

Three Year Average - Year Ending September 2016



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	519,000	227,000	112,000	139,000	\$314.1
Trend % change ²	▲ 13.4%	▲ 27.6%	▲ 18.2%	▲ 5.7%	▲ 9.5%
International Overnight	20,000	16,000	n/p	n/p	n/p
Trend % change	▲ 5.2%	▲ 10.4%	n/p	n/p	n/p
TOTAL	539,000	243,000	n/p	n/p	n/p
Trend % change	▲ 12.3%	▲ 23.2%	n/p	n/p	n/p



Domestic Visitation

Domestic visitation to the Outback region increased 13.4% to 519,000 over the three years to the year ending September 2016.

There were increases in all key domestic visitor types, with holiday visitors leading the charge and reaching a record high 227,000 visitors. Holiday visitors increased 27.6%, those visiting friends and relatives (VFR) increased 18.2% and business visitors increased by 5.7%.

Intrastate visitation continued to be a vital market to the region, accounting for 71.9% of all domestic visitors to the Outback. This market increased 15.3% to 373,000.

Interstate visitors recorded an increase of 8.0% to 146,000 visitors. Nights spent by interstate visitors to the region also increased, up 3.2% to 758,000 nights.

The average length of stay (ALoS) of domestic visitors to the Outback decreased marginally to 4.5 nights. However, holiday visitors increased their stay to 4.2 nights. Interstate travellers stayed on average 5.2 nights, while intrastate travellers stayed an average of 4.2 nights.

On average, domestic overnight visitor expenditure to the Outback increased by 9.5% to \$314.1 million in the three years to the year ending September 2016. On average, visitors spent \$605 per trip, or \$135 per night.

On average over the past 3 years, daytrips to the Outback increased by 20.7% to 423,000 in the year ending September 2016.

International Visitation

On average over the past 3 years, international visitation to the Outback region increased 5.2% to 20,000 visitors.

Europe (including the United Kingdom) was the region's largest international source market by visitor numbers, accounting for 60.1%, and on average these travellers increased by 7.5% over the three years to the year ending September 2016. While visitation was up, Europeans spent fewer nights in the region.

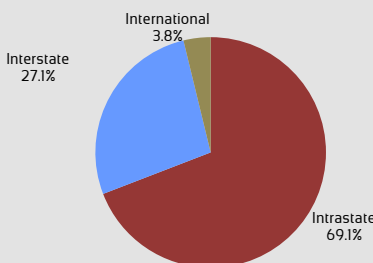
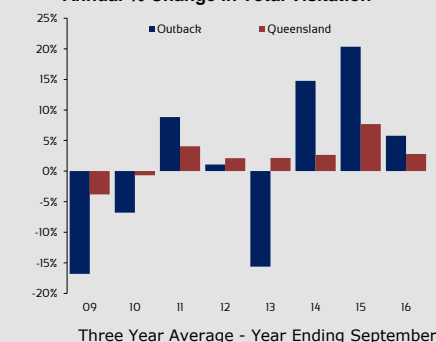
The overall number of nights spent in the Outback region by international visitors decreased 11.9% over the past three years, to 217,000 in the year ending September 2016. Given that visitor numbers to the region increased, this suggested that more overseas visitors opt for shorter stays in the region.

The ALoS of international visitors to the Outback region decreased to 10.6 nights in the three years to the year ending September 2016. Holiday visitors ALoS was down to 6.0 nights while VFR was down to 22.6 nights.

International visitation accounted for 3.8% of total overnight travel to the Outback region.

Given the small proportion of international travellers to the region, international visitor expenditure is unable to be measured.

Annual % Change in Total Visitation



Research Updates

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

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Domestic Visitors to Outback

	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	227,000	27.6%	945,000	21.7%	4.2	0.7
VFR	112,000	18.2%	403,000	11.3%	3.6	-0.1
Business	139,000	5.7%	654,000	4.6%	4.7	-0.9
Domestic³	519,000	13.4%	2,321,000	9.5%	4.5	-0.8
Intrastate						
Holiday	139,000	31.4%	580,000	22.2%	4.2	0.8
VFR	103,000	21.9%	319,000	13.8%	3.1	-0.3
Business	119,000	9.4%	508,000	9.1%	4.3	-1.4
Intrastate	373,000	15.3%	1,563,000	12.5%	4.2	-0.6
Interstate	146,000	8.0%	758,000	3.2%	5.2	-1.9

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				
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%

International Visitors to Outback

All Visitors	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	16,000	10.4%	95,000	-5.2%	6.0	-6.4
Total³	20,000	5.2%	217,000	-11.9%	10.6	-8.1

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				
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%

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 visitors. Any questions or comments, please email research@queensland.com

The Outback region includes Mount Isa, Mount Isa region, Northern Highlands, Barcaldine - Blackall, Charleville, Far Central West, Far South West and Longreach.



Three Year Average - 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	Year % Chg	Nights	Year % Chg	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:

- 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.
- This figure includes "Other" visitors.