

## ECONOMIC IMPACTS

**4,400+**  
tourism  
jobs 

**940+**  
tourism  
businesses

**5.9%**  
of regional  
economy

Bundaberg's  
**5**<sup>th</sup>  
largest  
industry

# 21/22 BUNDABERG REGIONAL VISITATION STATISTICS

*1,438,000 domestic visitors*

## REGIONAL VISITATION

**\$381 million**  
spent in region by  
domestic visitors  **5.0% YOY**

**over 1.68 million**  **15.1% YOY**  
visitor nights

**601,000 overnight**  **6.8% YOY**  
domestic visitors

**2.8 nights**  
average stay

**837,000 domestic**  **10.9% YOY**  
daytrip visitors **RECORD**

**\$418** average spend  
per overnight trip  
per domestic visitor

## KEY MARKETS

### TOP VISITOR SOURCE MARKETS

- 1. Brisbane**  
36.7% total visitors
- 2. Sunshine Coast**  
9.6% total visitors
- 3. Fraser Coast**  
8.9% total visitors
- 4. Gold Coast**  
6.9% total visitors
- 5. Southern Old Country**  
5.0% total visitors

