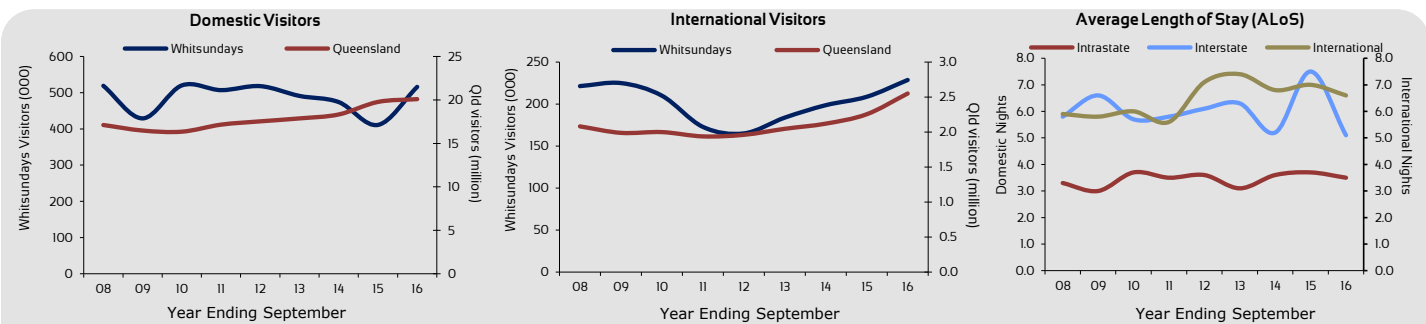




	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	516,000	336,000	n/p	n/p	\$517.10
Annual % change ¹	▲ 25.5%	▲ 19.1%	▲ 36.6%	n/p	▲ 1.8%
Trend % change ²	▲ 1.8%	▲ 3.5%	▼ -9.0%	n/p	▼ -3.6%
International Overnight	229,000	221,000	n/p	n/p	\$209.2m
Annual % change	▲ 9.6%	▲ 10.3%	n/p	n/p	▲ 21.7%
Trend % change	▲ 7.6%	▲ 8.1%	n/p	n/p	▲ 20.1%
TOTAL	745,000	557,000	n/p	n/p	\$726.3m
Annual change	▲ 20.2%	▲ 15.5%	n/p	n/p	▲ 6.9%



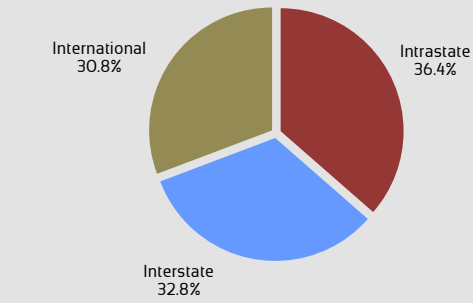
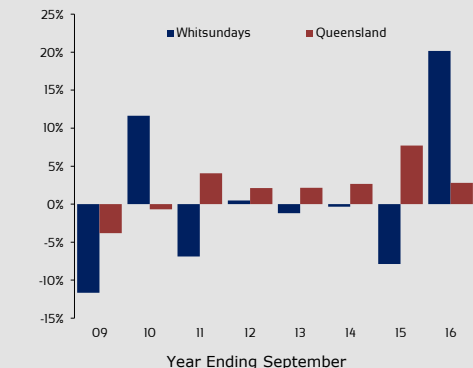
Domestic Visitation

- The number of domestic overnight visitors to the Whitsundays increased 25.5% in the year ending September 2016. The growth resulted from more domestic holiday makers (up 19.1%), and an increase in those visiting friends and relatives (VFR) up 36.6%.
- Domestic visitation to the Whitsundays accounted for 69.3% of total overnight travel to the region, with a fairly even split of these travellers being from both Queensland and interstate (52.5% v 47.3% respectively).
- Interstate visitors to the Whitsundays increased 30.5%, and the holiday market contributed 76.6% of all interstate visitors, with growth of 27.2%.
- Interstate visitation grew by 20.4%, with growth across all purposes of travel.
- Whilst more domestic travellers visited the region in the past year, they had shorter stays, down by 1.1 nights to 4.3 nights, largely driven by a decrease in business visitors' average length of stay (ALoS). Due to the shorter length of stay, domestic overnight expenditure grew a modest 1.9% to \$517.1 million.

International Visitation

- The number of international visitors to the Whitsundays increased 9.6% in the year ending September 2016 to reach 229,000, a record high. This was driven by a 10.3% increase in international holiday visitors. Holiday visitors held a 96.6% share of all international visitors to the Whitsundays region.
- The largest source market by visitor numbers to the region was the United Kingdom, which was stable year on year (0.2% change). The United Kingdom had a 21.4% share of all international visitors to the Whitsundays.
- Germany was the second largest source market to the region, and showed a 4.2% increase in the year ending September 2016.
- The region's third largest market, the United States, also increased by 41.2% to 22,000 visitors.
- China, the region's fourth largest market continued its growth over the year, reaching 20,000 visitors, up 68.1%.
- Overall international visitor nights to the region increased by 3.0% year on year, however, the ALoS of international visitors was down slightly, by 0.4 nights, to 6.6 nights.
- International overnight visitor spend increased by 21.7% in the year ending September 2016, reaching a record high \$209.2 million, as a result of the increase in international visitor numbers.

Annual % Change in Total Visitation



Research Updates
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Domestic visitation Year Ending September 2016

Domestic Visitors to Whitsundays

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	336,000	19.1%	1,574,000	9.5%	4.7	-0.4
VFR	n/p	▲	n/p	▲	n/p	▼
Business	n/p	n/p	n/p	n/p	n/p	n/p
Domestic³	516,000	25.5%	2,199,000	-1.3%	4.3	-1.1
Intrastate						
Holiday	149,000	10.4%	623,000	14.3%	4.2	0.2
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
Intrastate	271,000	20.4%	960,000	16.1%	3.5	-0.2
Interstate						
Holiday	187,000	27.2%	951,000	6.7%	5.1	-1.0
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	244,000	30.5%	1,239,000	-11.6%	5.1	-2.4

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Whitsundays	n/p	n/p	n/p	n/p
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 Whitsundays

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	n/p	n/p	n/p	n/p
Regional Qld	235,000	32.0%	755,000	10.1%
Sydney	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				
All 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

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	221,000	10.3%	1,217,000	11.1%	5.5	0.0
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
Total³	229,000	9.6%	1,513,000	3.0%	6.6	-0.4

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%

Total	Visitors	Year % Chg	Nights	Year % Chg
UK	49,000	0.2%	282,000	-6.9%
Germany	33,000	4.2%	140,000	-13.5%
USA	22,000	41.2%	123,000	84.0%
China	20,000	68.1%	62,000	44.9%
Canada	12,000	34.4%	75,000	78.4%
NZ	12,000	2.9%	148,000	-1.1%
Scandinavia	11,000	-4.8%	46,000	-14.4%
France	9,000	-26.5%	34,000	-64.5%
Japan	8,000	9.7%	92,000	284.5%
Switzerland	8,000	4.7%	28,000	-1.7%

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	48,000	0.8%	263,000	-6.9%
Germany	33,000	6.6%	139,000	-13.5%
USA	21,000	41.1%	113,000	84.0%
China	19,000	75.8%	60,000	44.9%
Canada	12,000	27.7%	73,000	78.4%
Scandinavia	11,000	-3.4%	46,000	-14.4%
NZ	9,000	2.8%	86,000	-1.1%
France	9,000	-25.5%	34,000	-64.5%
Japan	8,000	10.2%	91,000	284.5%
Switzerland	8,000	3.9%	28,000	-1.7%

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

The Whitsundays tourism region includes the Whitsundays Regional Council area.

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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.