


## KEYSTATS

**\$463**   
**million**  
visitor expenditure

**over three**  
**million**  
visitor nights

**5,220**  
tourism  
jobs 

**Average**  
length of stay

**4.18** nights  
or more

# 2018 BUNDABERG REGIONAL VISITATION STATISTICS

*1,534,000 total visitors*

## DOMESTIC VISITORS

**\$416** million  
spent in region by domestic visitors  6.7% YOY

**93.6%**  
domestic overnight visitors

 **690,000** overnight domestic visitors   
14.8% YOY

**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