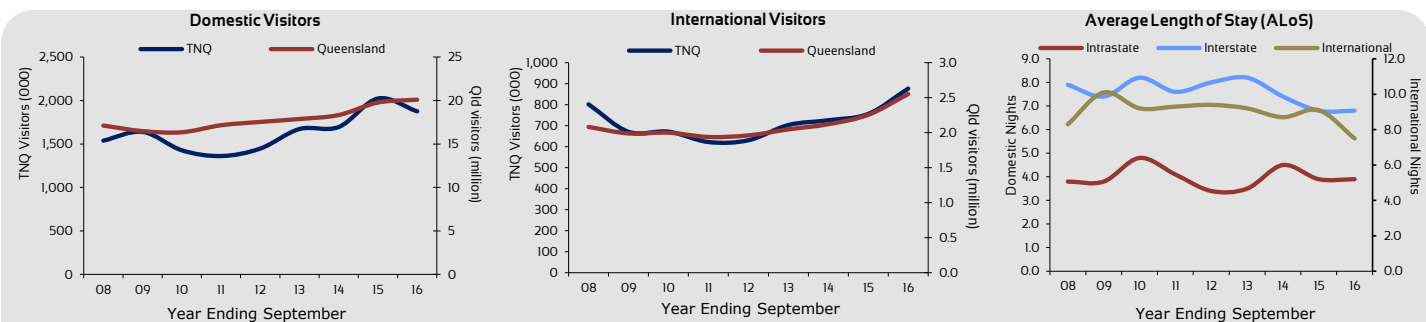


## Year Ending September 2016



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	1,875,000	930,000	414,000	458,000	\$2,034.43
Annual % change <sup>1</sup>	▼ -7.3%	▼ -12.4%	▲ 3.5%	▲ 2.9%	▼ -3.4%
Trend % change <sup>2</sup>	▲ 3.8%	▼ -1.4%	▲ 6.9%	▲ 13.2%	▲ 5.2%
<b>International Overnight</b>	877,000	815,000	38,000	16,000	\$1,100.6m
Annual % change	▲ 16.0%	▲ 16.9%	▲ 8.6%	▼ -7.2%	▲ 11.6%
Trend % change	▲ 7.9%	▲ 8.5%	▲ 4.4%	▲ 3.0%	▲ 8.5%
<b>TOTAL</b>	<b>2,752,000</b>	<b>1,745,000</b>	<b>452,000</b>	<b>474,000</b>	<b>\$3,135.1m</b>
Annual change	▼ -1.0%	▼ -0.8%	▲ 3.9%	▲ 2.5%	▲ 1.4%

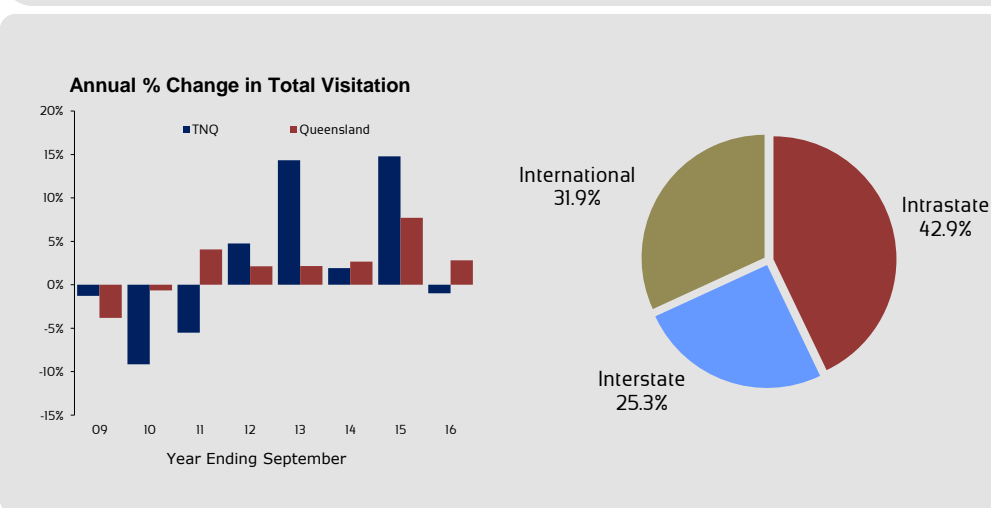


### Domestic Visitation

- Domestic overnight visitation to Tropical North Queensland (TNQ) decreased by 7.3% in the year ending September 2016. This was primarily driven by a decline in holiday visitors to the region, and in spite of growth in those visiting friends and relatives (VFR) (3.5%), and business travel (2.9%).
- Domestic holiday trips were down 12.4% year on year to 930,000, this was primarily due to the decrease in the intrastate market, with a 25.5% drop in intrastate holiday visitation.
- Queenslanders accounted for 62.9% of domestic visitors to TNQ, with the majority of intrastate overnight visitors coming from within the TNQ region itself (49.8%). Townsville is TNQ's second largest intrastate source market with 221,000 visitors, or 18.7% share of intrastate visitation.
- From an interstate perspective, visitation rose by 7.3% driven mainly by Victorian residents (up 11.9% to 244,000 visitors). Growth was seen from both Melbourne and regional Victoria. Interstate growth was seen in holiday visitors (up 5.6%), VFR (up 6.5%) and business travel.
- TNQ saw a decline in overall domestic visitor nights (down 4.4%), as this was less of a decline than overall domestic visitors (down 7.3%) there has been a slight increase in the average length of stay (ALoS), up 0.1 of a night, to 5.0 nights.
- In line with the decline in domestic nights and overnight visitor numbers, domestic expenditure in TNQ was down by 3.4% to \$2.0 billion.

### International Visitation

- Holidaymakers made up 92.9% of all international travel to TNQ. International visitation to TNQ increased 16.0% to 877,000, a record high, in the year ending September 2016. It was driven by strong growth in holiday travel, up 16.9% to 815,000, which is also a record high for the region.
- Chinese visitation to TNQ continued to grow strongly. Visitation increased 32.2% to 219,000 in the year ending September 2016. China remained TNQ's largest international source market, accounting for 24.9% of all international travellers to the region.
- TNQ's second largest international source market, the USA, recorded growth of 24.1%, contributing 115,000 visitors to the region.
- The third largest source market, Japan, continued its strong growth, up by 27.8%, reaching 110,000 visitors.
- The United Kingdom and Germany, TNQ's fourth and fifth largest source markets respectively saw modest growth (1.9% and 3.2%).
- International nights in TNQ decreased by 4.1%. As a result, the ALoS of international visitors to TNQ decreased by 1.6 nights to 7.5 nights.
- The growth in holiday travel saw international visitor expenditure grow 11.6% to \$1.1 billion during the year.



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## Domestic visitation Year Ending September 2016

### Domestic Visitors to TNQ

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	930,000	-12.4%	5,296,000	-6.5%	5.7	0.4
VFR	414,000	3.5%	1,666,000	-16.0%	4.0	-1.0
Business	458,000	2.9%	2,058,000	n/p	4.5	1.3
<b>Domestic<sup>3</sup></b>	<b>1,875,000</b>	<b>-7.3%</b>	<b>9,384,000</b>	<b>-4.4%</b>	<b>5.0</b>	<b>0.1</b>
<b>Intrastate</b>						
Holiday	461,000	-25.5%	1,951,000	-26.4%	4.2	-0.1
VFR	299,000	2.4%	903,000	-20.8%	3.0	-0.9
Business	360,000	-6.5%	1,584,000	29.4%	4.4	1.2
<b>Intrastate</b>	<b>1,180,000</b>	<b>-14.2%</b>	<b>4,634,000</b>	<b>-14.1%</b>	<b>3.9</b>	<b>0.0</b>
<b>Interstate</b>						
Holiday	468,000	5.6%	3,345,000	11.1%	7.1	0.3
VFR	115,000	6.5%	763,000	-9.5%	6.6	-1.2
Business	n/p	▲	n/p	▲	n/p	▲
<b>Interstate</b>	<b>695,000</b>	<b>7.3%</b>	<b>4,750,000</b>	<b>7.4%</b>	<b>6.8</b>	<b>0.0</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
TNQ	2,423,000	7.4%	\$292.7m	-2.8%
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 TNQ

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	214,000	-8.5%	1,395,000	37.0%
Regional Qld	966,000	-15.3%	3,239,000	-26.0%
Sydney	189,000	-1.0%	967,000	-15.9%
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	175,000	9.4%	1,339,000	20.5%
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%
<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 led to national growth in domestic travel.



## International visitation Year Ending September 2016

International Visitors to TNQ						
All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	815,000	16.9%	5,285,000	2.4%	6.5	-0.9
VFR	38,000	8.6%	831,000	5.0%	22.0	-0.8
Business	16,000	-7.2%	101,000	0.8%	6.3	0.5
<b>Total<sup>3</sup></b>	<b>877,000</b>	<b>16.0%</b>	<b>6,613,000</b>	<b>-4%</b>	<b>7.5</b>	<b>-1.6</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	219,000	32.2%	695,000	27.9%
USA	115,000	24.1%	650,000	9.8%
Japan	110,000	27.8%	616,000	-4.5%
UK	93,000	1.9%	900,000	-25.3%
Germany	50,000	3.2%	459,000	-12.2%
NZ	47,000	27.6%	617,000	29.9%
Hong Kong	26,000	46.8%	123,000	-51.1%
India	23,000	21.8%	135,000	56.6%
Canada	22,000	-13.1%	207,000	5.6%
Scandinavia	22,000	4.2%	210,000	-0.4%

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	215,000	32.7%	555,000	40.5%
USA	106,000	24.5%	536,000	19.1%
Japan	105,000	31.2%	563,000	11.4%
UK	87,000	3.6%	781,000	-17.3%
Germany	48,000	3.1%	417,000	-9.3%
NZ	34,000	16.2%	366,000	42.6%
Hong Kong	25,000	44.9%	121,000	-45.5%
India	22,000	26.4%	107,000	115.9%
Canada	21,000	-13.5%	187,000	3.0%
Scandinavia	21,000	6.8%	203,000	26.1%

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 Tropical North Queensland tourism region includes the Cardwell Shire (ABS Northern region) and Carpentaria, Mornington, Burke and Unincorporated Islands (which are part of the ABS Outback Tourism Region).

**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

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			
							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%
<b>TNQ</b>	<b>1,875,000</b>	<b>-7.3%</b>	<b>9,384,000</b>	<b>-4.4%</b>	<b>5.0</b>	<b>0.1</b>	<b>50%</b>	<b>22%</b>	<b>24%</b>	<b>9%</b>
<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

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			
							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%
<b>TNQ</b>	<b>877,000</b>	<b>16.0%</b>	<b>6,613,000</b>	<b>-4.1%</b>	<b>7.5</b>	<b>-1.6</b>	<b>93%</b>	<b>4%</b>	<b>2%</b>	<b>34%</b>
<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.