b>(-8.5%)</b>

### Even Growth Grows

We continue to see growth in visitation from every one of Australia's core international source markets to Queensland in the year ending December 2016. Asian source markets continued their good growth with impressive double digit increases across a number of countries. Western markets solidified their modest growth with the United States continuing a double digit growth rate. Overall, growth in visitation was seen across all states and territories.

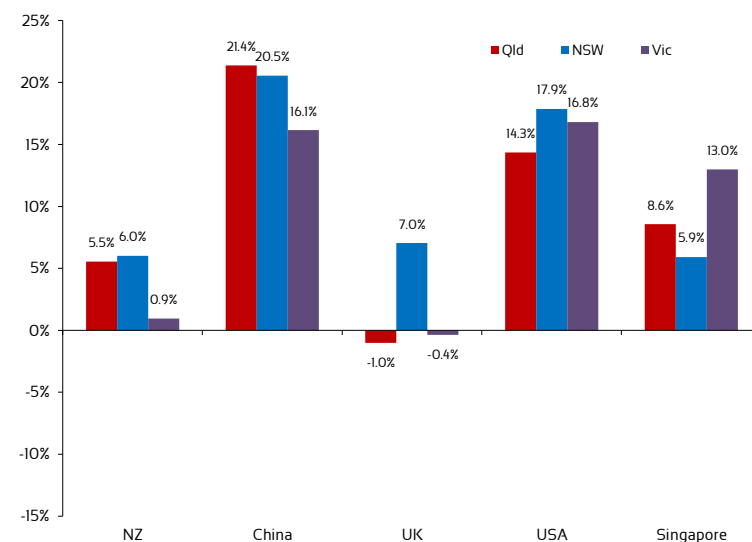
### Spending is Trending

International visitor expenditure increased nationally in the year ending December 2016 in all States and Territories except Northern Territory. Queensland saw growth of 4.0%, reaching expenditure of \$5.1 billion in the year ending to December 2016. New South Wales recorded an increase of 12.7% in overnight visitor expenditure, while Victoria had growth of 6.1%. Holiday and Education travel drove international spending for most states, up 10.1% and 13.5% respectively. Business travel spending increased by 5.4%.

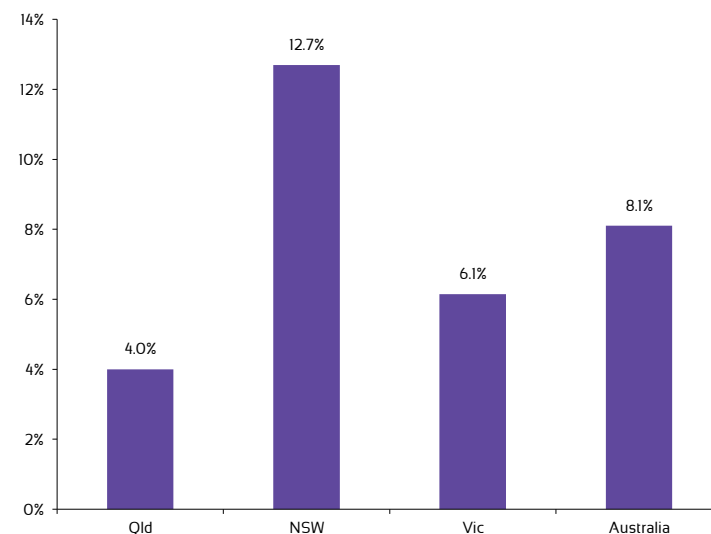
### Purpose by State

Holiday travel continues to drive international visitor growth with an extra 553,000 holiday travellers visiting Australia in the year ending December 2016. Looking at the profile of visitors within the three larger states, Queensland had the strongest share of holiday visitors as a proportion of all international visitors at 69.9%. New South Wales was next with 58.7% followed by Victoria with 54.9%. The proportion of VFR visitors to Queensland was 23.2% of all international visitors, with New South Wales on 26.4% and Victoria at 32.2%. From a business perspective, Queensland's proportion of total visitors to the State was 6.4%, compared to 10.3% for New South Wales and 10.6% for Victoria.

Annual change in visitors by state in key markets



Annual change in visitor expenditure by State



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Year ending December 2016

## International Visitors to Queensland

	Visitors	Annual change	Avg Stay	Annual change
<b>Holiday</b>	<b>1,799,000</b>	<b>14.1% ▲</b>	<b>12.5</b>	<b>(-9.4%) ▼</b>
NZ	229,000	12.6%	9.6	(-5.0%)
Asia	876,000	20.8%	11.1	(-4.3%)
North America	204,000	16.5%	9.8	(-3.0%)
Europe	245,000	2.2%	19.7	(-9.2%)
UK	161,000	3.9%	17.0	(-16.3%)

<b>VFR</b>	<b>596,000</b>	<b>4.2% ▲</b>	<b>19.4</b>	<b>(-9.8%) ▼</b>
NZ	191,000	1.1%	9.5	(-6.9%)
Asia	159,000	6.5%	33.4	(-10.7%)
North America	53,000	8.0%	14.9	(-16.3%)
Europe	55,000	1.7%	17	(-14.6%)
UK	78,000	(-4.3%)	16.2	(-19.8%)

<b>Business</b>	<b>166,000</b>	<b>1.2% ▲</b>	<b>8.9</b>	<b>17.1% ▲</b>
NZ	41,000	(-4.8%)	5.0	(-12.3%)
Asia	62,000	12.8%	12.2	32.6%
North America	24,000	2.9%	6.9	(-13.8%)
Europe	14,000	(-9.3%)	6.5	(-20.7%)
UK	11,000	10.8%	14.1	93.2%

<b>TOTAL</b>	<b>2,574,000</b>	<b>10.2% ▲</b>	<b>20.1</b>	<b>(-11.5%) ▼</b>
NZ	447,000	5.5%	11.7	(-7.1%)
Asia	1,151,000	17.7%	21.7	(-10.0%)
North America	281,000	12.5%	14.9	(-14.4%)
Europe	300,000	1.1%	26.5	(-11.4%)
UK	225,000	(-1.0%)	21.7	(-17.8%)

## International Expenditure in Queensland

<b>EXPENDITURE</b>	<b>\$ million</b>	<b>Annual change</b>
Queensland	\$5,130.9m	4.0%

### Happy Holidaying

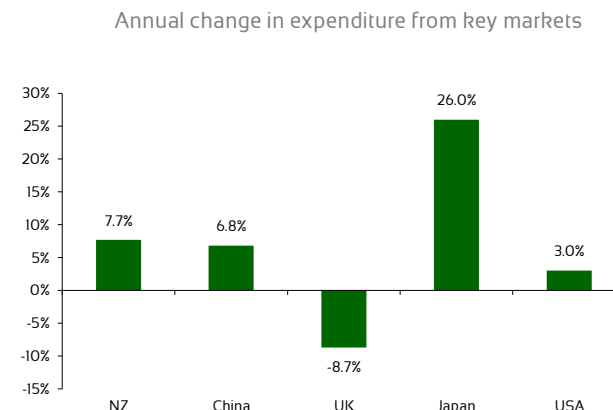
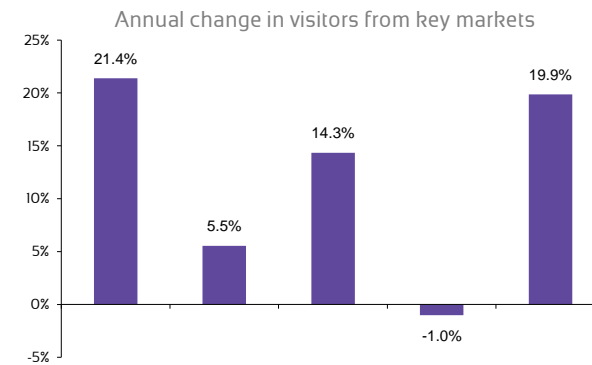
International overnight visitor expenditure for Queensland continued to see growth with an increase of 4.0% to \$5.1 billion, for the year ending December 2016. The number of international visitors to Queensland reached record highs with 10.2% growth to 2.6 million visitors. Many of the state's key international source markets, including China, Japan, USA, Korea and Taiwan achieved double digit growth. Holiday travel was the key contributor to this result, with the state welcoming a record high of 1.8 million international holidaymakers over the same period. Holiday travel represents 69.9% of total international visitation to the State. This growth in holiday travel was supported by 4.2% growth in VFR travel, while business travel saw a slight increase (up 1.2%).

### Market Mix

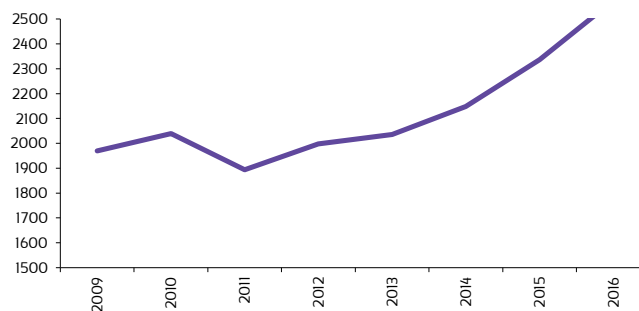
12 of Queensland's top 20 international markets recorded increases in overnight visitor expenditure, with good growth from key source markets, including China (up 6.8%), New Zealand (up 7.7%), Japan (up 26.0%) and Korea (up 18.9%).

### Capitalise on China

China remained Queensland's largest source market in terms of visitor expenditure and visitor numbers. Visitation from China to Queensland increased 21.4% to 484,000. Expenditure by Chinese visitors to Queensland grew by 6.8% to \$1.02 billion.



International Visitors ('000) to Queensland



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Year ending December 2016

## International Visitors by region

	Visitors	Annual change	Avg Stay	Holiday Visitors	Annual change
Brisbane	1,194,000	6.0%	20.5	647,000	11.0%
Gold Coast	1,027,000	13.9%	9.4	812,000	14.2%
Sunshine Coast	291,000	16.2%	9.8	231,000	19.9%
Fraser Coast	147,000	16.1%	5.3	137,000	13.2%
SQC <sup>9</sup>	45,000	(-11.6%)	30.5	18,000	(-11.9%)
SGBR <sup>10</sup>	142,000	3.9%	14.6	112,000	9.7%
Mackay	47,000	10.8%	11.2	35,000	27.3%
Whitsundays	248,000	19.2%	6.7	239,000	19.5%
Townsville	129,000	5.8%	12.6	104,000	14.9%
TNQ	901,000	15.3%	7.3	837,000	16.2%

	Visitors	Trend change <sup>11</sup>	Avg Stay	Holiday Visitors	Trend change
Outback <sup>11</sup>	22,000	9.3%	9.3	17,000	11.3%

## Expenditure in Queensland regions

	\$ million	Annual change	Spend per visitor	Spend per night
Brisbane	\$2,016.0m	3.3%	\$1,678.67	\$82.42
Gold Coast	\$1,202.7m	(-2.0%)	\$1,169.16	\$124.35
Sunshine Coast	\$266.0m	36.4%	\$913.31	\$92.93
Fraser Coast	\$40.1m	11.8%	\$271.83	\$50.85
SQC <sup>9</sup>	\$61.7m	(-4.0%)	\$1,385.45	\$45.45
SGBR <sup>10</sup>	n/p	n/p	n/p	n/p
Mackay	n/p	n/p	n/p	n/p
Whitsundays	\$204.4m	5.8%	\$824.30	\$123.86
Townsville	\$85.2m	(-18.5%)	\$662.58	\$52.45
TNQ	\$1,125.0m	10.1%	\$1,248.67	\$170.29

### Brisbane

Brisbane saw record high international visitor numbers in the year ending December 2016, with an increase of 6.0% to 1.2 million visitors. This was driven by growth in Holiday and VFR travel. Brisbane saw strong growth from China, USA, Korea and Japan. Visitation from New Zealand was down 9.0%. International visitor expenditure reached a record high of \$2.0 billion, despite a slight decline in nights (down 1.6%).

### Gold Coast

The Gold Coast recorded a 13.9% increase in international visitors in the year ending December 2016, reaching a record high 1.0 million visitors. This was driven by double digit growth in a number of Asian markets including China, Hong Kong, Taiwan and Korea. The USA also saw double digit growth, while NZ and the UK increased moderately. Visitor expenditure on the Gold Coast decreased by 2.0% to \$1.2 billion. This might be driven by a 2.8% drop in nights spent in the region.

### Tropical North Queensland

International travel to Tropical North Queensland increased 15.3% to a record high 901,000 in the year ending December 2016. TNQ is the most popular holiday destination in the state for international visitors. Top three source markets, i.e. China, US and Japan, all saw strong growth while New Zealand visitation also increased by double digits. Overnight visitor expenditure grew 10.1% to \$1.1 billion, another record high.

### Sunshine Coast

International visitation to the Sunshine Coast grew by 16.2% to 291,000 in the year ending December 2016, with an increase in holiday travel of 19.9% to a record high 231,000 visitors. Sunshine Coast saw growth from its top 5 international source markets, New Zealand, the UK, Germany, USA and Scandinavia. The growth in visitation and nights (up 6.3%) saw 36.4% growth in overnight visitor expenditure, to \$266.0 million.

### Whitsundays

The Whitsundays recorded growth of 19.2% in international visitation in the year ending December 2016 to reach a record high 248,000 visitors. Growth was seen from all of the Whitsundays top 5 source markets, i.e. the UK, Germany, the USA, China and New Zealand. Increased nights (up 24.8%) drove increased visitor expenditure to the region.

### Fraser Coast

International travel to the Fraser Coast increased 16.1% to 147,000 visitors in the year ending December 2016. This was driven by growth from the UK and Germany. Visitors stayed longer in the region, with an increase in international visitor nights to 788,000. This resulted in increased international visitor expenditure to the region.

### Townsville

Townsville saw an increase of 5.8% in international visitors in the year ending December 2016. Good growth was seen in visitors from the UK and Germany. Visitors spent less nights in townsville (down 3.4%), impacting on overall expenditure to the region.

### Southern Great Barrier Reef

International travel to the SGBR increased by 3.9% to 142,000 in the year ending December 2016, driven by growth in the regions two largest source markets, the UK and Germany.

### Southern Queensland Country

International visitation to SQC declined 11.6% in the year ending December 2016. New Zealand is SQC's largest international source market, and visitation from New Zealand was relatively stable year on year.

### Mackay

The number of international visitors to Mackay increased by 10.8% in the year ending December 2016. This was driven by 27.3% growth in Holiday visitation, and growth from the German market.

### Outback

International visitation to the Outback increased 9.3% in the three years trend to the year ending December 2016, driven by growth from Europe (including the UK).

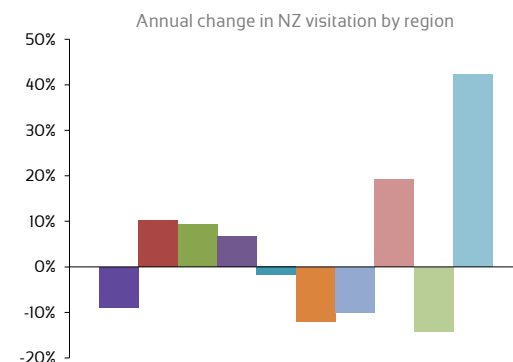
Year ending December 2016

## Region comparison by source market

NZ	Visitors	% Chg
Brisbane	169,000	(-9.0%)
Gold Coast	204,000	10.2%
Sunshine Coast	66,000	9.2%
Fraser Coast	n/p	n/p
SQC	9,000	n/p
SGBR	17,000	(-12.1%)
Mackay	7,000	(-9.9%)
Whitsundays	12,000	19.1%
Townsville	9,000	(-14.2%)
Outback <sup>11</sup>	n/p	n/p
TNQ	53,000	42.3%
<b>Queensland</b>	<b>447,000</b>	<b>5.5%</b>

China	Visitors	% Chg
Brisbane	220,000	18.6%
Gold Coast	292,000	20.8%
Sunshine Coast	n/p	n/p
Fraser Coast	n/p	n/p
SQC	n/p	n/p
SGBR	n/p	n/p
Mackay	n/p	n/p
Whitsundays	21,000	62.3%
Townsville	n/p	n/p
Outback <sup>11</sup>	n/p	n/p
TNQ	229,000	32.1%
<b>Queensland</b>	<b>484,000</b>	<b>21.4%</b>

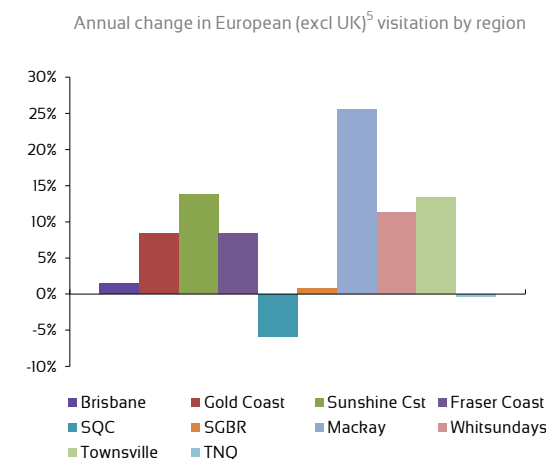
UK	Visitors	% Chg
Brisbane	127,000	4.8%
Gold Coast	71,000	8.5%
Sunshine Coast	58,000	6.4%
Fraser Coast	37,000	11.1%
SQC	n/p	n/p
SGBR	26,000	11.0%
Mackay	n/p	n/p
Whitsundays	54,000	14.0%
Townsville	27,000	8.7%
Outback <sup>11</sup>	n/p	n/p
TNQ	93,000	1.7%
<b>Queensland</b>	<b>225,000</b>	<b>(-1.0%)</b>






















Europe <sup>5</sup>	Visitors	% Chg
Brisbane	180,000	1.4%
Gold Coast	91,000	8.3%
Sunshine Cst	93,000	13.9%
Fraser Coast	73,000	8.4%
SQC	10,000	(-5.9%)
SGBR	53,000	0.8%
Mackay	20,000	25.6%
Whitsundays	96,000	11.2%
Townsville	60,000	13.5%
Outback <sup>11</sup>	9,000	5.6%
TNQ	151,000	(-0.3%)
<b>Queensland</b>	<b>300,000</b>	<b>1.1%</b>

Japan	Visitors	% Chg
Brisbane	38,000	14.2%
Gold Coast	63,000	19.9%
Sunshine Coast	n/p	n/p
Fraser Coast	n/p	n/p
SQC	n/p	n/p
SGBR	n/p	n/p
Mackay	n/p	n/p
Whitsundays	9,000	57.6%
Townsville	n/p	n/p
Outback <sup>11</sup>	n/p	n/p
TNQ	110,000	21.2%
<b>Queensland</b>	<b>198,000</b>	<b>19.9%</b>

Nth America	Visitors	% Chg
Brisbane	123,000	16.6%
Gold Coast	53,000	9.4%
Sunshine Coast	32,000	32.8%
Fraser Coast	14,000	28.9%
SQC	7,000	36.4%
SGBR	18,000	13.5%
Mackay	n/p	n/p
Whitsundays	34,000	27.5%
Townsville	16,000	5.4%
Outback <sup>11</sup>	n/p	n/p
TNQ	138,000	11.4%
<b>Queensland</b>	<b>281,000</b>	<b>12.5%</b>



Year ending December 2016

	QLD		NSW		VIC		Australia	
	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change
 New Zealand	447,000	5.5%	425,000	6.0%	331,000	0.9%	1,197,000	3.2%
Total Asia	1,151,000	17.7%	1,817,000	17.9%	1,416,000	16.0%	3,610,000	17.0%
 Japan	198,000	19.9%	163,000	27.3%	59,000	26.9%	380,000	23.2%
 Hong Kong	64,000	10.1%	117,000	11.4%	90,000	8.4%	226,000	12.8%
 Singapore	66,000	8.6%	122,000	5.9%	128,000	13.0%	382,000	11.5%
 Malaysia	48,000	8.3%	85,000	5.9%	140,000	11.2%	346,000	14.7%
 Indonesia	20,000	13.2%	67,000	17.4%	63,000	21.7%	153,000	14.2%
 Taiwan	72,000	20.3%	74,000	15.5%	57,000	23.3%	153,000	25.9%
 Thailand	16,000	17.9%	42,000	28.6%	30,000	12.8%	85,000	18.4%
 Korea	72,000	23.8%	203,000	22.3%	52,000	14.5%	261,000	23.9%
 China	484,000	21.4%	683,000	20.5%	569,000	16.1%	1,113,000	17.6%
 India	57,000	(-2.8%)	125,000	11.8%	118,000	13.5%	241,000	11.7%
Other Asia	54,000	24.8%	133,000	18.6%	110,000	25.0%	270,000	16.8%
North America	281,000	12.5%	513,000	14.4%	256,000	13.2%	794,000	15.4%
 USA	226,000	14.3%	426,000	17.9%	208,000	16.8%	654,000	17.7%
 Canada	55,000	5.4%	87,000	0.1%	47,000	(-0.4%)	140,000	5.6%
Total Europe	525,000	0.2%	881,000	8.4%	553,000	4.9%	1,466,000	4.9%
 UK	225,000	(-1.0%)	373,000	7.0%	227,000	(-0.4%)	664,000	3.4%
 Germany	88,000	7.5%	128,000	9.2%	86,000	11.7%	193,000	6.8%
Scandinavia	38,000	(-4.5%)	66,000	11.2%	40,000	17.0%	101,000	6.3%
 France	38,000	(-11.8%)	76,000	4.1%	47,000	1.9%	116,000	3.4%
 Italy	20,000	(-15.4%)	38,000	(-2.1%)	31,000	0.3%	70,000	1.8%
 Netherlands	20,000	19.5%	30,000	19.7%	21,000	15.8%	49,000	10.5%
 Switzerland	23,000	5.0%	32,000	(-3.0%)	20,000	(-13.4%)	51,000	0.8%
Other Europe	74,000	4.5%	136,000	17.5%	83,000	15.5%	221,000	8.9%
Other	171,000	5.9%	237,000	8.4%	118,000	(-2.3%)	462,000	6.7%
<b>TOTAL</b>	<b>2,574,000</b>	<b>10.2%</b>	<b>3,872,000</b>	<b>13.2%</b>	<b>2,674,000</b>	<b>10.4%</b>	<b>7,529,000</b>	<b>11.3%</b>

## State expenditure comparison

	QLD	NSW	VIC	Australia
Expenditure (\$ million)	\$5,130.9m	\$9,521.6m	\$6,921.0m	\$26,216.9m
Annual change	4.0%	12.7%	6.1%	8.1%
Share of expenditure	19.6%	36.3%	26.4%	100.0%
Spend per Visitor	\$1,986.17	\$2,411.04	\$2,585.18	\$3,438.44

## Queensland Deep Dive

The number of New Zealand visitors to Queensland reached a record high 447,000 in the year ending December 2016, while expenditure from the New Zealand market also reached a record high \$598.9 million. The appreciation of the New Zealand dollar vs. the Australian Dollar might have assisted the growth in expenditure.

Visitation from the United Kingdom remained relatively stable (down -1.0%), but expenditure from this market was down -8.7% year on year. It is noted that the AUD strengthened by almost 30% against the GBP in the six months after Brexit. During this time the GBP reached a 30 year low.

Visitation and expenditure from the Japanese market grew strongly, up 19.9% and 26.0% respectively. It is also noted that the JPY has risen 10.8% against the AUD since June 2016, stalling the downward trend seen in the JPY vs. AUD since early 2015.

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

n/p - not published for technical reasons

For Further Information:  
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Tourism and Events Queensland

Data Source: International Visitor Survey, Tourism Research Australia. The information included in this report was extracted from the International Visitor Survey (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.

For this publication data has been adjusted to conform to Tourism and Events Queensland's destinations, which may differ slightly from ABS Tourism Regions.

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