

## KEYSTATS

**\$478**   
**million**  
visitor expenditure

**over 3.8**  
**million**  
visitor nights

**5,220**  
tourism  
jobs 

**Average**  
length of stay ...  
**4.5** nights  
or more

# 2018/19

## BUNDABERG REGIONAL VISITATION STATISTICS

*1,666,000 total visitors*

### DOMESTIC VISITORS

**\$419** **million** spent in region by domestic visitors

**94.7%** overnight visitors are domestic

**794,000** overnight domestic visitors

**3.46** nights average stay

**828,000** domestic daytrip visitors

**67,404** visitors across three Bundaberg Visitor Information Centres

### INTERNATIONAL VISITORS

**44,000** overnight international visitors

**20.5** nights average stay

**\$40** million spent in region by international visitors

**TOP 4** international source markets for Southern Great Barrier Reef

1. United Kingdom
2. Germany
3. New Zealand
4. USA

*A strong tourism economy drives community prosperity*