

KEYSTATS

\$507 million
visitor expenditure

over three million
visitor nights

5,220
tourism jobs

Average
length of stay ...

4.43 nights
or more
domestic + international

2019 BUNDABERG REGIONAL VISITATION STATISTICS

1,734,000 total visitors

DOMESTIC VISITORS

\$478 million
spent in region by
domestic visitors

↑
18.9%
YOY

97.5%
domestic visitors

760,000 overnight
domestic visitors

↑
12.9%
YOY

3.5 nights
average stay

931,000 domestic
daytrip visitors

↑
23.5%
YOY

50,000 visitors
across three Bundaberg
Visitor Information Centres

INTERNATIONAL VISITORS

43,000 overnight
international visitors

20.7 nights average stay

\$29 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**
16,000 visitors
- 4. USA**
11,000 visitors