

2018

BUNDABERG REGIONAL VISITATION STATISTICS

1,534,000 total visitors



KEYSTATS

\$463 million
visitor expenditure

Over **three million**
visitor nights

5,220
tourism jobs

Average length of stay
4.18 nights or more

DOMESTIC VISITORS

\$416 million spent in region by domestic visitors

↑ 6.7% YOY

93.6% domestic overnight visitors

↑ 14.8% YOY

690,000 overnight domestic visitors

3.12 nights average stay

797,000 domestic day trip visitors

↑ 19.3% YOY

50,000 visitors across three Bundaberg Visitor Information Centres

INTERNATIONAL VISITORS

47,000 overnight international visitors

↑ 4.4% YOY

20.5 nights average stay

\$47 million spent in region by international visitors

TOP 4 international source markets for Southern Great Barrier Reef

1. United Kingdom
24,000 visitors



2. Germany
20,000 visitors



3. New Zealand
20,000 visitors



4. USA
16,000 visitors



Domestic & International Visitor Stats - Year ending December 2018 Source: Tourism Research Australia
Top 5 International Source Markets - Year ending December 2018 Source: Tourism Research Australia

A strong tourism economy drives community prosperity

* YE Dec 18