

Visitation to National Parks

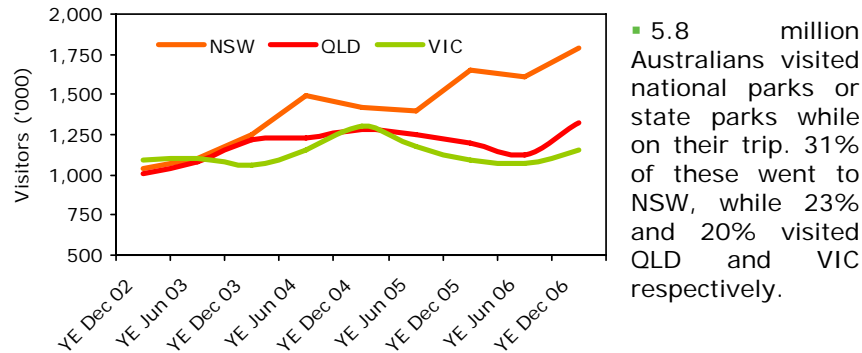
Year ended December 2006

Domestic Market – QLD, NSW & VIC

Source: National Visitor Survey, Tourism Research Australia.

The following information relates to tourists who went to national parks or state parks during their visit to a particular state or region.

National Parks Visitors to States - Domestic



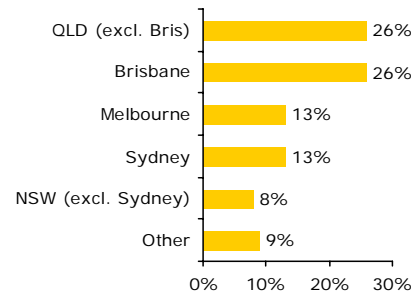
5.8 million Australians visited national parks or state parks while on their trip. 31% of these went to NSW, while 23% and 20% visited QLD and VIC respectively.

- 27.9 million visitor nights were spent in Australia by domestic tourists who went to national or state parks (7.9 million nights in QLD, 28% share).
- The market accounted for 8% of all visitors to and 11% of all nights spent in QLD.
- Over the last four years, the number of domestic tourists visiting national or state parks in Australia increased by 8.6% annually on average.

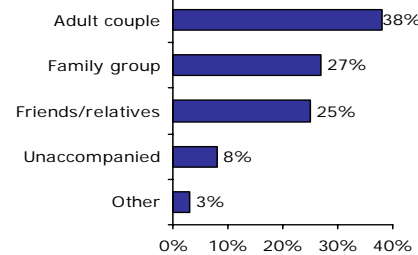
Destination	National Parks Visitors ('000)	Share	AAGR* YE Dec 02-YE Dec 06	Visitor nights ('000)	AAGR* YE Dec 02-YE Dec 06	Average length of stay (nights)
NSW	1,793	31%	14.6%	7,647	10.9%	4.3
QLD	1,320	23%	7%	7,923	9%	6.0
VIC	1,091	20%	1.5%	3,980	-2%	3.4
Total Australia	5,832	-	8.6%	27,981	7.5%	4.8

* AAGR – average annual growth rate

Where are national park visitors to QLD from?

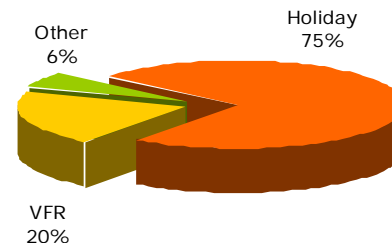


Who do they travel with?

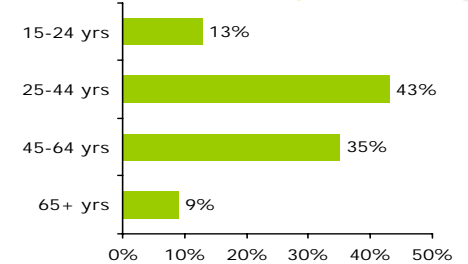


- In 2006, more visitors were travelling as adult couples and less were travelling as family groups than the year ending December 2005.

Why are they visiting QLD?



How old are they?



- A greater proportion of visitors were aged 25 to 44 years in 2006 (43%) compared with 2005 (39%).

What type of accommodation and transport do they use?

- Visitors to Queensland who went to National Parks spent 23% of their nights in a hotel, motel, resort or motor inn, while 26% of nights were spent at the home of a friend or relative.
- Visitors predominantly travelled to QLD by private/rented vehicle (60%), with a further 35% travelling by air.

Where did national park visitors go in QLD?

Destination	Visitors (000)	% Share	AAGR* YE Dec 02-YE Dec 06
Sunshine Coast	273	21%	8.0%
TNQ	261	20%	12.5%
Gold Coast	163	12%	7.1%
Brisbane	155	12%	9.5%

Visitation to National Parks

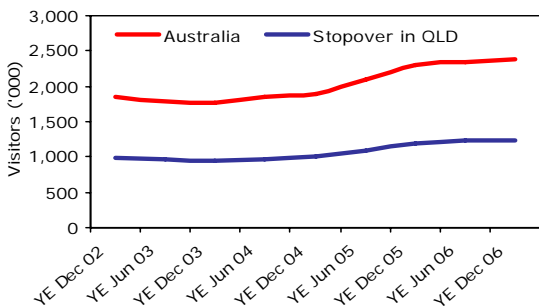
Year ended December 2006

International Market to Australia

Source: International Visitor Survey, Tourism Research Australia.

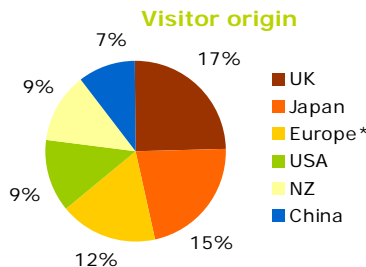
The following information relates to tourists who went to national parks or state parks during their trip to Australia, **not necessarily in a particular state or region.**

National Parks Visitors to Australia - Inbound



2.3 million international travellers visited national parks or state parks while in Australia (47% of all international visitors to the country). Of these, 52% (1.2 million visitors) made a stopover in QLD, and 62% (1.5 million visitors) made a stopover in NSW.

- 90.9 million visitor nights were spent in Australia by international tourists who went to national or state parks during their trip.
- From the years ended December 2002 to December 2006, the number of international tourists to Australia who visited national parks or state parks has increased by 6.5% annually on average.



*Europe excludes the UK and Germany

Top 5 Markets

	Visitors	AAGR YE Dec 02- YE Dec 06	% of total market that visited a national park	Visitor nights
UK	415,400	5.4%	17%	16,904,800
Japan	360,300	3.2%	15%	5,914,200
Europe *	281,400	7.5%	12%	14,987,700
USA	214,800	1.9%	9%	6,808,600
NZ	207,600	7.6%	9%	4,629,800
Total international	2,377,800	6.5%	-	90,911,500

Profile of inbound national parks visitors to Australia

International visitors who went to national or state parks during their stay in the country typically:

- Were visiting for holiday (77%).
- Stayed in a rented house/apartment/unit or flat (30%) or at a friend/relative's home (24%).
- Mainly travelled by air transport (68%) and/or private/rented vehicle (41%).
- Were aged 25 to 44 years (41%) or 45 to 64 years (33%).
- Were travelling unaccompanied (41%) or as part of an adult couple (31%).
- Compared with all international visitors to Australia, inbound travellers who went to national parks are more likely to stay in backpacker accommodation, but less likely to stay at a friend or relative's home. They are more likely to travel by air, more likely to be aged 15 to 24 years, and more likely to be travelling as part of an adult couple.

Data Sources:

The **National Visitor Survey (NVS)** is managed by Tourism Research Australia (TRA). Approximately 80,000 Australian residents aged 14 and over comprise the annual national sample.

The **International Visitor Survey (IVS)** is conducted by Newton Wayman Chong Research on behalf of 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 data and does not include persons aged under 15 years.

Note: As not all visitors are aware that they have visited a national or state park during their visit, this data may not encompass all visitors to national or state parks.

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