

Year ending September 2015

Domestic Visitors to Australia

	Visitors	Annual change ¹	Avg Stay ²	Annual change
Total	85,320,000	▲ 7.0%	3.7	▼ -2.6%
Holiday	34,074,000	4.1%	3.9	-2.5%
VFR ³	29,864,000	3.6%	3.3	-2.9%
Business	18,049,000	18.2%	3.7	2.8%

Intrastate	59,045,000	▲ 6.2%	3.0	▼ -3.2%
Holiday	24,850,000	3.3%	3.1	-6.1%
VFR	21,102,000	4.6%	2.5	-3.8%
Business	9,966,000	16.2%	3.6	0.0%

Interstate	27,771,000	▲ 8.7%	5	● 0.0%
Holiday	9,905,000	5.8%	5.4	0.0%
VFR	9,109,000	1.5%	5.1	2.0%
Business	8,219,000	20.2%	3.8	11.8%

Expenditure in Australia

Australia	\$ million	Annual change
Total ⁴	\$56,890.4m	▲ 5.9%
Holiday ⁵	\$23,844.3m	5.2%
VFR ⁵	\$9,152.9m	-3.8%
Business ⁵	\$9,965.9m	13.5%

Record Travels

The number of Australians travelling domestically reached a record 85.3 million visitors after a 7.0% growth rate in the year ended September 2015. Within this record were several new levels of visitation with national records set for holiday, VFR and business visitors as well.

Business Travels

Recent increases in business travel continued over the year with a very strong 18.2% increase to 18 million business visitors across the country. This included intrastate and interstate growth as business travellers increased their travel into new markets. Business travel, which can include everything from kitchen quotes to conventions to sales reps, achieved a 21.2% share of domestic visitors which is up from 18.6% just two years ago.

Night Travels

Overall visitor nights grew 5.2% nationally - slightly less than visitation. Total domestic visitor nights reached 318 million, driven by strong growth in business visitor nights at 22.9%. Holiday visitor nights and VFR nights were subdued with growth of 0.8% and 1.9% respectively.

Money Travels

A record \$56.9 billion dollars was spent on domestic travel in the year ended September 2015. Record expenditure was also recorded in all but two of the states and territories. The national expenditure growth rate of 5.9% was slightly lower than the growth in visitor numbers due to the lower growth in visitor nights, resulting in a slightly lower spend per visitor than the year prior.

Domestic visitors within Australia (million)



State comparison - domestic visitors (percentage change)



Year ending September 2015

Domestic Visitors to Queensland

	Visitors	Annual Change ¹	Avg Stay	Annual change
Total	19,767,000	▲ 7.9%	4.1	▼ -4.7%
Holiday	7,550,000	2.0%	4.4	-4.3%
VFR	6,738,000	3.4%	3.6	-5.3%
Business	4,600,000	27.9%	3.7	-9.8%

Intrastate	14,170,000	▲ 10.3%	3.4	▼ -5.6%
Holiday	5,262,000	4.2%	3.4	-2.9%
VFR	4,919,000	7.8%	2.8	-9.7%
Business	3,206,000	29.4%	3.8	-11.6%

Interstate	5,597,000	▲ 2.1%	5.9	▼ -1.7%
Holiday	2,288,000	-2.6%	6.7	-5.6%
VFR	1,819,000	-6.9%	5.8	7.4%
Business	1,394,000	24.6%	3.6	2.9%

Expenditure in Queensland

Queensland	\$ million	Annual change
Total ⁴	\$14,210.2m	▲ 2.7%
Holiday ⁵	\$6,277.7m	0.9%
VFR ⁵	\$2,057.8m	-16.0%
Business ⁵	\$2,351.4m	19.5%

Business Gets Moving

The number of domestic overnight visitors in Queensland reached a record 19.8 million visitors after 7.9% growth in the year to September 2015. This growth followed the recent trend of business travel driving visitor growth at the state and national level. Business visitors in Queensland grew 27.9% to 4.6 million with increases in both interstate and intrastate travel.

Business visitor nights grew 17.3% which was slightly less than the growth in business visitors. The growth rate for visitor nights for those travelling for holidays and VFR was also less than their visitor growth. The result was an overall growth in visitor nights of 2.7%.

Home Sweet Home

Intrastate travel remained the major driver of domestic visitors in Queensland. A growth rate of 10.3% in Queenslanders travelling within Queensland, meant intrastate visitors contributed a 71.7% share of all domestic overnight visitors in Queensland for the year ended September 2015.

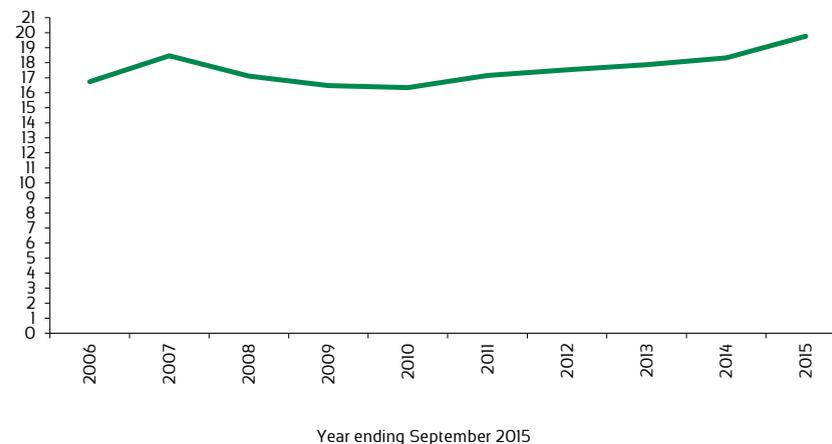
Interstate Growth

Interstate visitors to Queensland increased 2.1% over the year prior. Business remained the big driver with 24.6% increase in interstate business visitors. Interstate holiday visitors declined 2.6% and interstate VFR decreased 6.9%. Overall interstate visitors made up 28.3% of all domestic visitors to Queensland.

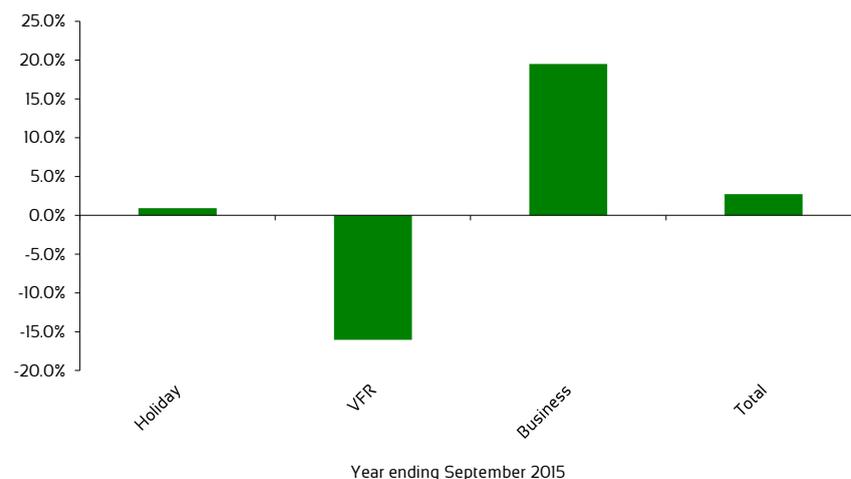
Expenditure Record

The strong growth in higher yielding business visitation helped in reaching a record level of total domestic visitor expenditure in Queensland. With a 2.7% increase on the year prior, total expenditure reached \$14.2 billion for the year ended September 2015.

Domestic visitors to Queensland (million)



Annual Change in expenditure in Queensland - Purpose



Year ending September 2015

Domestic visitors by region

	Visitors	Annual change ¹	Holiday Visitors	Annual change
Brisbane	5,523,000	5.2%	1,359,000	0.0%
Gold Coast	3,527,000	3.2%	1,862,000	-10.1%
Sunshine Coast	2,857,000	-2.2%	1,605,000	-1.0%
Fraser Coast	630,000	21.4%	294,000	2.8%
Southern Qld Country ⁷	1,995,000	12.6%	538,000	13.3%
Southern GBR	1,938,000	8.3%	570,000	-1.0%
Mackay	881,000	20.0%	160,000	11.1%
Whitsundays	411,000	-13.3%	282,000	-13.2%
Townsville	1,017,000	16.1%	297,000	10.0%
TNQ	2,023,000	19.4%	1,062,000	21.0%
Three Year Trend	Visitors	Trend Change ⁸	Holiday Visitors	Trend Change ⁸
Outback	488,000	6.0%	127,000	-1.8%

Brisbane

The region again experienced a record level of domestic visitor expenditure in Brisbane with a after a 9.7% increase to \$3.5 billion in the year ended September 2015. Underpinning this result was strong growth in the higher yielding business visitor - mostly from within Queensland.

Gold Coast

Domestic overnight visitors to the Gold Coast increased 3.2% in the year to September 2015, through strong VFR and business visitor growth. Business travel is being driven by significant infrastructure construction ahead of the Commonwealth Games, as well as substantial apartment developments across the city.

Sunshine Coast

There was a slight decline in overall visitation to the Sunshine Coast of 2.2%, however business visitors grew strongly in line with national and state trends. Visitor expenditure remained essentially stable at \$1.8 billion.

Tropical North Queensland

The number of domestic visitors to TNQ had solid growth of 19.4% due to very strong intraregional travel with visitors from the Cape, Gulf and Savannah areas making up 32.5% of all domestic overnight visitors to the region. There was also strong interstate growth of 22.0%, led by a resurgent Sydney market.

SGBR

Domestic visitors to the SGBR region increased 8.3% in the year to September 2015 to 1.9 million visitors. Business visitors were the major driver of the growth with holiday visitor numbers remaining stable.

Southern Queensland Country

The total number of domestic visitors to SQC increased 12.6%. Early signs of an easing in the CSG boom continued with business visitor growth lower than the national and state growth levels, as well as a large decline of 13.5% in business visitor nights to the region. Holiday visitor growth, particularly from Brisbane, has increased to offset some of this easing.

Mackay

Mackay continued recent improvements with a solid 20.0% increase in overall visitors to the region for the year ended September 2015. Holiday visitors increased 11.1% and contributed 18.2% of all visitors to the region.

Townsville

The number of domestic overnight visitors to Townsville increased 16.1% due to improving holiday visitor numbers as well as business visitor growth from nearby regions.

Whitsundays

The Whitsundays were further impacted by reduced mining activity in the region with a decline of 13.3% in overall visitors. Interstate visitor numbers remained relatively stable, however intrastate visitors declined 21.3%.

Fraser Coast

The region continued recent improvements in domestic visitation with a 21.4% increase to Fraser Coast in the year to September 2015, driven by a sharp rise in business travel and a small increase in holiday visitors.

Outback

The three year trend increase for domestic travel to the Outback increased 6.0% in the three years to September 2015. The growth was driven strongly by business visitors which offset a small decline in holiday visitors over the same period.

Intrastate visitors by region

Intrastate	Visitors	Annual change
Brisbane	3,340,000	8.9%
Gold Coast	1,855,000	7.9%
Sunshine Coast	2,211,000	-1.5%
Fraser Coast	496,000	35.9%
Southern QLD Country ⁷	1,650,000	13.2%
Southern GBR	1,680,000	8.6%
Mackay	760,000	23.4%
Whitsundays	225,000	-21.3%
Townsville	799,000	11.7%
TNQ	1,375,000	18.2%

Interstate visitors by region

Interstate	Visitors	Annual change
Brisbane	2,183,000	0.0%
Gold Coast	1,672,000	-1.6%
Sunshine Coast	646,000	-4.6%
Fraser Coast	134,000	-13.0%
Southern QLD Country ⁷	345,000	9.9%
Southern GBR	259,000	6.6%
Mackay	121,000	n/p
Whitsundays	187,000	-0.5%
Townsville	218,000	34.6%
TNQ	648,000	22.0%

For more insights and data specific to any of the Queensland regions listed above, please refer to the Regional Snapshots which are released quarterly and can be found on our website at www.teq.queensland.com

⁷ In order to improve the reliability of information presented for the Toowoomba, South Burnett, Southern Downs and Western Downs regions, data for these regions will no longer be reported separately. Data for these regions will now be reported within the Southern Qld Country region in the Domestic Tourism Snapshot.

Year ending September 2015

Domestic visitor expenditure¹ in Australia by state

by State	\$ million	Annual change	Share	\$/Visitor
Queensland	\$14,210.2m	2.7%	25.0%	\$718.88
NSW	\$15,994.7m	4.6%	28.1%	\$574.95
VIC	\$11,919.9m	6.0%	21.0%	\$562.70
Other	\$14,765.6m	10.5%	26.0%	\$751.97
Total Australia	\$56,890.4m	5.9%	100%	\$666.79

Domestic visitor expenditure in Queensland by region

by Region	\$ million	Annual change	Share	\$/Visitor
Brisbane	\$3,529.0m	9.7%	24.8%	\$638.92
Gold Coast	\$2,819.8m	-8.3%	19.8%	\$799.47
Sunshine Coast	\$1,798.6m	-0.5%	12.7%	\$629.54
Fraser Coast	\$310.3m	-7.0%	2.2%	\$492.57
Southern QLD Country ⁷	\$639.3m	-16.2%	4.5%	\$320.44
Southern GBR	\$953.4m	3.2%	6.7%	\$477.77
Mackay	\$361.6m	-1.5%	2.5%	\$410.24
Whitsundays	\$507.7m	-7.8%	3.6%	\$1,234.05
Townsville	\$780.1m	26.7%	5.5%	\$767.18
Outback ⁸	\$304.5m	3.5% ^B	2.1%	\$623.50
TNQ	\$2,106.7m	17.7%	14.8%	\$1,041.28

Data Source:

The information included in this report refers to overnight visitor data extracted from the National Visitor Survey, managed by Tourism Research Australia. Approximately 120,000 Australian residents aged 15 and over are surveyed on an annual basis using a telephone interview. The statistics included in this report depict rolling annual data and are updated each quarter. The use of rolling annual data removes seasonality from the data allowing the measurement of real growth and decline.

For this publication data has been adjusted to conform to Tourism and Events Queensland's tourism region definitions. These are consistent with current Regional Tourism Organisation boundaries.

For Further Information:

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Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior.
2. Avg stay: Average length of stay.
3. VFR: Visiting friends or relatives. Please note: Figures for regional visitation may be impacted by the VFR market. VFR visitors typically stay with friends or family and as such their commercial impact on the tourism industry can be less obvious than that of holiday or business visitors.
4. Expenditure including airfares and long distance transport costs.
5. Expenditure excluding airfares and long distance transport costs.
6. Leisure: the purposes of holiday and VFR combined.
7. The Southern Queensland Country region is inclusive of the Toowoomba, South Burnett, Southern Downs and Western Downs regions.
8. Trend change refers to the percentage change between the three years to this year ended, compared to the three years to the year prior.

Tourism Research Australia have implemented a dual frame methodology to the National Visitor Survey, effective from January 2014. Using a dual frame survey methodology, a portion of the sample is collected from residential landlines and another from mobile phones. This will help overcome potential bias caused by an increasing proportion of Australia's population being outside the scope of the NVS because they live in "mobile phone only" households. For this reason, annual change results are a guide only as they are not directly comparable.

n/p Not publishable

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