

# International Tourism Snapshot

Year ending September 2019

## International visitors to Australia

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change
<b>Total Australia<sup>3</sup></b>	<b>8,662,000</b>	<b>2.5%</b>	<b>31.8</b>	<b>-0.4%</b>
NZ	1,276,000	1.5%	10.2	-0.8%
Asia <sup>4</sup>	4,337,000	3.5%	37.5	-0.1%
North America <sup>5</sup>	952,000	5.7%	19.0	-2.7%
Europe <sup>6</sup>	887,000	2.7%	42.8	-0.9%
UK	670,000	-4.3%	31.0	-3.3%

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change
<b>Total holiday</b>	<b>4,688,000</b>	<b>3.0%</b>	<b>18.2</b>	<b>2.4%</b>
NZ	516,000	6.5%	7.4	-4.7%
Asia	2,409,000	2.1%	15.9	5.6%
North America	556,000	11.6%	13.4	-4.5%
Europe	606,000	5.8%	36.1	-1.2%
UK	385,000	-5.4%	23.5	-2.0%

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change
<b>Total VFR<sup>7</sup></b>	<b>3,355,000</b>	<b>0.6%</b>	<b>23.4</b>	<b>0.2%</b>
NZ	580,000	-1.5%	9.8	5.0%
Asia	1,457,000	3.8%	31.6	0.1%
North America	330,000	-0.4%	15.7	-0.4%
Europe	316,000	-3.5%	19.4	-0.3%
UK	422,000	-3.5%	19.9	0.6%

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change
<b>Total business</b>	<b>1,037,000</b>	<b>-0.2%</b>	<b>9.8</b>	<b>-3.9%</b>
NZ	225,000	-7.9%	5.0	4.0%
Asia	410,000	-0.6%	11.6	-6.7%
North America	167,000	5.5%	10.0	-8.0%
Europe	107,000	3.7%	11.6	-3.1%
UK	65,000	5.6%	11.5	-9.2%

	Visitors	Annual change <sup>1</sup>	Avg stay <sup>2</sup>	Annual change
<b>Total education</b>	<b>651,000</b>	<b>4.1%</b>	<b>117.4</b>	<b>-3.7%</b>
NZ	17,000	-9.0%	26.3	-34.4%
Asia	491,000	6.5%	123.1	-4.6%
North America	32,000	3.3%	69.7	-3.3%
Europe	48,000	-3.7%	98.1	-6.7%
UK	8,000	-13.6%	83.5	2.1%

## International visitation keeps growing

International overnight visitor expenditure grew by 5.0% over the year to a record \$31.3bn. Education expenditure was the biggest contributor, increasing by 10.5% over the year to \$12.2bn. Chinese visitors are responsible for more than half (58%) of total expenditure growth, in part because Chinese visitors make up the majority of education visitors.

International visitation grew by 2.5% to a record 8.7m visitors. Expenditure has grown more strongly than visitation, reflecting the increase in education visitors who spend more on average than others. For example, education visitors spend \$18,668 per visitor on average compared to holiday visitors who spend just over \$2,262 per visitor on average.

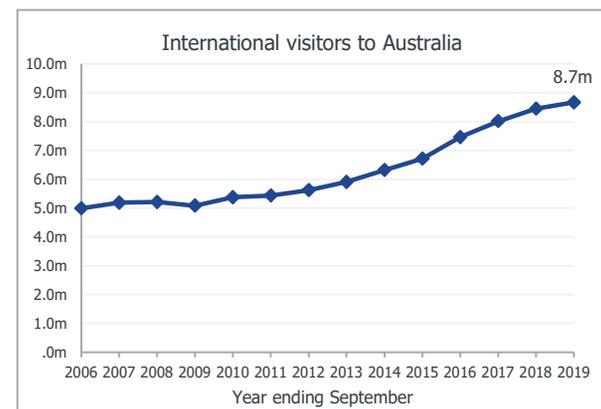
Visitation growth occurred from the majority of Australia's key source markets. The strongest growth came from North America, led by Canada (up 10.1%), ahead of the USA (up 4.7%). Among European nations the strongest growth came from Netherlands (up 6.2%) and France (up 5.6%). Asian visitation was driven by India (up 12.2%), Singapore (up 9.4%) and Japan (up 8.8%). Visitation from New Zealand grew by 1.5% to 1.3m. However, visitation from the UK decreased by 4.3% over the year to 670,000.

## Purpose of Travel

Education continued to provide the strongest growth in both visitation (up 4.1% to 651,000) and expenditure (up 10.5% to \$12.2bn). Holiday travel was the other source of growth for both visitation and expenditure. On the other hand, business and VFR visitation was steady, and expenditure decreased from these markets (down 6.9% and 3.9%, respectively).

## International visitor expenditure in Australia

	Expenditure <sup>8</sup>	Annual change <sup>9</sup>
<b>Total Australia</b>	<b>\$31,340.4m</b>	<b>5.0%</b>
Holiday	\$10,606.7m	6.2%
VFR	\$4,531.4m	-3.9%
Business	\$2,092.0m	-6.9%
Employment	\$1,576.4m	4.9%
Education	\$12,157.3m	10.5%



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## State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$31,340.4m</b>	<b>5.0%</b>	<b>100%</b>	<b>\$3,618.1</b>
Queensland	\$6,006.4m	1.7%	19.2%	\$2,174.1
New South Wales	\$11,449.8m	7.3%	36.5%	\$2,609.7
Victoria	\$8,798.3m	6.0%	28.1%	\$2,809.9

## State visitation comparison

	Visitors	Annual change	Avg stay	Annual # change
<b>Total Australia</b>	<b>8,662,000</b>	<b>2.5%</b>	<b>31.8</b>	<b>-0.1</b>
Queensland	2,763,000	-0.5%	20.0	0.3
New South Wales	4,387,000	1.1%	22.3	0.3
Victoria	3,131,000	4.4%	23.7	0.3
Other States	2,056,000	4.8%	23.3	-1.9

<b>Total holiday</b>	<b>4,688,000</b>	<b>3.0%</b>	<b>18.2</b>	<b>0.4</b>
Queensland	1,851,000	-2.0%	12.4	0.2
New South Wales	2,487,000	1.5%	12.0	0.5
Victoria	1,689,000	8.5%	10.4	0.2
Other States	1,180,000	8.7%	12.8	-0.1

<b>Total VFR</b>	<b>3,355,000</b>	<b>0.6%</b>	<b>23.4</b>	<b>0.0</b>
Queensland	752,000	4.7%	18.2	0.1
New South Wales	1,194,000	-3.1%	20.9	-1.3
Victoria	1,053,000	2.5%	23.5	1.7
Other States	703,000	1.8%	21.7	-0.4

<b>Total business</b>	<b>1,037,000</b>	<b>-0.2%</b>	<b>9.8</b>	<b>-0.4</b>
Queensland	196,000	-8.3%	7.2	0.3
New South Wales	474,000	-0.7%	8.8	0.4
Victoria	332,000	1.7%	7.7	-0.3
Other States	197,000	-0.2%	10.5	-2.5

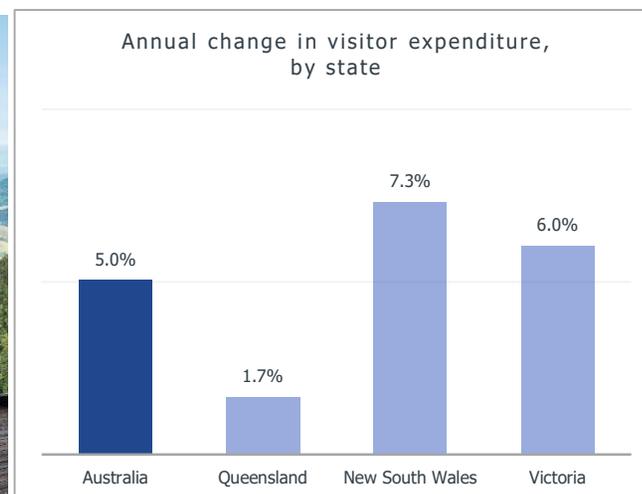
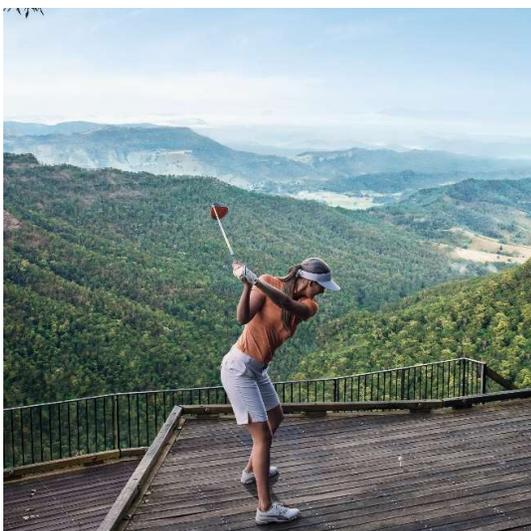
<b>Total education</b>	<b>651,000</b>	<b>4.1%</b>	<b>117.4</b>	<b>-4.5</b>
Queensland	120,000	4.8%	108.7	-1.2
New South Wales	245,000	4.1%	118.7	2.1
Victoria	205,000	9.5%	114.5	-11.6
Other States	97,000	-5.8%	111.8	-10.8

## States of education grow expenditure

Expenditure in Queensland grew by 1.7%, while spend in Victoria increased by 6.0% and New South Wales increased by 7.3% with all three states reaching record levels. Western Australia (up 6.8%) and Northern Territory (up 12.3%) also recorded strong expenditure growth.

The growth in expenditure in Victoria and New South Wales reflects that these are the two largest education markets. Education visitation grew by 4.1% in New South Wales and 9.5% in Victoria. Queensland's education visitation grew by 4.8%.

Queensland remains the second largest holiday destination despite visitation decreasing slightly (down 2.0%). Two fifths of holiday visitors to Australia make a stopover in Queensland. Holiday visitation drove growth in Western Australia (up 13.2%) and Northern Territory (up 6.0%) and also grew strongly in Victoria (up 8.5%).



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## International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual # change
<b>Total Queensland</b>	<b>2,763,000</b>	<b>-0.5%</b>	<b>20.0</b>	<b>0.3</b>
NZ	481,000	-1.7%	10.1	-0.1
Asia	1,233,000	-0.4%	22.5	0.7
North America	307,000	5.7%	12.6	0.3
Europe	337,000	0.9%	25.3	-0.2
UK	216,000	-8.1%	21.3	-1.1

<b>Holiday</b>	<b>1,851,000</b>	<b>-2.0%</b>	<b>12.4</b>	<b>0.2</b>
NZ	239,000	-1.6%	8.3	-0.4
Asia	891,000	-1.9%	10.9	-0.1
North America	220,000	5.5%	8.6	0.4
Europe	273,000	1.6%	20.6	-0.3
UK	142,000	-12.5%	16.2	-0.1

<b>VFR</b>	<b>752,000</b>	<b>4.7%</b>	<b>18.2</b>	<b>0.1</b>
NZ	220,000	-1.6%	9.4	0.5
Asia	233,000	9.6%	27.3	0.1
North America	70,000	8.6%	13.8	1.0
Europe	65,000	2.2%	14.2	-1.5
UK	94,000	-0.6%	18.7	0.3

<b>Business</b>	<b>196,000</b>	<b>-8.3%</b>	<b>7.2</b>	<b>0.3</b>
NZ	49,000	-8.7%	4.5	0.8
Asia	71,000	-13.3%	7.6	-1.2
North America	32,000	16.1%	7.2	-1.3
Europe	17,000	-11.0%	7.7	1.2
UK	n/p	n/p	n/p	n/p

<b>Education</b>	<b>120,000</b>	<b>4.8%</b>	<b>108.7</b>	<b>-1.2</b>
NZ	3,000	-27.2%	20.6	-13.8
Asia	78,000	4.2%	115.3	-1.0
North America	9,000	13.5%	59.2	-9.7
Europe	13,000	0.0%	108.0	6.0
UK	n/p	n/p	n/p	n/p

## VFR and Education continues to lead in Queensland

Overnight visitor expenditure in Queensland grew by 1.7% to a record \$6.0bn, despite visitation being steady (down 0.5%) at 2.8 million. The growth in high spending education visitors (up 4.8%) was a major contributor to expenditure growth. VFR visitation to Queensland also grew (up 4.7%) to a record 752,000 visitors. Holiday (down 2.0% to 1.9m) and business (down 8.3% to 196,000) visitation decreased over the year.

Among Queensland's largest markets, expenditure from New Zealand (up 1.1% to \$590.0m) and the USA (up 11.5% to \$422.2m) reached records. Expenditure also grew from China (up 8.3% to \$1.6bn) and Japan (up 21.3% to \$470.5m), but decreased from the UK (down 8.9% to \$382.7m).

Queensland also saw a record number of visitors from India and Singapore.

Below, we 'deep dive' into several markets of note.

### Winning with America

We all know that Americans love their friends from down under, and this has led to new visitation and expenditure records in Queensland. 239,000 visitors (up 5.0%) from the USA visited Queensland and they spent \$422.2m (up 11.5%) in the year ending September 2019. This includes a record 172,000 holiday visitors which makes up 72% of visitation.

### Kiwi cousins spend more than ever

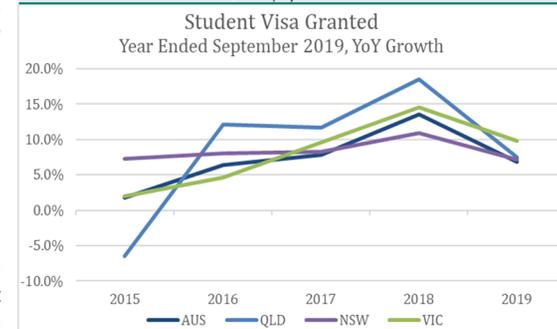
New Zealand's connection to Queensland has achieved a new milestone, with New Zealand visitors spending a record \$590.0m. Queensland is the favoured destination for visitors from across the Tasman, with 38% of New Zealanders stopping over in Queensland and 37% of their spending occurring in the state. Although visitation decreased slightly (down 1.7% to 481,000) spend per visitor increased 2.9%.

### India's family connection

A record 82,000 Indians visited Queensland in the year ending September 2019. While the majority of Indian visitors to Queensland are on holidays (up 2.3% to 46,000), growth was driven by people visiting their friends and relatives (up 12.1% to 26,000). While there was a record number of visitors, overnight visitor expenditure was steady at \$140.5m, with TRA research suggesting that hosts increasing their spending instead of their guests.

## International expenditure in Queensland

	Expenditure	Annual change
<b>Total Queensland</b>	<b>\$6,006.4m</b>	<b>1.7%</b>
Holiday	\$2,838.4m	-2.3%
VFR	\$802.8m	0.7%
Business	\$279.7m	-9.0%
Employment	\$245.1m	8.3%
Education	\$1,777.3m	12.2%



### Singapore record

Queensland welcomed a record 70,000 (up 5.2%) Singaporean visitors. The growth in visitation was largely due to holiday markets which increased by 11.0% to a record 46,000. Expenditure decreased by 9.4% to \$155.5m, with some indications this may relate to education visitation.



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## International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
<b>Total Queensland</b>	<b>2,763,000</b>	<b>-0.5%</b>	<b>20.0</b>	<b>1,851,000</b>	<b>-2.0%</b>
Brisbane	1,445,000	3.6%	19.5	747,000	1.8%
Gold Coast	1,053,000	0.1%	9.5	827,000	0.5%
TNQ	842,000	-2.7%	8.1	780,000	-1.3%
Sunshine Coast	319,000	-0.3%	9.0	239,000	-3.3%
Whitsundays	220,000	-8.6%	5.9	213,000	-8.9%
SGBR <sup>9</sup>	136,000	-10.7%	14.5	108,000	-9.0%
Fraser Coast	125,000	-12.0%	5.3	114,000	-11.8%
Townsville	126,000	-15.0%	9.7	104,000	-15.1%

	Visitors	Trend change <sup>1</sup>	Avg stay	Holiday visitors	Trend change
Mackay	48,000	3.7%	9.4	34,000	4.8%
Outback Queensland	22,000	-4.2%	15.2	13,000	-8.3%
SQC <sup>10</sup>	54,000	9.7%	24.1	20,000	6.2%

## Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
<b>Total Queensland</b>	<b>\$6,006.4m</b>	<b>1.7%</b>	<b>\$2,174</b>	<b>\$109</b>
Brisbane	\$2,803.4m	4.4%	\$1,940	\$99
Gold Coast	\$1,342.0m	-1.1%	\$1,274	\$134
Sunshine Coast	\$284.3m	14.0%	\$890	\$99
Fraser Coast	\$44.0m	-17.5%	\$352	\$67
SGBR <sup>9</sup>	\$97.7m	-9.7%	\$718	\$49
Whitsundays	\$155.6m	-28.3%	\$706	\$120
TNQ	\$1,082.6m	1.2%	\$1,286	\$159
Townsville	\$81.3m	27.8%	\$647	\$66

	Expenditure	Trend change <sup>1</sup>	Spend per visitor	Spend per night
Mackay	\$19.3m	-6.0%	\$403	\$43
Outback Queensland	\$11.0m	-1.3%	\$509	\$33
SQC <sup>10</sup>	\$77.5m	13.1%	\$1,423	\$59

## Brisbane

Overnight visitor expenditure grew by 4.4% to a record \$2.8 billion on the back of visitation growing by 3.6% to 1.4 million. Growth was driven by VFR visitation which grew by 9.1% to a record 456,000. Holiday visitation reached a record 747,000 visitors (up 1.8%). Brisbane achieved record visitation from China (up 2.3% to 264,000) and the USA (up 6.3% to 106,000). Visitation also grew from New Zealand (up 3.5% to 229,000) and Germany (up 1.2% to 58,000), but there was a slight decline from the UK (down 1.8% to 129,000). Germany took over from Taiwan as Brisbane's fifth-largest market after visitation from Taiwan decreased by 9.4% to 55,000 visitors. Visitation from continental Europe reached a record 205,000 visitors, up 2.1% over the year.

## Gold Coast

Visitation from the Gold Coast was steady (up 0.1%) at a record 1.1m visitors, who spent a total of \$1.3bn (down 1.1%). Holiday visitation was also steady (up 0.5% at 827,000), while a 6.4% increase in VFR (at a record 168,000) offset a 25.8% decrease in business visitation to 33,000. While visitation grew from China (up 1.3% to 273,000), Japan (up 3.7% to 70,000), and the USA (up 9.7% to a record 45,000), visitation decreased from the UK (down 6.5% to 60,000).

## Tropical North Queensland (TNQ)

Overnight visitor expenditure in TNQ increased by 1.2% to \$1.1 billion, despite total visitation decreasing 2.7% to 842,000. This was due to an increase in ALoS by 0.9 nights to 8.1 nights. The decrease in visitation was led by business (down 35.4% to 15,000) and VFR (down 9.8% to 43,000) visitors, while the largest market, holiday makers decreased by 1.3% to 780,000. The decrease in visitation was largely due to European markets, including visitation from the United Kingdom (down 9.0% to 75,000) and Germany (down 11.5% to 44,000). In contrast, visitation grew from TNQ's other largest markets: China (up 3.1% to 208,000); the USA (up 8.1% to 115,000) and Japan (up 2.0% to 113,000).

## Sunshine Coast

Overnight visitor expenditure grew by 14.0% to \$284.3m, despite total visitation remaining steady (down 0.3%) at 319,000. The growth in expenditure reflects an increase in average length of stay, increasing by 0.5 nights to 9.0 nights and spend per night increasing by 8.6% to \$99 per night. While Holiday visitation decreased by 3.3% to 239,000, VFR grew by 4.9% to a record 70,000 visitors. Among the Sunshine Coast's largest source markets, visitation from New Zealand grew 7.0% to 78,000 and visitation from North America grew 11.7% to 39,000; visitation from the UK decreased by 1.8% to 60,000 and visitation from continental Europe decreased by 8.6% to 90,000.

## Fraser Coast

Overnight visitor expenditure decreased by 17.5% to \$44.0m on the back of a 12.0% decrease in visitation to 125,000 and a 6.2% decrease in spend per visitor to \$352 per visitor. Holiday makers account for 91% of international visitation to the Fraser Coast, though holiday visitation declined 11.8% year-on-year. While visitation from the United Kingdom was steady (down 1.0%), most of the decline in visitation was due to a reduction in visitors from continental Europe (down 18.3% to 63,000) including a 22.6% decrease in the total number of visitors from Germany (to 22,000).

## Whitsundays

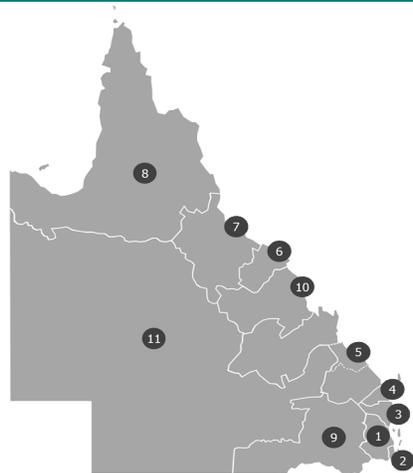
Visitation to the Whitsundays decreased by 8.6% to 220,000 and expenditure was down 28.3% to \$155.6m. Although ALoS increased slightly (up 0.1 nights to 5.9 nights) spend per night decreased by 23.4% to \$120 per night, which might reflect in part an increase in the proportion of working holiday nights in the region. Holiday visitation, which makes up 96% of international visitation in the Whitsundays, decreased by 8.9% to 213,000 visitors. The decrease was largely due to Europe. Visitation from the UK decreased by 7.2% to 44,000 and visitation from the rest of Europe decreased 8.4% to 91,000. Visitation from Asia was also down, decreasing 8.7% to 36,000.

## Townsville

Overnight visitor expenditure in Townsville increased 27.8% to \$81.3m despite visitation decreasing 15.0% to 126,000. In part this reflects ALoS increasing 0.6 nights to 9.7 nights, but it also reflects a 40.8% increase in spend per night to \$66 per night. In part, this may reflect a decrease in the proportion of visitors nights by working holiday visitors. Total holiday visitation decreased by 15.1% to 104,000 and VFR visitation decreased by 18.8% to 16,000. The decrease in visitation was driven by Europe, with visitation from the UK down 18.9% to 22,000 and visitation from the rest of Europe down 15.7% to 61,000.

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## Southern Great Barrier Reef (SGBR)

Overnight visitor expenditure in the SGBR region decreased 9.7% to \$97.7m, reflecting a 10.7% decrease in visitation. The decrease in visitation occurred across both holiday makers (down 9.0% to 108,000) and visiting friends and relatives (down 18.4% to 19,000) which together make up 91% of international visitors to the region. The decrease in visitation was largely due to a decline from Europe (including the UK down, down 6.4% to 82,000), New Zealand (down 26.0% to 16,000) and Asia (down 18.6% to 16,000).

## Southern Queensland Country (SQC)

Annual overnight visitor expenditure in the SQC grew by 13.1% on average over the past three years to \$77.5m. The increase was largely due to annual visitation increasing by 9.7% on average over the same period to 54,000, while spend per visitor also increased, up 2.5% on average to \$1,423 per visitor. Visitation growth was driven by VFR visitation which grew by 10.0% on average over the past three years to 20,000, while holiday visitation grew by 6.2% on average over the period to 20,000. Visitation from Asia grew by 7.5% on average over the period to 15,000 and visitation grew 5.4% on average from Europe (including the UK) to 16,000.

## Mackay

Annual International visitation grew by 3.7% on average over the three years to September 2019 to reach 48,000. These visitors spent \$19.3m in the year ending September 2019. The growth in visitation was driven by annual holiday visitors which increased by 4.8% on average over the same period to 34,000. The increase predominantly came from European (including the UK) visitation, which grew by 8.6% on average over the past three years to be 29,000.

## Outback

Annual overnight visitor expenditure decreased slightly (down 1.3% on average) over the past three years to \$11.0m, reflecting annual visitation which decreased by 4.2% on average over the same period to 22,000. The decrease in visitation was partly offset by a 4.1% average increase to ALoS to 15.2 nights over the past three years. Holiday visitation decreased by 8.3% on average over the past three years to 13,000. Three quarters (76%) of visitors are from western markets, with visitors from this market decreasing by 9.5% on average over the past three years to 16,000 visitors.

## International visitors by region and source market

	China		Europe (excl UK)		Japan		New Zealand		North America		United Kingdom	
	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change	Visitors	Annual change
<b>Total Queensland</b>	<b>489,000</b>	<b>-5.4%</b>	<b>341,000</b>	<b>2.5%</b>	<b>212,000</b>	<b>3.2%</b>	<b>482,000</b>	<b>1.6%</b>	<b>301,000</b>	<b>2.8%</b>	<b>221,000</b>	<b>-5.2%</b>
1 Brisbane	258,000	-0.6%	202,000	1.1%	41,000	-7.4%	230,000	8.1%	144,000	10.4%	126,000	-3.9%
2 Gold Coast	271,000	-2.6%	94,000	1.9%	73,000	13.4%	209,000	2.8%	63,000	8.3%	58,000	-13.3%
3 Sunshine Coast	n/p	n/p	90,000	-8.1%	n/p	n/p	78,000	19.5%	40,000	19.7%	61,000	2.5%
4 Fraser Coast	n/p	n/p	66,000	-14.6%	n/p	n/p	11,000	n/p	13,000	11.5%	29,000	-2.4%
5 SGBR <sup>9</sup>	n/p	n/p	60,000	-2.6%	n/p	n/p	17,000	-1.9%	15,000	-8.6%	23,000	-15.6%
6 Whitsundays	17,000	-26.0%	91,000	-10.6%	n/p	n/p	11,000	n/p	30,000	2.5%	45,000	-5.0%
7 TNQ	206,000	0.0%	161,000	-8.5%	112,000	1.3%	39,000	4.6%	139,000	7.9%	78,000	-8.8%
8 Townsville	n/p	n/p	64,000	-14.1%	n/p	n/p	n/p	n/p	16,000	-0.9%	23,000	-14.1%
9 Mackay <sup>11</sup>	n/p	n/p	22,000	6.7%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
10 Outback Queensland <sup>11</sup>	n/p	n/p	7,000	-14.0%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
11 SOC <sup>10,11</sup>	n/p	n/p	11,000	12.8%	n/p	n/p	12,000	n/p	6,000	n/p	n/p	n/p

# International Tourism Snapshot

Year ending September 2019

	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	481,000	-1.7%	\$590.0m	1.1%	1,276,000	1.5%	\$1,614.4m	-3.0%
<b>Total Asia</b>	<b>1,233,000</b>	<b>-0.4%</b>	<b>\$3,267.1m</b>	<b>3.7%</b>	<b>4,337,000</b>	<b>3.5%</b>	<b>\$20,179.5m</b>	<b>6.6%</b>
China	496,000	-1.5%	\$1,552.3m	8.3%	1,331,000	1.2%	\$10,228.0m	9.4%
Japan	215,000	4.4%	\$470.5m	21.3%	455,000	8.8%	\$1,239.1m	10.7%
Singapore	70,000	5.2%	\$155.5m	-9.4%	417,000	9.4%	\$1,099.7m	4.6%
Malaysia	50,000	2.6%	\$88.0m	-21.6%	344,000	-3.7%	\$970.6m	-8.0%
Korea	70,000	-13.9%	\$233.0m	-8.2%	250,000	-10.0%	\$1,064.1m	-6.9%
India	82,000	8.7%	\$140.5m	-0.9%	364,000	12.2%	\$1,265.7m	10.1%
Hong Kong	67,000	-7.4%	\$195.2m	-2.0%	284,000	2.8%	\$990.1m	3.9%
Indonesia	24,000	22.3%	\$52.3m	21.8%	195,000	6.3%	\$648.0m	3.9%
Taiwan	76,000	-6.4%	\$201.2m	-10.2%	179,000	-4.3%	\$732.2m	0.0%
Thailand	19,000	-4.5%	\$45.1m	-1.2%	93,000	2.4%	\$377.4m	2.3%
Other Asia	64,000	1.7%	\$133.5m	-2.2%	424,000	13.0%	\$1,564.7m	12.5%
<b>North America</b>	<b>307,000</b>	<b>5.7%</b>	<b>\$568.7m</b>	<b>5.3%</b>	<b>952,000</b>	<b>5.7%</b>	<b>\$2,518.7m</b>	<b>11.1%</b>
USA	239,000	5.0%	\$422.2m	11.5%	771,000	4.7%	\$1,984.3m	11.4%
Canada	68,000	8.2%	\$146.5m	-9.2%	181,000	10.1%	\$534.4m	9.9%
<b>Total Europe</b>	<b>553,000</b>	<b>-2.9%</b>	<b>\$1,108.2m</b>	<b>-6.5%</b>	<b>1,557,000</b>	<b>-0.4%</b>	<b>\$5,199.3m</b>	<b>0.9%</b>
United Kingdom	216,000	-8.1%	\$382.7m	-8.9%	670,000	-4.3%	\$1,830.4m	-4.7%
Germany	81,000	-3.8%	\$156.0m	-17.4%	197,000	-1.4%	\$694.0m	-0.8%
France	49,000	6.7%	\$86.3m	-15.0%	137,000	5.6%	\$505.5m	-1.2%
Scandinavia	46,000	0.6%	\$140.1m	15.0%	105,000	-2.7%	\$417.8m	4.8%
Italy	29,000	18.3%	\$55.6m	3.2%	74,000	0.6%	\$311.6m	0.6%
Switzerland	20,000	-6.3%	\$37.0m	-31.6%	53,000	-1.4%	\$242.9m	12.9%
Netherlands	23,000	-6.9%	\$51.3m	-0.6%	59,000	6.2%	\$203.9m	-7.9%
Other Europe	88,000	1.5%	\$199.2m	3.0%	262,000	7.6%	\$993.1m	13.3%
<b>Other markets</b>	<b>188,000</b>	<b>0.1%</b>	<b>\$472.4m</b>	<b>5.1%</b>	<b>540,000</b>	<b>0.1%</b>	<b>\$1,828.5m</b>	<b>0.9%</b>
<b>All markets</b>	<b>2,763,000</b>	<b>-0.5%</b>	<b>\$6,006.4m</b>	<b>1.7%</b>	<b>8,662,000</b>	<b>2.5%</b>	<b>\$31,340.4m</b>	<b>5.0%</b>

- Notes:
- Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
  - Avg stay = average length of stay expressed in nights
  - Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
  - Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
  - North America includes United States of America and Canada
  - Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
  - Visiting friends or relatives (VFR)
  - All expenditure figures include package expenditure
  - SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
  - SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
  - To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year on year comparison

- Other notes:
- Expenditure estimates should be used with caution
  - "n/p" = not published for technical reasons
  - For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions

Strategic Research and Development  
Tourism and Events Queensland  
e. [research@queensland.com](mailto:research@queensland.com)  
w. [teq.queensland.com/research](http://teq.queensland.com/research)

Data Source:  
International Visitor Survey (IVS), Tourism Research Australia. The information included in this report was extracted from the IVS conducted Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

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