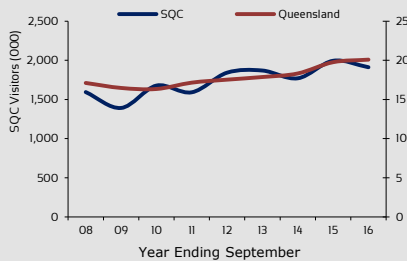


Year Ending September 2016

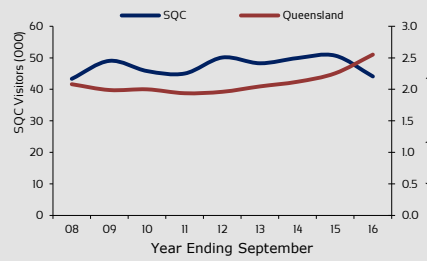


| | Visitors | Holiday | VFR | Business | Expenditure (\$m) |
|--------------------------------|------------------|----------------|----------------|------------|-------------------|
| Domestic Overnight | 1,912,000 | 555,000 | 745,000 | 461,000 | \$670.43 |
| Annual % change ¹ | ▼ -4.2% | ▲ 3.2% | ▲ 8.0% | ▼ -21.7% | ▲ 4.9% |
| Trend % change ² | ▲ 0.7% | ▼ -1.0% | ▲ 3.4% | ▼ -2.2% | ▼ -3.3% |
| International Overnight | 44,000 | 19,000 | 14,000 | n/p | \$57.8m |
| Annual % change | ▼ -13.0% | ▲ 7.4% | ▼ -19.7% | ▲ n/p | ▼ -18.7% |
| Trend % change | ▼ -2.8% | ▲ 0.6% | ▲ 2.1% | ▲ n/p | ▼ -7.4% |
| TOTAL | 1,956,000 | 574,000 | 759,000 | n/p | \$728.2m |
| Annual change | ▼ -4.4% | ▲ 3.3% | ▲ 7.3% | n/p | ▲ 2.5% |

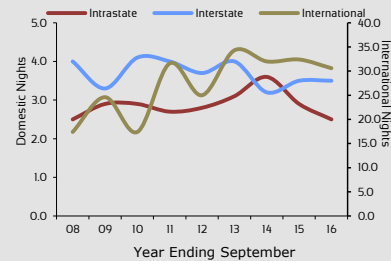
Domestic Visitors



International Visitors



Average Length of Stay (ALoS)



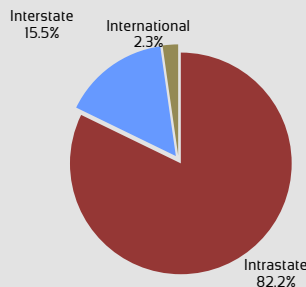
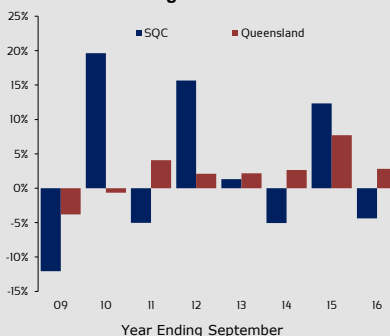
Domestic Visitors

- Southern Queensland Country (SQC) saw a 4.2% decline in the number of domestic visitors for the year ending September 2016.
- The softening in visitor numbers for SQC continued to be driven mainly by a 21.7% decline in the number of domestic business trips to the region (down to 461,000). The majority of business trips to the region came from Intrastate (398,000), which was down 20.7% year on year, while Interstate business trips were down 29.5%.
- Overall holiday visitor numbers to SQC increased by 3.2% year on year to 555,000, driven by a 7.1% increase in Intrastate holiday visitation. Visiting friends and relatives (VFR) increased by 8.0% to 745,000 visitors, with intrastate VFR up 6.2% and interstate VFR up 18.8%.
- The increase in holiday and VFR visitation and decline in business trips saw a change in the composition of domestic trips to the region: Business trips now represent 24% of domestic overnight travel to SQC (down from 30% a year ago), Holiday represented 29% of domestic overnight trips to SQC (up from 27% a year ago), and VFR represented 39% (up from 35% a year ago).
- The number of domestic visitor nights declined 14.9% due to a sharp drop in business nights (down 39.0%). Holiday nights also declined, but to a lesser extent (down 12.1%), while VFR nights increased by 14.7%.
- Despite the drop in nights, the growth in holiday and VFR visitation saw domestic overnight visitor expenditure grow by 4.9% year on year to \$670.4 million.
- Domestic daytrips to the region grew by 13.6% to 3.68 million, with daytrip expenditure growing 39.8% to \$465.0 million.

International Visitors

- International travel to SQC decreased 13.0% in the year ending September 2016, with 44,000 overseas travellers visiting the region over the year.
- Whilst the international holiday sector increased (up 7.4%), international VFR declined by 19.7%, which impacted overall results.
- The United Kingdom and New Zealand sat first equally as the region's largest international markets (both with 7,000 visitors). Both markets were down year on year.
- The number of international visitor nights to SQC decreased 17.7% over the year. This result suggested that international visitors were making shorter stays in the region.
- SQC secured 1.7% of all international visitors in Queensland and international travellers made up 2.3% of all overnight visitors to the region.
- The average length of stay of international visitors to SQC decreased by 1.8 nights to 30.6 nights spent in the region.
- The increase in international holiday visitors was unable to offset the decline in VFR and other purposes of travel, resulting in an 18.7% decline in international overnight expenditure, to \$57.8 million.

Annual % Change in Total Visitation



Research Updates

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

Domestic visitation Year Ending September 2016

| Domestic Visitors to SQC | | | | | | |
|-----------------------------|------------------|---------------|------------------|---------------|----------------|-------------|
| | Visitors | Year % Chg | Nights | Year % Chg | Length of Stay | Year # Chg |
| Holiday | 555,000 | 3.2% | 1,277,000 | -12.1% | 2.3 | -0.4 |
| VFR | 745,000 | 8.0% | 1,972,000 | 14.7% | 2.6 | 0.1 |
| Business | 461,000 | -21.7% | 1,491,000 | -39.0% | 3.2 | -0.9 |
| Domestic³ | 1,912,000 | -4.2% | 5,151,000 | -14.9% | 2.7 | -0.3 |
| Intrastate | | | | | | |
| Holiday | 468,000 | 7.1% | 1,071,000 | -13.1% | 2.3 | -0.5 |
| VFR | 631,000 | 6.2% | 1,454,000 | 10.4% | 2.3 | 0.1 |
| Business | 398,000 | -20.7% | 1,229,000 | -38.4% | 3.1 | -0.9 |
| Intrastate | 1,608,000 | -2.5% | 4,082,000 | -15.6% | 2.5 | -0.4 |
| Interstate | | | | | | |
| Holiday | n/p | ▼ | n/p | ▼ | n/p | ▲ |
| VFR | 114,000 | 18.8% | 517,000 | 28.3% | 4.5 | 0.3 |
| Business | n/p | n/p | n/p | n/p | n/p | n/p |
| Interstate | 304,000 | -11.9% | 1,069,000 | -12.2% | 3.5 | 0.0 |

Domestic day trip visitors

| Total Visitors | Day trip visitors | Year % Chg | Expenditure (\$ million) | Year % Chg |
|------------------|--------------------|-------------|--------------------------|-------------|
| SQC | 3,677,000 | 13.6% | \$465.0m | 39.8% |
| 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 SQC

| All Visitors | Visitors | Year % Chg | Nights | Year % Chg |
|--------------|----------|------------|-----------|------------|
| Brisbane | 703,000 | 0.4% | 1,985,000 | -4.3% |
| Regional Qld | 905,000 | -4.7% | 2,097,000 | -24.1% |
| Sydney | n/p | n/p | n/p | n/p |
| Regional NSW | 125,000 | -24.2% | 319,000 | -29.9% |
| 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 lead to national growth in domestic travel.



International visitation Year Ending September 2016

| International Visitors to SQC | | | | | | |
|-------------------------------|---------------|---------------|------------------|---------------|----------------|-------------|
| All Visitors | Visitors | Year % Chg | Nights | Year % Chg | Length of Stay | Year # Chg |
| Holiday | 19,000 | 7.4% | 617,000 | -11.5% | 32.2 | -6.8 |
| VFR | 14,000 | -19.7% | 180,000 | -36.7% | 12.8 | -3.4 |
| Business | n/p | ▲ | n/p | ▲ | n/p | ▲ |
| Total³ | 44,000 | -13.0% | 1,350,000 | -17.7% | 30.6 | -1.8 |

| 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 |
| NZ | 7,000 | -30.8% | 68,000 | -51.4% |
| UK | 7,000 | -29.1% | 98,000 | -44.6% |
| USA | n/p | n/p | n/p | n/p |
| Scandinavia | n/p | n/p | n/p | n/p |
| Canada | n/p | n/p | n/p | n/p |
| Germany | n/p | n/p | n/p | n/p |
| Japan | n/p | n/p | n/p | n/p |
| Taiwan | n/p | n/p | n/p | n/p |
| Italy | n/p | n/p | n/p | n/p |
| India | 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 | n/p | n/p | n/p | n/p |
| USA | n/p | n/p | n/p | n/p |
| Germany | n/p | n/p | n/p | n/p |
| NZ | n/p | n/p | n/p | n/p |
| Italy | n/p | n/p | n/p | n/p |
| Scandinavia | n/p | n/p | n/p | n/p |
| Canada | n/p | n/p | n/p | n/p |
| India | n/p | n/p | n/p | n/p |
| Other Asia | n/p | n/p | n/p | n/p |
| Japan | 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

The Toowoomba subregion includes Crows Nest - Rosalie, Jondaryan, Pittsworth, Clifton - Greenmount, Cambooya - Wyreema, Darling Heights, Drayton - Harristown, Gowrie, Highfields, Middle Ridge, Newtown, North Toowoomba - Harlaxton, Rangeville, Toowoomba, Wilsonton and Darling Downs.

The Western Downs subregion includes Balonne, Chinchilla, Millmerran, Wambo, Goondiwindi, Inglewood - Waggamba, Miles - Wandoan, Roma and Tara.

The Southern Downs subregion includes Southern Downs East, Southern Downs West, Stanthorpe, Stanthorpe Region and Warwick.

The South Burnett subregion includes Kingaroy, and Nanango.

Disclaimer: By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

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.