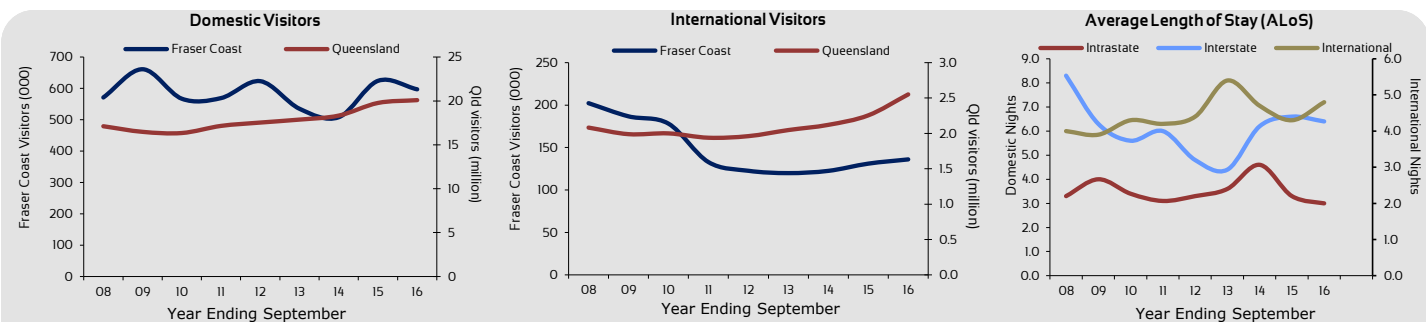


Year Ending September 2016



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	597,000	302,000	224,000	n/p	\$264.44
Annual % change ¹	▼ -4.3%	▲ 4.5%	▼ -5.1%	n/p	▼ -13.6%
Trend % change ²	▲ 3.7%	▲ 7.4%	▲ 4.4%	n/p	▲ 1.9%
International Overnight	136,000	127,000	7,000	n/p	\$39.8m
Annual % change	▲ 3.8%	▲ 2.3%	▼ n/p	n/p	▼ -6.7%
Trend % change	▲ 4.3%	▲ 4.4%	▼ -5.6%	n/p	n/p
TOTAL	733,000	429,000	231,000	n/p	\$304.2m
Annual change	▼ -2.9%	▲ 3.8%	▼ -5.3%	n/p	▼ -12.8%

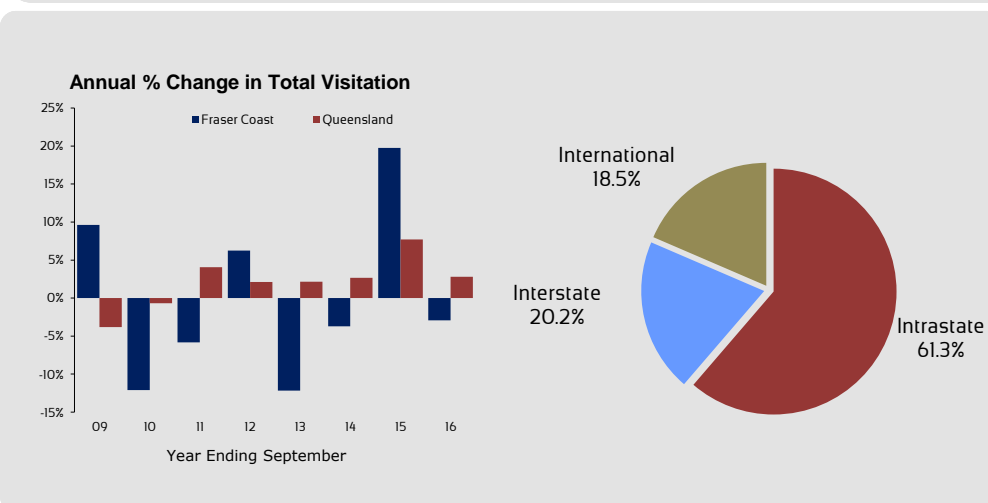


Domestic Visitation

- The Fraser Coast region saw a decrease in domestic overnight visitor numbers (down 4.3%) in the year ending September 2016. However, domestic holiday visitation recorded an increase of 4.5% to 302,000. The overall decrease in visitors was driven mainly by a decline in business visitors, which dropped below publishable levels. Visiting friends and relatives (VFR) was also down in the region by 5.1%.
- Interstate visitation to the region grew by 12.1% driven by growth in interstate holiday travel (up 8.2%) and VFR (up 16.3%). Interstate travel represented 24.8% of domestic visitation to the region.
- The positive results in interstate visitor numbers were attributed to gains from both the Sydney and Melbourne markets.
- Intrastate visitors made up 75.4% of all domestic visitation to the region and declined by 8.5%, driven by a decline in VFR (down 9.8%) and business travel. Intrastate holiday visitation increased by 3.2% to 223,000 visitors.
- Domestic visitors to the Fraser Coast region stayed an average of 3.8 nights in the year ending September 2016. This was down 0.2 nights compared to the previous year.
- Domestic overnight expenditure also recorded a decline of 13.6% to \$264.4 million. This was driven by the decrease in VFR and business visitors, and the decrease in holiday visitor nights in the region.

International Visitation

- International travel to the Fraser Coast region declined by 3.8% to 136,000 visitors in the year ending September 2016. Holidaymakers made up 93.3% of the region's international market and increased by 2.3%, while VFR decreased by 10.7%.
- The United Kingdom continued to be the largest international source market in terms of visitation, representing 26.8% of international visitors to the region. Visitors increased by 7.8% year on year.
- Germany was the region's second largest international source market, representing 20.0% share, with visitation growing by 5.5%.
- The third and fourth largest markets, Scandinavia and New Zealand, saw growth of 3.3% and 3.1% respectively.
- The number of international visitor nights increased by 17.2% to 657,000, driven by holiday travellers increasing the amount of nights spent in the region.
- International average length of stay increased by 0.5 nights to 4.8 nights in the year ending September 2016. International visitors were staying longer, but not spending more, resulting in a decline in overall visitor expenditure, down 6.4% to \$39.8 million.



Research Updates
 To receive an email alert whenever new tourism figures are released [click here](#)

Domestic visitation Year Ending September 2016

Domestic Visitors to Fraser Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	302,000	4.5%	1,148,000	-20.3%	3.8	-1.2
VFR	224,000	-5.1%	920,000	8.1%	4.1	0.5
Business	n/p	n/p	n/p	n/p	n/p	n/p
Domestic³	597,000	-4.3%	2,271,000	-9.2%	3.8	-0.2
Intrastate						
Holiday	223,000	3.2%	710,000	-23.0%	3.2	-1.1
VFR	174,000	-9.8%	485,000	-9.2%	2.8	0.0
Business	n/p	n/p	n/p	n/p	n/p	n/p
Intrastate	450,000	-8.5%	1,327,000	-18.3%	3.0	-0.3
Interstate						
Holiday	n/p	▲	n/p	▼	n/p	▼
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	148,000	12.1%	944,000	7.5%	6.4	-0.2

Domestic day trip visitors

	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Fraser Coast	582,000	-1.7%	\$68.9m	0.0%
Queensland	40,526,000	10.5%	\$4,330.8m	5.4%
Australia	187,735,000	7.4%	\$19,329.1m	1.5%

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%.

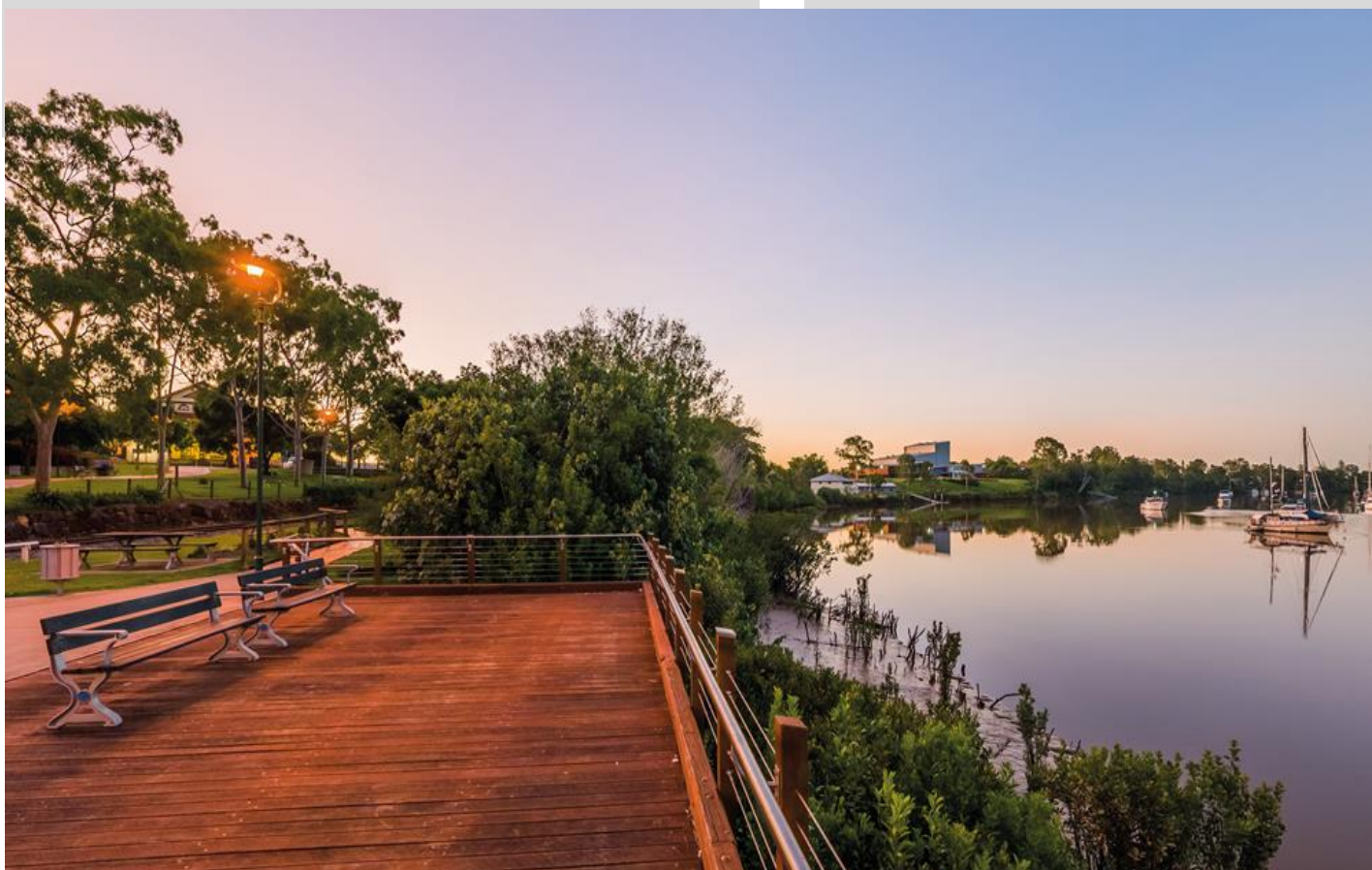
Key domestic source markets to Fraser Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	174,000	-10.3%	544,000	-21.2%
Regional Qld	276,000	-7.4%	783,000	-16.2%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

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%
Australia	89,447,000	4.8%	330,074,000	3.7%
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%
Australia	36,871,000	8.2%	143,977,000	9.3%

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



International visitation Year Ending September 2016

International Visitors to Fraser Coast						
All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	127,000	2.3%	388,000	9.2%	3.1	0.2
VFR	7,000	-10.7%	99,000	-5.1%	15.1	0.9
Business	n/p	n/p	n/p	n/p	n/p	n/p
Total³	136,000	3.8%	657,000	17.2%	4.8	0.5

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%
Australia	7,348,000	11.7%	250,402,000	3.8%
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%
Total	4,142,000	18.1%	80,415,000	8.0%



Top 10 international source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
UK	36,000	7.8%	169,000	9.9%
Germany	27,000	5.5%	110,000	43.6%
Scandinavia	9,000	3.3%	31,000	15.0%
NZ	8,000	3.1%	58,000	83.1%
France	7,000	-17.9%	20,000	-47.3%
USA	7,000	-14.9%	17,000	-8.6%
Switzerland	6,000	-20.8%	17,000	-20.8%
Netherlands	6,000	-2.5%	16,000	0.2%
Canada	5,000	4.2%	16,000	48.0%
Italy	n/p	n/p	n/p	n/p

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
UK	35,000	8.3%	100,000	11.0%
Germany	27,000	5.7%	83,000	11.9%
Scandinavia	9,000	1.7%	30,000	14.6%
France	7,000	-16.4%	20,000	-29.0%
USA	6,000	-13.7%	17,000	-2.4%
Switzerland	6,000	-20.6%	17,000	-20.6%
Netherlands	6,000	-2.1%	16,000	0.6%
Canada	5,000	4.2%	16,000	48.0%
NZ	n/p	n/p	n/p	n/p
Italy	n/p	n/p	n/p	n/p

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

Overview snapshots are also available for both Domestic and International visitor. Any questions or comments, please email research@queensland.com

The Fraser Coast region covers the ABS Hervey Bay / Maryborough region, excluding Cooloola and Gympie.

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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
Brisbane	5,815,000	5.3%	17,388,000	-0.8%	3.0	-0.2	28%	40%	24%	29%
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	-0.2	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%
Total Domestic	20,091,000	1.6%	79,489,000	-1.5%	4.0	-0.1	40%	34%	21%	-

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
Brisbane	1,183,000	9.6%	24,735,000	4.2%	20.9	-1.1	53%	29%	9%	46%
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%
Total International	2,551,000	13.1%	53,087,000	5.0%	20.8	-1.6	70%	23%	6%	-

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.