

International Tourism Snapshot

Year ending June 2017

International visitors to Australia

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total Australia ³	7,769,000	8.7%	34.2	-1.3%
NZ	1,200,000	2.3%	11.9	-7.8%
Asia ⁴	3,764,000	11.6%	39.3	0.8%
North America ⁵	836,000	13.8%	23.9	-8.0%
Europe ⁶	817,000	6.3%	46.3	-5.9%
UK	672,000	2.3%	36.1	-4.9%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total holiday	4,369,000	9.5%	19.1	-2.8%
NZ	502,000	5.0%	7.9	-11.7%
Asia	2,198,000	11.7%	16.1	-2.5%
North America	495,000	14.5%	15.4	-11.3%
Europe	560,000	6.3%	35.7	-4.2%
UK	403,000	5.1%	29.3	4.8%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total VFR ⁷	2,878,000	5.7%	23.2	-3.4%
NZ	537,000	0.0%	10.4	0.9%
Asia	1,172,000	9.4%	31.2	-6.3%
North America	287,000	9.3%	16.6	-10.3%
Europe	287,000	3.8%	19.7	-8.0%
UK	386,000	-0.3%	19.4	-2.9%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total business	917,000	10.2%	11.2	-4.5%
NZ	208,000	0.8%	5.3	-12.4%
Asia	374,000	17.8%	12.8	-8.0%
North America	139,000	15.5%	14.0	13.4%
Europe	86,000	8.8%	12.8	-7.6%
UK	59,000	0.6%	14.3	-13.6%

	Visitors	Annual change ¹	Avg stay ²	Annual change
Total education	604,000	16.8%	120.6	1.2%
NZ	25,000	-3.8%	40.9	14.4%
Asia	412,000	19.7%	133.5	2.5%
North America	38,000	15.0%	65.9	-16.0%
Europe	59,000	16.7%	101.4	-0.3%
UK	15,000	6.5%	87.7	-10.5%

Australia on a high

Australia welcomed 7.8m international visitors in the year ending June 2017, more than any previous 12-month period. Visitation grew from each of the top 20 source markets, contributing to an overall growth rate of 8.7%. Visitation numbers to all of the states/territories grew in the year ending June 2017 and all set new visitation records except for South Australia and the Northern Territory.

Visitation growth was strongest from North America (up 13.8%) and from the Asian markets (up 11.6%). USA visitation grew by 14.3% while Canadian visitation grew by 11.7%. A swathe of Asian markets recorded double-digit growth with the highlights being a 22.7% rise in Indonesian visitors, a 15.8% rise in Indian visitors while the two largest Asian markets, China and Japan, grew by 9.6% and 12.3% respectively.

Overall, international expenditure to Australia recorded strong growth of 10.0% to a record high of \$27.9bn in the year ending June 2017. Expenditure grew faster than visitation due in part to slight growth in expenditure per night (up 2.5% to \$105 per person). International visitors to Australia stayed for 34.2 nights on average which was relatively stable compared to the year ending June 2016 (-1.3%).

Purpose of travel

International visitation grew for all purposes of travel, with education visitation growing the fastest (up 16.8%), business up by 10.2% and holiday visitation up by 9.5%. Visiting friends and relatives (VFR) and employment visitation also grew, by 5.7% and 1.5% respectively.

In terms of growth in visitor expenditure, international visitors spent \$2.5bn more in Australia in the year ending June 2017 than the same period a year ago. Education travel showed the strongest growth in expenditure (up by \$1.6bn to \$9.8bn) while holiday travel added \$0.6bn (to \$9.8bn), VFR travel added \$0.2bn (to \$4.0bn) and business travel added \$0.1bn (to \$1.9bn).

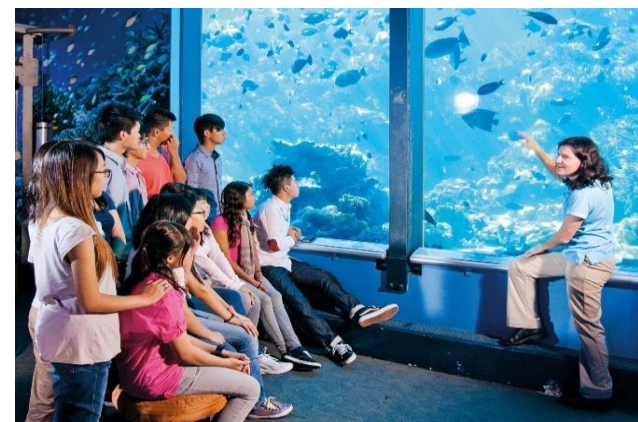
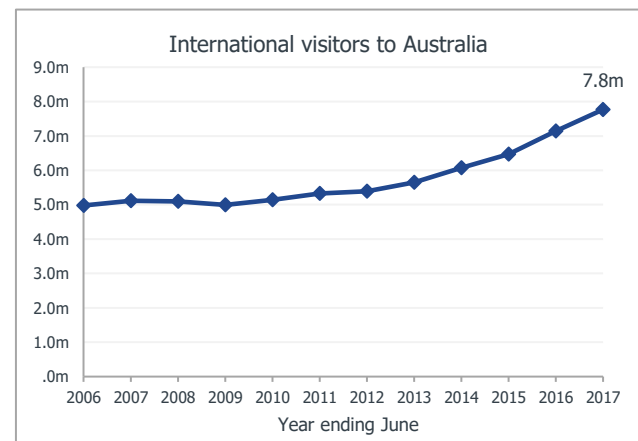
Education growth

While expenditure for all purposes of travel grew, the strongest driver of growth was expenditure by education visitors. Education expenditure grew by 20.1% to \$9.8bn. It was the first time that education travel expenditure was on par with holiday expenditure of \$9.8bn, which was up by 6.2%.

This growth in education expenditure comes almost entirely from the Eastern markets, accounting for \$1.61bn of the additional \$1.64bn expenditure by education visitors in the year ending June 2017.

International visitor expenditure in Australia

	Expenditure ⁸	Annual change ¹
Total Australia	\$27,871.5m	10.0%
Holiday	\$9,840.9m	6.2%
VFR	\$4,019.8m	4.3%
Business	\$1,887.7m	6.3%
Employment	\$1,996.2m	2.3%
Education	\$9,787.7m	20.1%



International Tourism Snapshot

Year ending June 2017

State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
Total Australia	\$27,871.5m	10.0%	100%	\$3,537.9
Queensland	\$5,232.0m	3.2%	18.8%	\$1,989.3
New South Wales	\$10,098.7m	11.2%	36.2%	\$2,466.2
Victoria	\$7,494.6m	11.5%	26.9%	\$2,709.5

State visitation comparison

	Visitors	Annual change	Avg stay	Annual change
Total Australia	7,769,000	8.7%	34.2	-1.3%
Queensland	2,619,000	5.6%	20.6	-1.7%
New South Wales	4,008,000	9.9%	23.1	-3.1%
Victoria	2,761,000	7.7%	24.4	6.4%
Other States	1,916,000	9.0%	26.9	-4.8%
Total holiday	4,369,000	9.5%	19.1	-2.8%
Queensland	1,829,000	6.5%	12.8	-0.7%
New South Wales	2,360,000	10.4%	11.8	-3.9%
Victoria	1,516,000	8.0%	10.9	3.7%
Other States	1,083,000	13.3%	14.6	-9.5%
Total VFR	2,878,000	5.7%	23.2	-3.4%
Queensland	618,000	5.7%	18.3	-12.9%
New South Wales	1,044,000	6.3%	22.0	-0.8%
Victoria	875,000	3.5%	21.4	5.0%
Other States	645,000	5.9%	21.2	-7.7%
Total business	917,000	10.2%	11.2	-4.5%
Queensland	170,000	7.0%	7.5	-14.6%
New South Wales	425,000	11.4%	8.4	-4.0%
Victoria	295,000	10.2%	8.5	-8.3%
Other States	190,000	6.0%	15.3	8.2%
Total education	604,000	16.8%	120.6	1.2%
Queensland	114,000	13.9%	106.6	-0.7%
New South Wales	227,000	20.7%	115.2	-6.1%
Victoria	180,000	21.4%	121.7	1.2%
Other States	100,000	5.4%	126.8	19.6%

Setting new records

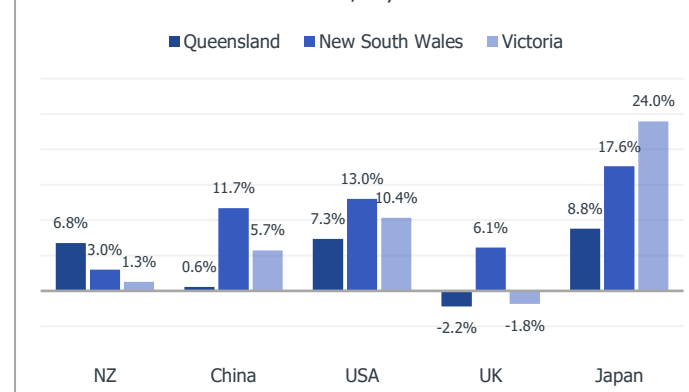
In the year ending June 2017, Australia saw robust growth across the nation in international visitation. Queensland welcomed a record high of 2.6m visitors, with growth of 5.6%. NSW and VIC gained 9.9% and 7.7% respectively to reach record highs. Visitor expenditure also grew strongly in Queensland, up by 3.2% to a record high \$5.2bn. NSW and VIC grew 11.2% and 11.5% respectively, to record highs as well.

Queensland enjoyed visitation growth from 3 of its top 5 markets, they were: NZ (up 6.8%), USA (up 7.3%) and Japan (up 8.8%). Chinese visitation to the state was stable (+0.6%) while UK visitation softened slightly, down 2.2%.

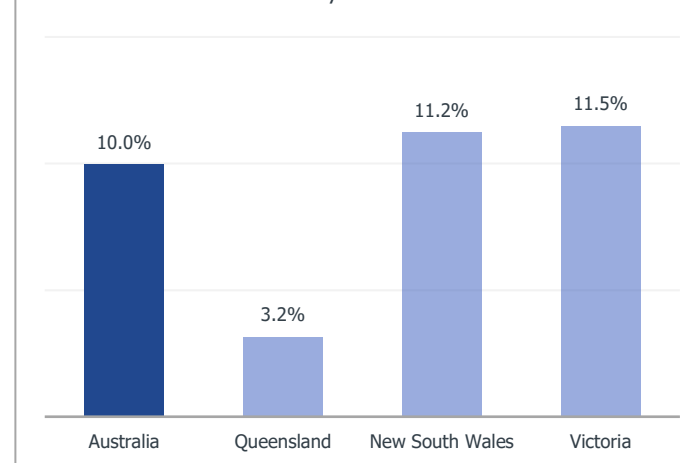
Holiday travel to Queensland grew by 6.5% to a record high of 1.8m visitors in the year ending June 2017. Holiday visitors accounted for 69.8% of all international travel to the state and 52.7% of expenditure. At a national level, Queensland holds a 28.0% share of international holiday expenditure while NSW holds 34.3%, and VIC a 19.5% share of international holiday expenditure. Other states also reached record high holiday visitation in the year ending June 2017, with NSW and VIC growing by 10.4% and 8.0% respectively to record highs.

The strong growth in education visitors was concentrated in 4 states with QLD, NSW, VIC and WA all recording double-digit growth. Education travel in Queensland grew 13.9% to a record high of 114,000 visitors in the year ending June 2017.

Annual change in visitors from key markets, by state



Annual change in visitor expenditure, by state



International Tourism Snapshot

Year ending June 2017

International visitors to Queensland

	Visitors	Annual change	Avg stay	Annual change
Total Queensland	2,619,000	5.6%	20.6	-1.7%
NZ	459,000	6.8%	11.3	-10.6%
Asia	1,157,000	5.6%	22.6	2.2%
North America	286,000	7.4%	14.0	-17.6%
Europe	314,000	5.8%	27.2	-2.6%
UK	226,000	-2.2%	22.9	5.6%

Holiday	1,829,000	6.5%	12.8	-0.7%
NZ	237,000	10.6%	8.5	-18.4%
Asia	879,000	5.0%	11.4	3.0%
North America	209,000	11.1%	9.0	-14.2%
Europe	257,000	8.3%	21.0	0.9%
UK	163,000	1.1%	17.8	10.8%

VFR	618,000	5.7%	18.3	-12.9%
NZ	197,000	6.1%	9.4	-7.9%
Asia	167,000	6.9%	29.2	-19.2%
North America	57,000	8.8%	14.3	-19.3%
Europe	57,000	1.5%	18.1	-2.4%
UK	81,000	-3.9%	16.7	-6.0%

Business	170,000	7.0%	7.5	-14.6%
NZ	41,000	2.0%	5.1	-15.2%
Asia	62,000	8.9%	9.5	-14.2%
North America	24,000	6.3%	8.4	2.9%
Europe	15,000	15.9%	5.7	-26.7%
UK	12,000	26.5%	7.0	-49.1%

Education	114,000	13.9%	106.6	-0.7%
NZ	n/p	n/p	n/p	n/p
Asia	64,000	10.8%	115.3	2.1%
North America	9,000	-11.3%	84.6	5.3%
Europe	15,000	27.9%	91.1	-15.7%
UK	n/p	n/p	n/p	n/p

2.6 million happy travellers

Queensland continued to see growth in international visitation, with a record high of 2.6m visitors, up by 5.6%, in the year ending June 2017. Visitor expenditure also reached a record high, with 3.2% growth to \$5.2bn spent.

Queensland remains a highly popular holiday destination, with holiday travel growing 6.5% to a record high 1.8m holidaymakers. This holiday visitation is second only to NSW who welcomed 2.4m holidaymakers in the year ending June 2017. Travel to Queensland grew for all purposes except employment, with VFR travel growing by 5.7% to a record high 618,000 visitors and the business sector growing by 7.0% to 170,000 visitors.

International visitation reached record high levels in many key source markets. Queensland welcomed a record high number of visitors from New Zealand and enjoyed record highs in total and holiday visitation from USA, Taiwan, Germany and India. Below we 'deep dive' into several key markets.

Germany, Taiwan and India set records

International visitation from Germany grew strongly to record highs in holiday and total visitation, up by 7.8% and 5.5% respectively. Visitor expenditure also grew to a record high, with 9.2% growth to \$194.0m in the year ending June 2017.

Taiwan was another star performer in the year ending June 2017, with expenditure growth of 31.7% to a record high \$242.7m. Total and holiday visitation both grew to record highs of 75,000 and 58,000 respectively. Extra weekly services to Queensland from EVA airways (from 2 to 5 flights per week commencing Oct 2016) and from China Airlines (from 3 to 4 flights per week commencing Sep 2016) may have helped make these records possible.

The Indian market grew strongly in the year ending June 2017, with expenditure growth of 22.6% (to \$128.4m) moving up two places to eleventh largest market by expenditure. Total and holiday visitation both reached record highs.

North America

Visitation from the North American region was strong, with growth of 7.4%. Visitors from Canada grew by 7.8% to 59,000 which was aided by the commencement of a direct airline service to Queensland in June 2016. This service delivered 89,000 seats in the year ending June 2017. The US market reached record high holiday visitation (166,000) and total visitation (227,000), however a decline in expenditure from education visitors and business travellers appears to have contributed to a 3.8% decline in total expenditure from the US.

International expenditure in Queensland

	Expenditure	Annual change
Total Queensland	\$5,232.0m	3.2%
Holiday	\$2,755.7m	0.4%
VFR	\$610.1m	2.8%
Business	\$228.4m	4.1%
Employment	\$300.6m	17.9%
Education	\$1,276.4m	5.7%



Japan on the rise & the UK pound

The Japanese market performed strongly in the year ending June 2017, with 18.2% growth to \$430.3m in expenditure to Queensland. This boosted Japan up the country ranks in terms of expenditure in Queensland, from the fifth place in the year ending June 2016, to the third place.

The Japanese rise has displaced the UK which has fallen to Queensland's fourth largest source market by expenditure. Expenditure by UK visitors declined by 6.8% which was driven primarily by VFR travellers. Holiday visitation was stable (+1.1%). The British pound has declined against the AUD following the announcement of Brexit in 2016. The average monthly AUD/GBP exchange rate in the year ending June 2017 was 0.59, up from 0.50 a year ago. This 20.1% appreciation of the AUD may be related to the decline in UK visitor expenditure.

International Tourism Snapshot

Year ending June 2017



International visitors by region

	Visitors	Annual change	Avg stay	Holiday visitors	Annual change
Total Queensland	2,619,000	5.6%	20.6	1,829,000	6.5%
Brisbane	1,215,000	3.9%	21.5	654,000	4.1%
Gold Coast	1,056,000	7.2%	9.5	841,000	7.4%
Sunshine Coast	296,000	11.6%	10.3	233,000	11.4%
Fraser Coast	148,000	12.4%	4.4	139,000	11.0%
SQC ⁹	46,000	14.9%	28.9	20,000	21.9%
SGBR ¹⁰	148,000	10.0%	16.7	116,000	14.0%
Mackay	45,000	7.4%	9.6	34,000	22.7%
Whitsundays	241,000	8.7%	5.7	234,000	9.4%
Townsville	132,000	7.5%	9.5	109,000	18.2%
TNQ	898,000	4.5%	7.5	837,000	4.7%

	Visitors	Trend change ¹¹	Avg stay	Holiday visitors	Trend change
Outback	26,000	-0.1%	18.0	19,000	6.5%

Expenditure in Queensland regions

	Expenditure	Annual change	Spend per visitor	Spend per night
Total Queensland	\$5,232.0m	3.2%	\$1,989.3	\$97.0
Brisbane	\$2,164.5m	12.4%	\$1,768.8	\$82.7
Gold Coast	\$1,210.3m	-4.4%	\$1,143.7	\$121.3
Sunshine Coast	\$249.6m	1.3%	\$842.3	\$82.1
Fraser Coast	\$36.3m	-3.8%	\$244.6	\$55.7
SQC ⁹	\$57.1m	17.7%	\$1,234.3	\$42.7
SGBR ¹⁰	\$98.7m	-6.3%	\$609.8	\$40.1
Mackay	n/p	n/p	n/p	n/p
Whitsundays	\$195.8m	-8.6%	\$811.5	\$142.8
Townsville	\$105.8m	-2.5%	\$800.7	\$84.2
TNQ	\$1,080.8m	-0.4%	\$1,203.1	\$160.1

	Expenditure	Trend change ¹¹	Spend per visitor	Spend per night
Outback	\$12.1m	-12.9%	\$463.6	\$25.7

Brisbane

The Brisbane market recorded growth of 3.9% in international visitation, welcoming a record 1.2m visitors in the year ending June 2017. Visitation grew for all purposes of travel, with the majority of growth coming from VFR and holiday travellers. Holiday visitation was at a record high of 654,000. International visitors spent slightly more per night which helped to grow expenditure in the region to a record high, up by 12.4% to \$2.2bn. The top three source markets for Brisbane remained China, New Zealand and the UK.

Gold Coast

International visitation to the Gold Coast grew by 7.2% to a record-high 1.1m visitors. The Gold Coast was the most popular holiday destination in Queensland for international visitors, with holiday visitation at a record high of 841,000 (up 7.4%). Visitation grew among the Gold Coast's top 5 markets: China, NZ, UK, Japan and the US. Japan and the US recorded double-digit growth. The total number of visitor nights in the region declined slightly, driven by a shorter average length of stay, especially among VFR visitors. The lack of growth in nights impacted on expenditure which declined year on year (down 4.4% to \$1.2bn).

Tropical North Queensland (TNQ)

International visitation to TNQ grew by 4.5% to 898,000 in the year ending June 2017. This growth was driven by the holiday market which grew by 4.7% to reach a record high of 837,000 visitors. TNQ is the state's second most popular holiday destination for international visitors. China remains the largest source market, with stable visitation in the year ending June 2017. Visitation grew from USA, Japan and Germany while UK visitation softened. Visitor nights grew by 3.5% while visitor expenditure remained unchanged (-0.4%) at \$1.1bn due to a 3.7% decline in average spend per night.

Fraser Coast

The Fraser Coast welcomed 148,000 international visitors in the year ending June 2017, up by 12.4%. This visitation growth boosted nights by 9.3% to 652,000. The majority (93.7%) of visitors were holidaymakers, whose numbers grew by 11.0% to 139,000. The region's two largest source markets are the UK and Germany, with visitation growth of 1.8% and 2.3% respectively.

Sunshine Coast

The Sunshine Coast enjoyed record high international visitation in the year ending June 2017, with visitor numbers up by 11.6% to 296,000. Holiday visitation was driving this growth with 11.4% growth to 233,000 visitors, also a record high. The number of international visitor nights grew by 7.8%, however, expenditure growth was more subdued (up 1.3%) as the average visitor spent less per night while in the region. The Sunshine Coast's top 3 markets all grew strongly, with visitors from NZ, the UK and Germany increasing by 12.2%, 6.7% and 12.0% respectively.

Whitsundays

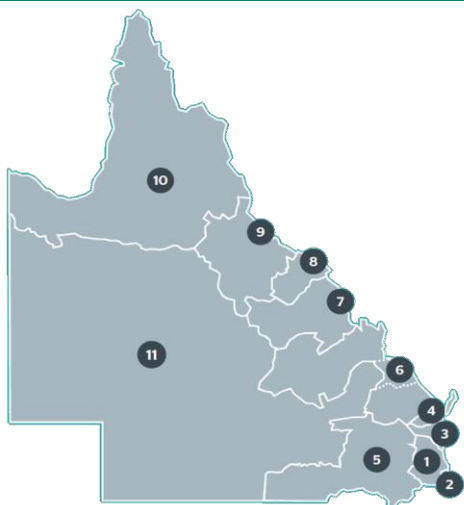
International visitation to the Whitsundays increased by 8.7% in the year ending June 2017, with holiday growth of 9.4% to 234,000. The Whitsundays recorded double-digit growth from three of its top five markets, they were the UK, China and Scandinavia. Overnight visitor expenditure decreased by 8.6% to \$195.8m as visitors spent fewer nights in the region (down 5.3% to 1.4m nights). Holiday travellers' average length of stay in the region was relatively stable, with the decline in nights driven by other purposes of travel.

Townsville

The Townsville region recorded growth in international visitation, up by 7.5% to 132,000, in the year ending June 2017. Holiday travel to the region drove overall growth with an 18.2% increase to 109,000 visitors. VFR travellers declined by 38.8% to 13,000. The decline in VFR visitors contributed to a 32.1% decline in total nights. Total international expenditure declined slightly (down 2.5%). The UK, Germany and USA remained the region's largest source markets.

International Tourism Snapshot

Year ending June 2017



Southern Great Barrier Reef (SGBR)

International visitation to SGBR increased by 10.0% in the year ending June 2017, driven by growth in visitation from 3 of SGBR's top 4 markets: they are UK, Germany and the US. Holiday visitors contributed the most to visitor growth with a 14.0% increase to 116,000 visitors. There was a decline in the average length of stay (down 1.4 nights), especially among VFR visitors. This may have contributed to the decline in overnight visitor expenditure to the region (down 6.3% to \$98.7m).

Southern Queensland Country (SQC)

In the year ending June 2017, SQC saw strong growth in international visitation, nights and expenditure. Visitation increased by 14.9% to 46,000, nights were up by 10.1% to 1.3m and expenditure was up by 17.7% to \$57.1m. This growth primarily came from holiday and VFR travellers who both recording double-digit visitation growth. Looking at the region's source markets by visitation, New Zealand remains the top market while the US has risen to second place, above UK.

Mackay

The Mackay region recorded 7.4% growth in visitation for the year ending June 2017, welcoming 45,000 visitors. Visitation from Germany increased and is the region's largest source market ahead of NZ. The average length of stay in the region shortened which resulted in a 13.3% decline in international visitor nights. It was predominately VFR visitors who shortened their stay with holidaymakers visitation and nights both growing.

Outback

Outback Queensland welcomed 26,000 visitors which was stable (-0.1%) over the three years ending June 2017. In the three years ending June 2017, visitors from the Outback Queensland's largest source market, Europe (including the UK), declined by 6.8% to 10,000 visitors. This market accounts for 4 in 10 international visitors to the region. International visits shortened by 12.3% over this three-year period and subsequently the region has seen a 12.3% decrease in international visitor nights.

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
Total Queensland	471,000	0.6%	314,000	5.8%	202,000	8.8%	459,000	6.8%	286,000	7.4%	226,000	-2.2%
1 Brisbane	207,000	-6.7%	189,000	5.0%	41,000	9.0%	177,000	1.9%	123,000	6.3%	127,000	4.9%
2 Gold Coast	303,000	7.3%	95,000	10.6%	68,000	19.5%	206,000	5.4%	56,000	17.0%	70,000	2.5%
3 Sunshine Coast	n/p	n/p	98,000	14.8%	n/p	n/p	71,000	12.2%	32,000	7.8%	58,000	6.7%
4 Fraser Coast	n/p	n/p	76,000	8.9%	n/p	n/p	n/p	n/p	13,000	5.9%	35,000	1.8%
5 SQC	n/p	n/p	9,000	9.4%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
6 SGBR	n/p	n/p	60,000	13.8%	n/p	n/p	17,000	-3.7%	18,000	15.0%	26,000	8.7%
7 Mackay	n/p	n/p	20,000	29.2%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
8 Whitsundays	20,000	21.9%	99,000	13.0%	9,000	33.5%	12,000	25.7%	27,000	-18.6%	55,000	10.1%
9 Townsville	n/p	n/p	64,000	20.5%	n/p	n/p	n/p	n/p	17,000	0.1%	26,000	-3.1%
10 TNQ	214,000	-1.2%	161,000	8.2%	110,000	5.4%	48,000	12.1%	137,000	3.7%	92,000	-5.6%
11 Outback ¹¹	n/p	n/p	8,000	-2.3%	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p

International Tourism Snapshot

Year ending June 2017

	Queensland				Australia			
	Visitors	Annual change	Expenditure	Annual change	Visitors	Annual change	Expenditure	Annual change
New Zealand	459,000	6.8%	\$586.5m	0.9%	1,200,000	2.3%	\$1,741.6m	-1.1%
Total Asia	1,157,000	5.6%	\$2,649.0m	6.6%	3,764,000	11.6%	\$16,788.4m	15.4%
China	471,000	0.6%	\$1,010.0m	-3.5%	1,157,000	9.6%	\$7,584.0m	16.1%
Japan	202,000	8.8%	\$430.3m	18.2%	389,000	12.3%	\$1,054.6m	14.8%
Singapore	59,000	-10.9%	\$122.1m	-22.1%	383,000	2.9%	\$1,091.6m	0.2%
Malaysia	45,000	-4.4%	\$112.3m	13.0%	358,000	11.8%	\$1,056.7m	15.1%
Korea	75,000	18.3%	\$226.7m	5.6%	267,000	12.0%	\$1,073.1m	0.2%
India	67,000	11.7%	\$128.4m	22.6%	259,000	15.8%	\$1,010.6m	33.9%
Hong Kong	63,000	2.0%	\$164.9m	19.0%	238,000	10.1%	\$984.9m	13.2%
Indonesia	24,000	41.4%	\$54.8m	61.2%	169,000	22.7%	\$561.6m	3.4%
Taiwan	75,000	14.8%	\$242.7m	31.7%	156,000	12.3%	\$713.4m	15.0%
Thailand	18,000	17.8%	\$51.1m	30.8%	87,000	11.6%	\$387.2m	28.6%
Other Asia	58,000	27.2%	\$105.8m	3.6%	302,000	22.5%	\$1,270.6m	36.6%
North America	286,000	7.4%	\$502.5m	-4.8%	836,000	13.8%	\$2,359.5m	2.3%
USA	227,000	7.3%	\$365.4m	-3.8%	688,000	14.3%	\$1,912.8m	6.2%
Canada	59,000	7.8%	\$137.1m	-7.4%	148,000	11.7%	\$446.7m	-11.6%
Total Europe	540,000	2.3%	\$1,099.6m	0.6%	1,489,000	4.5%	\$5,236.0m	1.1%
United Kingdom	226,000	-2.2%	\$421.6m	-6.8%	672,000	2.3%	\$2,065.5m	-4.3%
Germany	90,000	5.5%	\$194.0m	9.2%	200,000	8.6%	\$746.9m	4.1%
France	40,000	-1.3%	\$77.6m	15.1%	116,000	2.9%	\$444.2m	2.3%
Scandinavia	42,000	4.1%	\$107.7m	-9.3%	102,000	4.0%	\$404.8m	3.9%
Italy	21,000	-1.2%	\$54.7m	2.5%	71,000	3.1%	\$352.6m	9.0%
Switzerland	23,000	0.6%	\$55.5m	-4.5%	52,000	1.5%	\$225.8m	1.3%
Netherlands	20,000	23.5%	\$48.4m	51.7%	51,000	13.7%	\$207.1m	32.0%
Other Europe	76,000	11.0%	\$140.1m	4.7%	224,000	7.9%	\$789.1m	1.6%
Other countries	176,000	9.9%	\$394.4m	2.6%	479,000	8.9%	\$1,745.9m	12.6%
All countries	2,619,000	5.6%	\$5,232.0m	3.2%	7,769,000	8.7%	\$27,871.5m	10.0%

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 expressed in nights
3. Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
5. North America includes United States of America and Canada
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
7. Visiting friends or relatives (VFR)
8. All expenditure figures include package expenditure
9. SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
10. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
11. 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

Strategic Research and Development
Tourism and Events Queensland
e. research@queensland.com
w. 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.

Disclaimer:

By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that the you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.