

Travel Expenditure in Queensland's Regions in 2010

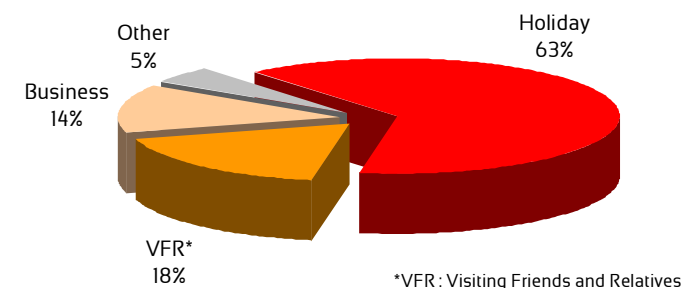


Updated August 2011

Domestic Overnight Visitor Expenditure

- In 2010, expenditure by domestic visitors to Queensland declined by 2% from 2009 to \$11.5 billion.
- Expenditure in Brisbane increased by 14% to \$2.5 billion, rebounding from a sharp decrease in 2009. The Gold Coast is still Queensland's top region for domestic tourism, accounting for a quarter of domestic expenditure in 2010.
- Regional Queensland had mixed results in 2010 - Sunshine Coast, Tropical North Queensland, Central Queensland and Bundaberg recorded declines in domestic expenditure, whereas the other regions including the Whitsundays and Mackay recorded increases.
- Holiday expenditure accounts for 63% of all domestic expenditure, followed by visiting friends and relatives (18%), and business (14%).

Domestic Expenditure in Queensland by Main Purpose of Visit - 2010



Domestic Visitor Expenditure in tourism regions of Queensland

Region	Expenditure \$ millions	Share of Expenditure %	Annual change %	Visitors '000	Visitor Nights '000	Expenditure per Visitor \$	Expenditure per Night \$	Average Length of Stay Nights
Gold Coast	2,862	25	0	3,396	13,755	843	208	4
Brisbane	2,518	22	+14	4,862	15,540	518	162	3
Sunshine Coast	1,590	14	-16	2,604	10,186	611	156	4
Tropical North Qld	1,440	13	-18	1,303	8,321	1,106	173	6
Whitsundays	558	5	+12	501	2,172	1,113	257	4
Central Queensland	518	5	-18	1,131	4,612	458	112	4
Northern (Townsville)	498	4	+3	837	3,066	595	163	4
Darling Downs	399	3	+1	1,389	4,157	287	96	3
Fraser Coast	344	3	n/p	687	2,522	500	136	4
Mackay	297	3	+16	685	2,741	433	108	4
Bundaberg	194	2	-10	591	2,027	329	96	3
Total QLD	11,454	100	-2	16,582	71,208	691	161	4

Note: n/p not published
The regions shown are Australian Bureau of Statistics regions. Tourism Queensland tourism region boundaries may differ slightly. Estimates for the Outback Queensland region are not published.
Domestic expenditure includes airfares and long distance travel cost, and excludes major purchases including motor vehicles

Source: Tourism Research Australia 2011

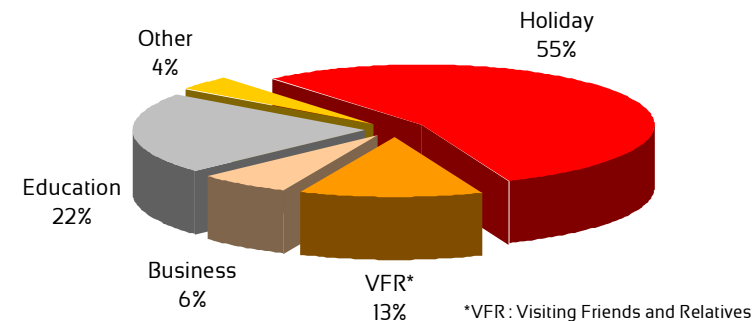
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International Visitor Expenditure

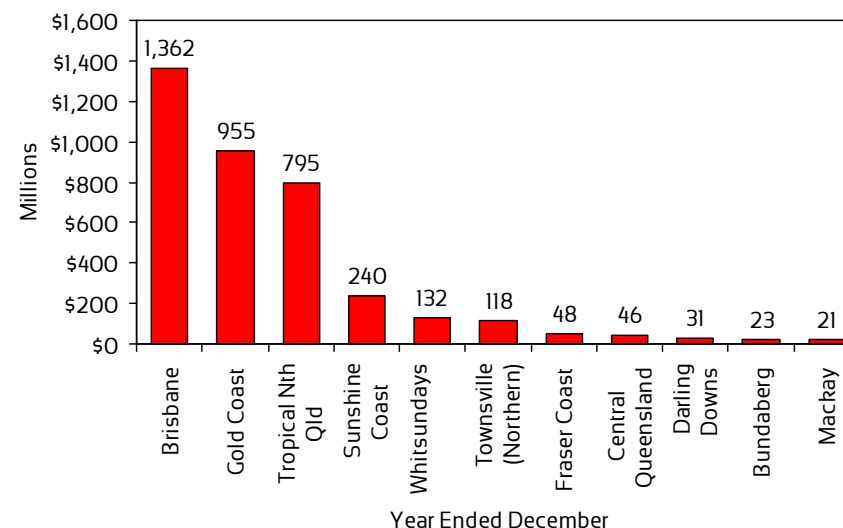
- In 2010, expenditure by international visitors to Queensland declined by 3% from 2009 to \$3.8 billion.
- Queensland's top regions of Brisbane, Gold Coast and Tropical North Queensland accounts for 82% of all international expenditure.
- Brisbane, Sunshine Coast and Townsville recorded growth in international expenditure from the previous year.
- Holiday expenditure accounts for over half of all travel expenditure, followed by education (22%), visiting friends and relatives (13%), and business (6%).

International Expenditure in Queensland by Main Purpose of Visit - 2010



International Visitor Expenditure in tourism regions of Queensland

Region	Expenditure \$ millions	Share of Expenditure %	Annual change %
Brisbane	1,362	36	+2
Gold Coast	955	25	-6
Tropical North Queensland	795	21	-2
Sunshine Coast	240	6	+8
Whitsundays	132	3	-15
Northern (Townsville)	118	3	+24
Fraser Coast	48	1	-33
Central Queensland	46	1	-12
Darling Downs	31	1	n/p
Bundaberg	23	1	-8
Mackay	21	1	n/p
Total QLD	3,780	100	-3



Note: n/p not published

The regions shown are Australian Bureau of Statistics regions. Tourism Queensland tourism region boundaries may differ slightly. Estimates for the Outback Queensland region are not published. International expenditure includes packages, and excludes major purchases including motor vehicles.

Source: Tourism Research Australia 2011

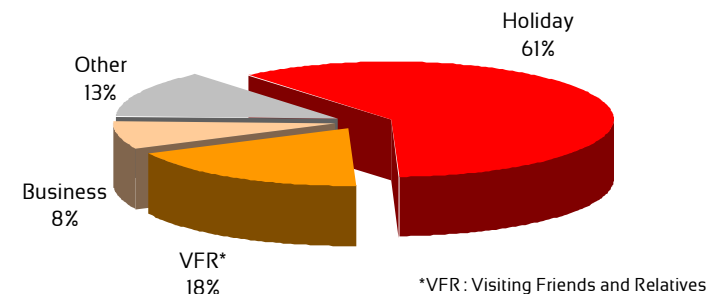
Travel Expenditure in Queensland's Regions in 2010



Domestic Day Trip Visitor Expenditure

- In 2010, expenditure by domestic day trip visitors in Queensland grew strongly by 16% from 2009 to \$3.7 billion.
- The majority of regions in Queensland recorded increases in day trip expenditure, with Brisbane growing at 17% and the Gold Coast growing at 6%.
- Holiday day trips accounts for over 60% of expenditure, followed by visiting friends and relatives (18%) and business (8%) day trips.

Domestic Expenditure in Queensland by Main Purpose of Visit - 2010



Domestic Day Trip Visitor Expenditure in tourism regions of Queensland

Region	Expenditure \$ millions	Share of Expenditure %	Annual change %
Brisbane	1,159	31	+17
Gold Coast	692	19	+6
Sunshine Coast	358	10	-17
Darling Downs	331	9	+20
Central Queensland	244	7	+20
Tropical North Queensland	230	6	+17
Northern (Townsville)	178	5	+50
Bundaberg	137	4	n/p
Fraser Coast	113	3	+14
Other QLD	277	7	n/p
Total QLD	3,717	100	+16

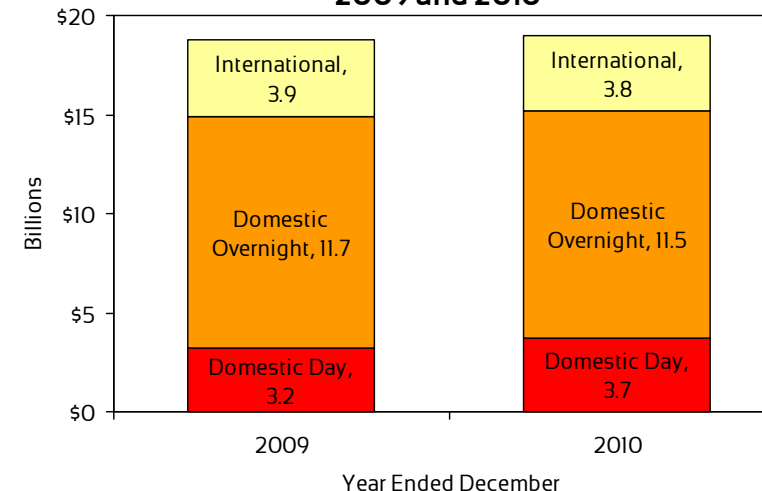
Note: n/p not published
The regions shown are Australian Bureau of Statistics' regions. Tourism Queensland tourism region boundaries may differ slightly.
'Other QLD' includes the Mackay, Outback and Whitsundays tourism regions.
Domestic expenditure excludes major purchases including motor vehicles

Source: Tourism Research Australia 2011

About this release:

Tourism Research Australia (TRA) provides estimates for regional expenditure on an annual calendar year basis. TRA uses a model based approach to allocate international and domestic visitor expenditure collected in the International and National Visitor Surveys to Australian tourism regions. Refer to Tourism Research Australia's website for background and methodology.

Total Visitor Expenditure in Queensland in 2009 and 2010



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