

Updated November 2011

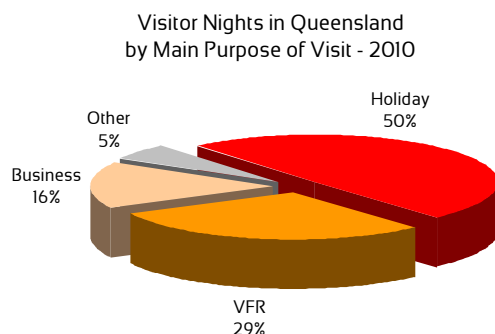
Domestic Tourism Forecasts (Australia and Queensland)

- The Tourism Forecasting Committee (TFC) produces domestic visitor night forecasts for Australia, all States and Territories, and major capital cities covering the next ten years. The forecasts represents the most likely outcome given past trends, current information and the impact of policy and industry changes.
- Domestic visitor nights are forecast to decrease by 795,000 nights (to 258.7 million nights) in 2011. The national decrease is largely driven by Queensland, where the natural disasters in early 2011 has had a material impact on domestic leisure tourism in the state. The domestic business sector is expected to further recover from the Global Financial Crisis (GFC) downturn to grow by 2.4% in visitor nights in 2011.
- As noted above, the natural disasters in Queensland in early 2011 has dampened domestic travel to the state, with domestic visitor nights in Queensland forecasted to decrease by 4.1% in 2011. By purpose of visit, holiday (down 4.2%), VFR (down 5.3%) and business (down 5.8%) contributed to the overall decrease in domestic visitor nights.
- The downturn is forecast to affect regional Queensland on a greater scale, with domestic visitor nights decreasing by 7.0% while domestic visitor nights in Brisbane and the Gold Coast are forecast to increase marginally by 0.1%.
- Domestic tourism's share of the total economic value of the Australia tourism industry, which includes inbound and domestic tourism, is forecast to decline from 75% in 2010 to 69% in 2020.

Domestic Visitor Nights in Queensland

Forecast of performance	Queensland (visitor nights)	Brisbane and Gold Coast (visitor nights)	Rest of Queensland (visitor nights)
2011	-4.1%	+0.1%	-7.0%
Average Annual Growth Rate from 2010 to 2020	+0.2%	+0.4%	-0.01%

- Visitor nights demanded for Australian hotels, motels, guesthouses and serviced apartments are forecast to decrease by 1.6% in 2011, before a full recovery in 2012 and growing 0.7% per annum between 2010 and 2020.
- Holiday travel is expected to remain the largest segment of the domestic tourism market in 2020, accounting for 48% of Queensland visitor nights while business is forecast to remain at 16%.



Domestic Visitor Nights in Australia by Purpose of Visit ('000)

Calendar year	Holiday	VFR	Business	Other*	Total
2010	127,108	78,311	38,761	15,344	259,525
2011	125,964	77,347	39,707	15,712	258,730
2012	126,305	77,838	40,171	15,799	260,113
2013	126,623	78,311	40,597	15,855	261,386
2014	126,886	78,753	40,982	15,882	262,503
2015	127,131	79,144	41,280	15,898	263,454
2016	127,353	79,536	41,543	15,914	264,348
2017	127,551	79,903	41,778	15,931	265,164
2018	127,724	80,221	41,988	15,948	265,881
2019	127,874	80,541	42,186	15,954	266,554
2020	128,024	80,854	42,388	15,959	267,225
Average Annual Growth Rate from 2010 to 2020	+0.1%	+0.3%	+0.9%	+0.4%	+0.3%

Domestic Visitor Nights in Queensland by Purpose of Visit ('000)

Calendar year	Holiday	VFR	Business	Other*	Total
2010	35,154	20,732	11,407	3,915	71,208
2011	33,668	19,640	10,743	4,254	68,305
2012	33,860	19,894	10,904	4,294	68,951
2013	34,046	20,147	11,061	4,319	69,573
2014	34,206	20,383	11,207	4,323	70,120
2015	34,363	20,582	11,321	4,325	70,592
2016	34,511	20,782	11,423	4,327	71,044
2017	34,647	20,961	11,512	4,330	71,451
2018	34,766	21,108	11,591	4,333	71,798
2019	34,862	21,255	11,666	4,334	72,118
2020	34,960	21,402	11,740	4,335	72,437
Average Annual Growth Rate from 2010 to 2020	-0.1%	+0.3%	+0.3%	+1.0%	+0.2%

Note: Numbers highlighted in grey are forecasts.

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 2*, Tourism Research Australia, Canberra.

* "Other" visitor nights for historic data may differ from that published in NVS publications as it includes visitor nights for which the respondent was not specifically asked a purpose.

International Tourism Forecasts (Australia and Queensland)

- The TFC forecast international visitor arrivals to Australia with these forecasts being developed for Australia's major international source markets.
- International visitor arrivals to Australia are forecast to grow at an average annual rate of 3.2% from 2010 to 2020. International visitor nights are forecast to grow by 3.7% annually.
- The TFC estimate the number of international arrivals to Australia to increase slightly by 0.4% (or 21,500) in 2011, with slower than previously expected growth in 2012 (+2.7%) and 2013 (+4.0%). This can be attributed to the slower pace of economic growth in the United States and Europe and associated global economic uncertainty, as well as a large contraction in Japanese arrivals due to its earthquake disaster.
- Strong growth from Asia will dominate the inbound tourism performance in the next few years. Over the 2010-2020 period, Asia is projected to contribute around 55% of the projected 2.2 million increase in visitor arrivals.
- The economic value of international tourism is forecast to increase by 3.4% annually from \$24.4 billion in 2010 to \$34.1 billion in 2020.

International Visitors and Nights ('000)

Calendar year	Visitors		Nights	
	Australia	Queensland	Australia	Queensland
2010	5,885	2,236	197,449	39,800
2011	5,907	2,245	199,085	39,551
2012	6,064	2,304	203,967	40,765
2013	6,307	2,397	211,208	42,599
2014	6,588	2,503	219,677	44,722
2015	6,847	2,602	227,587	46,800
2016	7,097	2,697	235,322	48,748
2017	7,342	2,790	242,926	50,580
2018	7,587	2,883	250,569	52,420
2019	7,833	2,977	258,142	54,242
2020	8,082	3,071	265,739	56,074
Average Annual Growth Rate from 2010 to 2020	+3.2%	+3.2%	+3.7%	+3.5%

Note: Numbers highlighted in grey are forecasts.

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 2*, Tourism Research Australia, Canberra.

* Tourism Queensland estimates have been made on the assumption that Queensland will continue to attract the same proportion of international visitors (38%) to Australia as occurred in 2010 (IVS).

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- International visitor arrivals to Australia in 2010 totalled 5.4 million and visitor nights totalled 187 million with the International Visitor Survey (2010) showing that 38% of these visitors spent at least one night in Queensland.
- If Queensland continues to attract 38% of Australia's international arrivals the state is likely to host over 3.1 million visitors in 2020, an average annual growth rate of 3.2%.
- Queensland is forecast to attract 21% of international nights spent in Australia in 2020 representing annual growth of 3.5% and 56.1 million nights.

Domestic Visitor Nights in Brisbane and the Gold Coast

- In Brisbane and the Gold Coast, domestic visitor nights are forecast to increase slightly to an estimated 29.3 million nights in 2011. Modest growth is forecasted out to 2020, however holiday travel is forecasted to decrease over the period.

Domestic Visitor Nights in Brisbane and the Gold Coast by Purpose of Visit ('000)

Calendar year	Holiday	VFR	Business	Other	Total
2010	13,901	9,068	4,581	1,744	29,294
2011	12,956	9,785	4,608	1,972	29,321
2012	13,038	9,827	4,659	1,989	29,512
2013	13,118	9,867	4,708	1,999	29,691
2014	13,188	9,906	4,751	2,000	29,846
2015	13,259	9,945	4,778	2,001	29,983
2016	13,327	9,982	4,803	2,002	30,112
2017	13,389	10,017	4,824	2,003	30,234
2018	13,446	10,052	4,844	2,004	30,347
2019	13,494	10,088	4,864	2,005	30,451
2020	13,543	10,123	4,883	2,005	30,555
Average Annual Growth Rate from 2010 to 2020	-0.3%	+1.1%	+0.6%	+1.4%	+0.4%

Note: Numbers highlighted in grey are forecasts.

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 2*, Tourism Research Australia, Canberra

Background on Tourism Forecasting Committee: The TFC was established in 1993 to "provide tourism related industries with reliable and relevant tourism forecasts". Its membership draws on the combined expertise of the private and public sectors in the tourism, construction and finance industries. The Committee is supported by a technically oriented advisory body. Tourism Research Australia (TRA) is the main source of technical forecasting data.

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