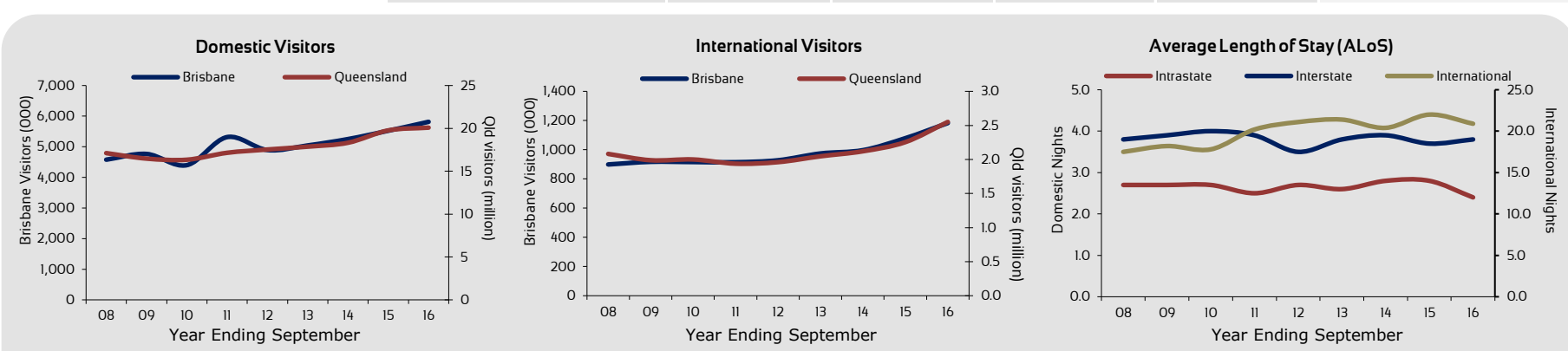




	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	5,815,000	1,610,000	2,336,000	1,419,000	\$3,417.00
Annual % change <sup>1</sup>	▲ 5.3%	▲ 18.5%	▼ -3.7%	▲ 5.4%	▼ -3.2%
Trend % change <sup>2</sup>	▲ 4.9%	▲ 4.0%	▲ 3.0%	▲ 8.5%	▲ 1.8%
<b>International Overnight</b>	1,182,836	632,000	337,000	104,000	\$1,978.3m
Annual % change	▲ 9.6%	▲ 14.8%	▲ 10.0%	▼ -7.0%	▲ 6.9%
Trend % change	▲ 6.8%	▲ 8.6%	▲ 6.5%	▼ -3.0%	▲ 8.0%
<b>TOTAL</b>	<b>6,998,000</b>	<b>2,242,000</b>	<b>2,673,000</b>	<b>1,523,000</b>	<b>\$5,395.3m</b>
Annual change	▲ 6.0%	▲ 17.4%	▼ -2.2%	▲ 4.5%	● 0.3%

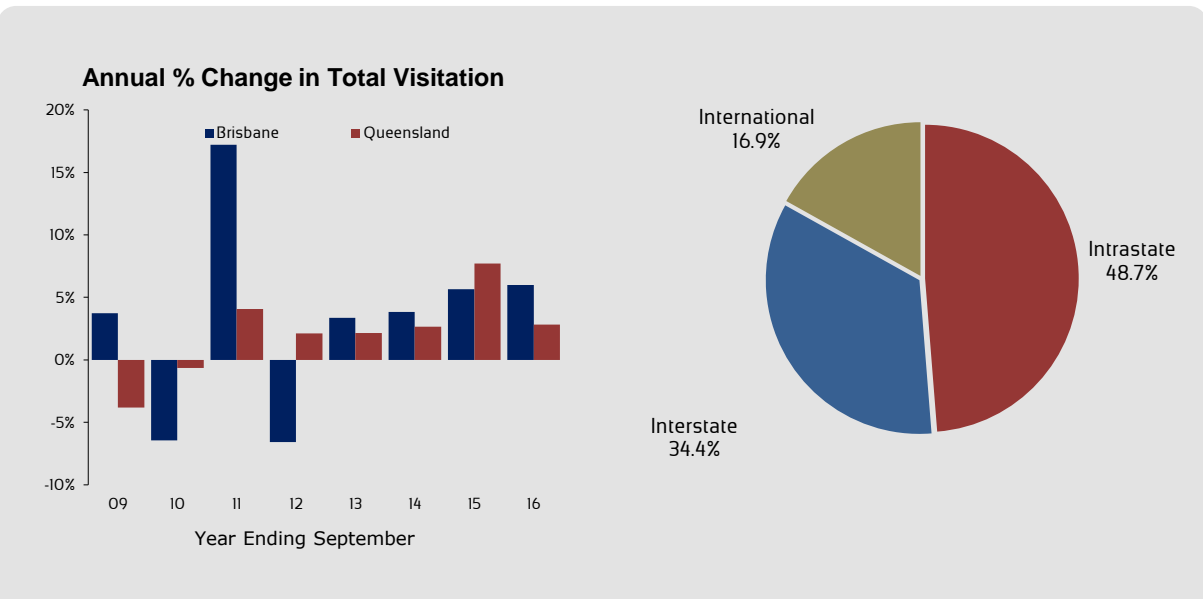


**Domestic Visitors**

- For the year ending September 2016, the number of domestic overnight visitors to Brisbane increased by 5.3%, reaching a record high of 5.8 million. Holiday visitor numbers continued to see strong growth (up 18.5%) and reached a record high of 1.6 million. Holiday visitors grew to 27.7% share of domestic visitors to Brisbane, while those visiting friends and relatives (VFR) continued to hold the largest share at 40.2%.
- Interstate visitors to Brisbane increased 10.1% and represented 41.3% of domestic overnight visitors to Brisbane. Interstate holiday visitors increased 24.8%, representing 25.1% of all interstate visitors. Business visitors from interstate also grew by 6.4% and made up 34.7% of interstate visitation. VFR was stable (-0.5%) and represented 35.5% of interstate visitation to the region.
- Intrastate visitors to Brisbane grew slightly (2.1%). Growth in visitors from the South East corner continued to be offset by declines elsewhere. The largest driver was holiday travel, which increased 15.0%. VFR declined by 5.5% but remained the bulk of the intrastate market, making up 43.5% of all intrastate visitation to Brisbane.
- Despite growth in visitor numbers, the total number of domestic visitor nights remained relatively steady (down 0.8%) resulting in a slight decline in the average length of stay (ALoS), down from 3.2 to 3.0 nights. The ALoS for holiday visitors increased slightly to 3.2 nights and business increased to 2.5 nights. VFR decreased slightly to 3.2 nights.
- The decline in domestic visitors' average length of stay saw overnight expenditure decrease slightly (down 3.2%) to \$3.4 billion.

**International Visitors**

- International visitation to Brisbane increased 9.6% for the year ending September 2016, reaching a record high 1.18 million visitors. International holiday visitors were a strong driver of this growth with a 14.8% increase, reaching a record high 632,000 (53.4% share of all international visitors). International VFR increased (up 10.0%), while Business and Education visitation were down year on year (-7.0% and -9.3% respectively).
- China continued to dominate the growth for international visitors to Brisbane with an increase of 29.9%. The main driver being a 45.7% increase in holidaymakers. China was Brisbane's largest international source market with 18.7% share of international visitation to Brisbane.
- New Zealand came in second with 14.3% share of international visitation to Brisbane, though visitation decreased 10.1%. The third largest source market, the United Kingdom saw slight growth (up 4.3%).
- Other strong performers included USA and Germany with increases in visitors of 19.3% and 12.4% respectively. Several other Asian markets also recorded strong growth in travel to Brisbane, including Japan (up 34%), Korea (up 46%) and Hong Kong (up 21% to 34,000).
- The overall growth in international visitor nights was only slightly lower than the growth in international visitors. This resulted in ALoS decreasing by 5.0% to 20.9 nights for international visitors.
- Despite the decrease in average length of stay, international expenditure increased by 6.9% to a record high \$2.0 billion - bolstered by the rise in visitors and total nights.



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## Domestic visitation Year Ending September 2016

### Domestic Visitors to Brisbane

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	1,610,000	18.5%	5,192,000	23.6%	3.2	0.1
VFR	2,336,000	-3.7%	7,434,000	-8.0%	3.2	-0.1
Business	1,419,000	5.4%	3,485,000	6.2%	2.5	0.1
<b>Domestic<sup>3</sup></b>	<b>5,815,000</b>	<b>5.3%</b>	<b>17,388,000</b>	<b>-0.8%</b>	<b>3.0</b>	<b>-0.2</b>
<b>Intrastate</b>						
Holiday	1,006,000	15.0%	2,582,000	17.6%	2.6	0.1
VFR	1,483,000	-5.5%	3,335,000	-19.6%	2.2	-0.4
Business	584,000	3.9%	1,308,000	-11.5%	2.2	-0.4
<b>Intrastate</b>	<b>3,411,000</b>	<b>2.1%</b>	<b>8,206,000</b>	<b>-12.7%</b>	<b>2.4</b>	<b>-0.4</b>
<b>Interstate</b>						
Holiday	604,000	24.8%	2,610,000	30.2%	4.3	0.2
VFR	853,000	-0.5%	4,099,000	4.2%	4.8	0.2
Business	834,000	6.4%	2,177,000	20.7%	2.6	0.3
<b>Interstate</b>	<b>2,404,000</b>	<b>10.1%</b>	<b>9,182,000</b>	<b>13.0%</b>	<b>3.8</b>	<b>0.1</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Brisbane	13,733,000	12.0%	\$1,348.7m	1.2%
Queensland	40,526,000	10.5%	\$4,330.8m	5.4%
<b>Australia</b>	<b>187,735,000</b>	<b>7.4%</b>	<b>\$19,329.1m</b>	<b>1.5%</b>

On a national level, daytrip visitation increased 7.4% to 187.7 million visitors in the year ending September 2016. By comparison, daytrips in Queensland increased 10.5%, Victoria increased 7.4%, while New South Wales increased 3.7%.

### Key domestic source markets to Brisbane

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	898,000	13.1%	2,071,000	9.3%
Regional Qld	2,513,000	-1.3%	6,135,000	-18.2%
Sydney	748,000	12.3%	2,579,000	26.2%
Regional NSW	638,000	4.9%	2,039,000	-4.6%
Melbourne	463,000	8.7%	1,437,000	-10.6%
Regional Vic	107,000	23.0%	1,102,000	161.1%

### State Comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	20,091,000	1.6%	79,489,000	-1.5%
NSW	29,069,000	4.5%	94,129,000	4.4%
Victoria	21,671,000	2.3%	64,031,000	1.9%
<b>Australia</b>	<b>89,447,000</b>	<b>4.8%</b>	<b>330,074,000</b>	<b>3.7%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	8,128,000	7.7%	36,363,000	9.4%
NSW	11,850,000	8.0%	42,405,000	9.7%
Victoria	9,680,000	6.9%	29,824,000	6.5%
<b>Australia</b>	<b>36,871,000</b>	<b>8.2%</b>	<b>143,977,000</b>	<b>9.3%</b>

Total domestic overnight visitation continued to increase across all states in the year ending September 2016, which lead to national growth in domestic travel.





## International visitation Year Ending September 2016

International Visitors to Brisbane						
All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	632,000	14.8%	6,617,000	9.4%	10.5	-0.5
VFR	337,000	10.0%	7,059,000	8.1%	20.9	-0.4
Business	104,000	-7.0%	740,000	3.3%	7.1	0.7
<b>Total<sup>3</sup></b>	<b>1,183,000</b>	<b>9.6%</b>	<b>24,735,000</b>	<b>4.2%</b>	<b>20.9</b>	<b>-1.1</b>

State Comparison - International				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,551,000	13.1%	53,087,000	5.0%
NSW	3,760,000	12.6%	87,071,000	5.6%
Victoria	2,630,000	13.3%	59,927,000	3.9%
<b>Australia</b>	<b>7,348,000</b>	<b>11.7%</b>	<b>250,402,000</b>	<b>3.8%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,779,000	17.0%	22,720,000	10.0%
NSW	2,220,000	17.6%	26,687,000	9.5%
Victoria	1,458,000	20.7%	14,824,000	9.3%
<b>Total</b>	<b>4,142,000</b>	<b>18.1%</b>	<b>80,415,000</b>	<b>8.0%</b>

Top 10 international source markets				
Total	Visitors	Year % Chg	Nights	Year % Chg
China	221,000	29.9%	4,273,000	5.5%
NZ	169,000	-10.1%	1,719,000	-1.8%
UK	125,000	4.3%	1,850,000	-16.0%
USA	93,000	19.3%	1,170,000	10.3%
Germany	57,000	12.4%	597,000	14.7%
Korea	39,000	46.4%	2,421,000	66.7%
Japan	39,000	34.4%	1,080,000	4.5%
Taiwan	35,000	5.0%	1,896,000	12.1%
Hong Kong	34,000	21.4%	778,000	-5.8%
Singapore	30,000	6.5%	451,000	-32.8%

These are the top 10 source markets for this period, ranked using total visitor numbers. Some markets may have been added to create natural groups such as 'Asia' and 'Europe' to provide a more complete picture. For technical reasons, some data may not be published, however the markets will still appear in order.

Holiday	Visitors	Year % Chg	Nights	Year % Chg
China	167,000	45.7%	496,000	71.2%
UK	72,000	4.2%	684,000	-7.8%
NZ	46,000	-1.4%	320,000	7.8%
USA	46,000	27.2%	296,000	12.6%
Germany	45,000	5.1%	358,000	23.9%
Korea	25,000	55.9%	1,438,000	59.7%
Hong Kong	21,000	43.7%	282,000	30.0%
Taiwan	20,000	-12.0%	953,000	-5.0%
Scandinavia	17,000	-1.1%	126,000	-18.4%
Japan	16,000	82.9%	399,000	3.2%

The top 10 holiday visitor markets are similar to the total visitor markets above, however they are ranked using holiday visitor numbers. The same grouping and limitation of data applies.

The average length of stay of international holidaymakers in Queensland was 12.8 nights in the year ending September 2016. This result was more than both New South Wales (12.0 nights) and Victoria (10.2 nights). This represents a year on year decline of approximately 1 night in the average stay of international holiday travellers for Queensland, New South Wales and Victoria.

Regional Snapshots for all Queensland regions are available on the TEQ Research website, [www.teq.queensland.com](http://www.teq.queensland.com)

Overview snapshots are also available for both Domestic and International visitors. Any questions or comments, please email [research@queensland.com](mailto:research@queensland.com)

The Brisbane tourism region aligns with the ABS Brisbane region, extending across Gatton and Ipswich, Caboolture, Logan and Brisbane city.



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Year Ending September 2016

Domestic Regional Comparison							% Proportion of Travel Purpose			
Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
<b>Brisbane</b>	<b>5,815,000</b>	<b>5.3%</b>	<b>17,388,000</b>	<b>-0.8%</b>	<b>3.0</b>	<b>-0.2</b>	<b>28%</b>	<b>40%</b>	<b>24%</b>	<b>29%</b>
Gold Coast	3,660,000	3.8%	13,326,000	-1.5%	3.6	-0.2	53%	33%	10%	18%
Sunshine Coast	3,250,000	13.5%	11,757,000	7.7%	3.6	-0.2	59%	32%	6%	16%
Fraser Coast	597,000	-4.3%	2,271,000	-9.2%	3.8	-0.1	51%	38%	7%	3%
Southern Qld Country	1,912,000	-4.2%	5,151,000	-14.9%	2.7	-0.3	29%	39%	24%	10%
Southern GBR	1,932,000	-0.3%	7,739,000	-0.1%	4.0	0.0	30%	30%	32%	10%
Mackay	733,000	-16.8%	2,767,000	-12.4%	3.8	0.2	21%	22%	49%	4%
Whitsundays	516,000	25.5%	2,199,000	-1.3%	4.3	-1.1	65%	19%	10%	3%
Townsville	1,131,000	11.2%	4,201,000	4.2%	3.7	-0.3	31%	31%	25%	6%
Outback	519,000	n/p	2,321,000	n/p	4.5	n/p	44%	22%	27%	3%
TNQ	1,875,000	-7.3%	9,384,000	-4.4%	5.0	0.1	50%	22%	24%	9%
<b>Total Domestic</b>	<b>20,091,000</b>	<b>1.6%</b>	<b>79,489,000</b>	<b>-1.5%</b>	<b>4.0</b>	<b>-0.1</b>	<b>40%</b>	<b>34%</b>	<b>21%</b>	<b>-</b>

International Regional Comparison							% Proportion of Travel Purpose			
Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
<b>Brisbane</b>	<b>1,183,000</b>	<b>9.6%</b>	<b>24,735,000</b>	<b>4.2%</b>	<b>20.9</b>	<b>-1.1</b>	<b>53%</b>	<b>29%</b>	<b>9%</b>	<b>46%</b>
Gold Coast	1,014,000	16.2%	10,722,000	26.7%	10.6	0.9	80%	14%	3%	40%
Sunshine Coast	272,000	6.4%	2,983,000	21.3%	11.0	1.4	79%	19%	2%	11%
Fraser Coast	136,000	3.8%	657,000	17.2%	4.8	0.5	93%	5%	1%	5%
Southern Qld Country	44,000	-13.0%	1,350,000	-17.7%	30.6	-1.8	43%	32%	10%	2%
Southern GBR	133,000	-6.3%	2,209,000	-16.8%	16.7	-2.1	78%	14%	4%	5%
Mackay	43,000	2.7%	461,000	-35.0%	10.7	-6.2	71%	15%	6%	2%
Whitsundays	229,000	9.6%	1,513,000	3.0%	6.6	-0.4	97%	1%	1%	9%
Townsville	125,000	2.1%	1,624,000	4.7%	13.0	0.3	77%	14%	4%	5%
Outback	20,000	n/p	217,000	n/p	10.6	n/p	78%	9%	10%	1%
TNQ	877,000	16.0%	6,613,000	-4.1%	7.5	-1.6	93%	4%	2%	34%
<b>Total International</b>	<b>2,551,000</b>	<b>13.1%</b>	<b>53,087,000</b>	<b>5.0%</b>	<b>20.8</b>	<b>-1.6</b>	<b>70%</b>	<b>23%</b>	<b>6%</b>	<b>-</b>

**Notes/Sources:**  
 In 2012, the ABS changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the ASGS (Australian Statistical Geographic Standard). SA2's (Statistical Area 2) which represent one level of the ASGS replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor surveys conducted by Tourism Research Australia. These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

'n/p' indicates the data has not been published.

- Footnotes:**
1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.
  2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior.
  3. This figure includes "Other" visitors.