

Queensland Data Sheet

Domestic (Overnight) Visitors to Queensland's Regions - Year Ended June 2007



	Gold Coast	Brisbane	Sunshine Coast	Fraser Coast Sth Burnett	Darling Downs	Bundaberg	Fitzroy	Mackay	Whitsundays	Northern	Tropical North Queensland	Outback	Total Queensland
Visitors by Origin													
Total Visitors ('000)	3,757	4,735	2,922	751	1,168	459	1,212	702	605	1,105	1,432	457	17,799
Growth % (YE Jun 2007 on YE Jun 2006)	6	3	8	-2	2	-1	9	11	13	25	-3	-13	7
Interstate (%)	52	43	27	25	23	19	16	15	40	20	41	29	33
Intrastate (%)	48	57	73	75	77	81	84	85	60	80	59	71	67
Brisbane (%)	29	13	48	32	31	32	23	17	10	15	14	22	26
Nights by Origin													
Total Nights ('000)	15,877	15,186	11,188	2,873	3,291	1,796	4,355	2,521	2,631	4,566	7,331	2,151	76,890
Growth % (YE Jun 2007 on YE Jun 2006)	6	0	3	-1	12	11	13	1	-27	36	-1	2	3
Interstate (%)	70	57	45	35	29	32	24	32	56	36	60	42	50
Intrastate (%)	30	43	55	65	71	68	76	68	44	64	40	58	50
Brisbane (%)	17	9	34	26	26	24	18	17	8	11	11	12	18
Average Stay (Nights)													
All visitors	4.2	3.2	3.8	3.8	2.8	3.9	3.6	3.6	4.3	4.1	5.1	4.7	4.3
Purpose of Visit (% of Visitors)													
Holiday	60	29	63	55	31	42	34	29	67	35	55	37	45
Visiting Friends & Relatives	26	37	29	33	41	37	31	32	11	32	23	33	32
Business/Conference	12	29	6	12	19	18	28	35	18	27	20	24	20
Other	3	6	2	2	10	2	7	6	4	8	4	9	5
Accommodation (% of Visitor Nights)¹													
Friends or Relatives property	31	57	30	35	53	39	39	45	8	42	22	30	37
Hotel, Resort, Motel, Motor Inn ²	28	22	24	16	15	31	27	27	42	19	35	17	24
Rented house/apartment/flat/unit	19	5	21	11	3	5	11	5	18	11	12	6	13
Caravan Park or commercial camping ground	4	3	7	15	11	14	12	6	10	14	9	16	9
Serviced apartment	11	4	8	1	1	2	1	2	6	3	6	0	5
Activities (% of Visitors)³													
Eat out / restaurants	58	46	55	39	44	38	40	36	52	40	56	35	50
Visit friends & relatives	39	50	42	37	51	44	41	44	18	45	32	40	44
Go to the beach (incl. swimming)	51	13	57	39	2	35	19	25	62	23	37	9	34
Go shopping (pleasure)	34	25	32	17	19	25	16	19	21	19	26	12	27
Pubs, clubs, discos	29	19	24	25	17	26	27	22	32	21	28	23	25
General sightseeing	27	17	31	29	20	33	21	18	32	17	36	20	25
Travel Party (% of Visitors)													
Adult Couple	28	24	34	28	30	31	26	21	29	27	29	27	27
Travelling Alone	18	37	14	21	21	27	30	38	13	30	21	27	26
Family Group – Parents and Children	29	18	30	26	23	26	20	21	24	20	19	19	23
Friends or Relatives	19	14	19	19	18	12	13	12	25	15	21	17	17
Business Associates	3	6	2	3	5	3	9	8	8	6	10	7	5

Source: National Visitor Survey, Tourism Research Australia.

1. Percentages may add to less than 100 as not all forms of accommodation have been included.

2. Includes luxury hotel/luxury resort (4 or 5 star) and standard hotel/motor inn (below 4 star).

3. Percentages may add to more than 100 as respondents may have participated in more than one activity.

Queensland Data Sheet

Survey of Tourist Accommodation - Year Ended June 2007



	<i>Gold Coast</i>	<i>Brisbane</i>	<i>Sunshine Coast</i>	<i>Fraser Coast Sth Burnett</i>	<i>Darling Downs</i>	<i>Bundaberg</i>	<i>Fitzroy</i>	<i>Mackay</i>	<i>Whitsundays</i>	<i>Northern</i>	<i>TNQ</i>	<i>Outback</i>	<i>Total QLD</i>
Establishments (Number)	203	221	178	79	119	70	136	67	48	76	220	101	1,518
Guest rooms (Number)	13,589	11,526	6,054	2,284	2,410	1,334	3,963	2,146	2,989	2,813	11,704	2,076	62,888
Bed spaces (Number)	44,522	32,212	21,174	7,489	7,135	4,286	11,818	5,998	10,373	7,980	35,368	5,760	194,115
Persons employed (Number)	8,484	7,335	2,435	981	954	495	1,916	1,306	2,624	1,574	5,627	736	34,467
Room nights occupied ('000)	3,464.6	3,258.0	1,295.9	451.3	497.0	266.1	947.9	555.4	683.2	707.6	2,589.8	405.0	15,121.7
Guest nights ('000)	7,869.5	5,271.2	3,249.1	880.3	835.0	476.8	1,487.5	880.8	1,533.1	1,062.2	5,160.1	586.5	29,292.1
Guest arrivals ('000)	2,434.9	2,448.3	935.2	465.0	519.6	269.0	743.8	395.5	490.7	494.4	1,698.6	358.4	11,253.3
Takings from accommodation (\$'000)	478,592.5	461,638.9	186,351.4	42,344.7	43,103.5	25,168.0	94,859.8	67,512.5	124,775.5	72,995.8	363,530.9	35,466.0	1,996,339.5
Room occupancy rate (Percent)	69.9	78.6	59.6	56.3	56.7	56.4	65.8	72.6	62.8	70.7	61.9	53.8	66.7
Percentage Point Change – Room occupancy rate (YE Jun 2007 on YE Jun 2006)	1.2	2.7	-0.2	1.6	-0.4	0.4	3.3	1.0	0.4	4.0	-1.9	0.3	0.9
Average length of stay (Days)	3.2	2.2	3.5	1.9	1.6	1.8	2.0	2.2	3.1	2.1	3.0	1.6	2.6

Source: Australian Bureau of Statistics, *Tourist Accommodation (8635.3.55.001)*. The scope of the STA includes licensed hotels, motels and guest houses with facilities and serviced apartments with 5 or more rooms or units.

	Gold Coast	Brisbane [^]	Sunshine Coast	Fraser Coast Sth Burnett	Darling Downs	Bundaberg [^]	Central Old	Mackay	Whitsundays	Northern	Tropical North Queensland	Outback	Total Queensland
Visitors													
Total Visitors	829,600	930,500	291,400	188,400	40,100	43,400	119,300	49,500	208,600	145,000	849,900	30,400	2,190,100
(%)	38	42	13	9	2	2	5	2	10	7	38	1	100
Growth % (YE Jun 2007 on YE Jun 2006)	0	9	23	2	0	24	11	8	-4	-3	-3	1	2
Visitor Nights													
Total Nights	7,483,600	12,425,100	2,840,300	762,100	706,300	551,300	618,500	263,200	1,291,900	1,551,500	6,532,500	288,700	35,723,900
(%)	21	35	8	2	2	2	2	1	4	4	18	1	100
Growth % (YE Jun 2007 on YE Jun 2006)	7	11	39	-2	17	na	-25	31	6	35	7	68	12
Average Length of Stay (Nights)													
All visitors	9.0	13.4	9.7	4.0	17.6	12.7	5.2	5.3	6.2	10.7	9.9	9.5	16.3
Origin (Visitors)													
New Zealand	219,200	164,900	103,300	9,500	7,300	7,400	13,300	7,000	7,400	11,600	37,500	na	421,800
% of international visitors	26	18	35	5	18	17	11	14	4	8	4	na	19
Japan	160,800	39,300	3,600	na	900	na	na	1,200	7,800	3,500	213,100	na	371,200
% of international visitors	19	4	1	na	2	na	na	2	4	2	25	na	17
United Kingdom	69,100	154,400	59,400	52,200	5,600	50,500	27,300	10,400	62,400	37,100	157,200	5,700	289,400
% of international visitors	8	17	20	27	14	19	23	21	30	26	19	19	13
United States of America	30,300	61,600	10,900	12,000	3,300	na	10,500	4,000	15,700	12,900	107,200	na	177,500
% of international visitors	4	7	3	6	8	na	9	8	8	9	13	na	8
China	82,400	77,000	na	na	4,000	na	na	na	1,200	na	35,200	na	143,800
% of international visitors	10	8	na	na	10	na	na	na	1	na	4	na	7
Korea	41,100	42,800	na	na	1,300	na	na	na	3,300	na	13,900	na	82,700
% of international visitors	5	5	na	na	3	na	na	na	2	na	2	na	4
Purpose of Visit (% of Visitors)													
Holiday	79	56	78	95	42	78	85	79	97	85	91	76	74
Visiting Friends & Relatives	14	25	19	5	38	12	9	14	2	11	4	14	21
Business	5	13	3	0	13	7	5	6	0	2	4	7	9
Other	3	10	0	0	13	3	2	3	2	2	1	2	7

Source: International Visitor Survey, Tourism Research Australia.

* Percentages may total more than 100% due to the rounding of numbers.

* Growth rates are not available (n/a) for some regions because sample sizes are too small to produce reliable year-on-year growth estimates.

[^] An Outlier has been removed from the Bundaberg region.

NOTE For this publication IVS data has been adjusted to conform to Tourism Queensland's destinations, which differ slightly from ABS Tourism Regions.

Queensland Data Sheet

Overseas Arrivals Data – Year Ended June 2007



Country of Origin	Brisbane Airport		Cairns Airport		Gold Coast Airport		Queensland Arrivals		Australian Arrivals	
	Total Arrivals YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Arrivals YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Arrivals YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Arrivals YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Arrivals YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)
Fiji	7,429	8.7	89	-19.8	10	0.0	6,914	4.2	28,829	1.7
New Caledonia	15,125	7.7	21	-	14	0.0	15,471	5.7	40,657	8.0
New Zealand	371,052	2.6	18,613	0.4	65,673	0.0	452,087	0.6	1,113,216	2.2
Papua New Guinea	15,986	12.3	12,650	0.7	5	0.0	23,221	6.2	32,094	10.0
Other Oceania	16,570	12.2	1,897	-13.6	7	0.0	17,128	12.6	37,843	6.8
Total Oceania & Antarctica	426,162	3.6	33,270	-0.6	65,709	-6.4	514,821	1.4	1,252,639	2.7
Ireland	6,131	-1.0	2,673	4.4	106	-	9,806	7.9	63,199	6.2
United Kingdom	95,155	-1.6	20,576	-14.6	573	0.4	129,450	2.1	730,064	3.4
Total UK & Ireland	101,286	-1.5	23,249	-12.8	679	8.6	139,256	2.4	793,263	3.6
Austria	1,921	17.8	425	-18.4	60	-	2,834	14.3	19,010	-3.5
Belgium	1,418	-16.0	458	17.1	20	-	2,308	2.0	13,442	9.1
France	8,505	2.7	1,438	-14.9	55	-	11,025	1.9	69,703	6.5
Germany	18,985	4.8	5,625	-12.2	54	-	25,971	1.4	147,422	-1.4
Greece	482	24.2	5	-	0	0.0	522	10.4	7,007	1.9
Italy	4,113	-6.8	810	4.0	15	-11.8	5,570	0.5	53,257	4.9
Netherlands	6,300	-2.1	2,374	-1.4	51	-	9,098	-3.0	50,921	1.8
Sweden	4,047	-14.3	1,238	-16.7	50	0.0	6,246	-10.6	35,024	-3.8
Switzerland	6,798	14.0	1,873	-0.1	9	-	8,832	9.4	42,655	3.6
Other Europe	14,897	6.3	3,512	13.2	113	-	20,908	5.7	125,535	9.3
Total Europe	168,752	0.1	41,007	-9.6	1,106	13.6	232,570	2.3	1,357,239	3.4
Total Europe (excl UK/Ireland)	67,466	2.8	17,758	-5.1	427	22.3	93,314	2.1	563,976	3.1
Total Middle East & Nth Africa	15,446	5.3	382	-39.2	34	0.0	17,350	7.9	82,532	12.5
Japan	164,408	3.3	209,262	-14.6	321	-	355,340	-10.8	609,302	-9.5
China	55,564	21.3	5,703	-	129	-	67,060	12.7	338,371	15.8
Hong Kong	22,559	5.6	3,575	-	41	-	28,339	-18.6	153,033	-3.6
India	8,421	-12.5	1,458	-	65	-	13,130	-10.4	87,932	11.5
Indonesia	7,483	-24.5	666	32.7	11	-	10,690	-8.8	85,153	4.1
Korea	47,875	11.8	8,824	-	153	-4.4	56,728	20.9	270,755	11.5
Malaysia	24,336	-1.3	689	-1.1	51	0.0	25,213	-0.1	157,024	3.0
Philippines	6,032	9.5	526	-23.5	12	-	8,011	16.2	41,122	18.0
Singapore	45,633	-0.8	1,769	-	24	-	47,720	-5.8	263,423	4.6
Taiwan	41,007	2.2	865	-	21	-	40,121	-3.0	92,255	-9.8
Thailand	9,616	3.8	355	-0.8	11	-	10,963	3.7	77,063	3.0
Other Asia	8,222	22.7	247	-	33	-	9,693	28.4	66,860	26.4
Total Asia	441,156	4.8	233,939	-17.6	872	-	673,008	-5.0	2,242,293	2.0
Total Asia (excl. Japan)	276,748	5.7	24,677	-36.7	551	-	317,668	2.5	1,632,991	7.2
Canada	14,333	7.6	2,118	-2.7	117	-	23,297	7.6	109,184	3.7
United States Of America	49,385	-7.9	15,201	20.0	372	-	86,368	2.9	446,439	0.4
Total North America	63,718	-4.8	17,319	16.7	489	-13.8	109,665	3.8	555,623	1.0
Other Americas	5,324	19.3	272	0.0	53	12.8	9,661	24.3	49,340	24.6
Total Americas	69,042	-3.3	17,591	16.4	542	0.0	119,326	5.2	604,963	2.6
South Africa	5,461	2.8	126	-33.0	70	-6.7	11,568	7.5	60,061	10.0
Other Africa	1,334	-12.8	82	30.2	0	0.0	2,707	2.4	20,316	5.2
Total Africa	6,795	-0.7	208	-17.1	70	-6.7	14,275	6.5	80,377	8.8
Other and not stated	21	-	10	-	0	-	41	-	415	-
Total All Countries	1,127,372	3.1	326,403	-13.9	68,336	-24.4	1,571,390	-0.9	5,620,460	2.8

Source: Overseas Arrivals & Departures Data, Australian Bureau of Statistics.

Note: Growth percentages are indicative only. OAD tends to understate visitation at a state level as it is a measure of main state of stay in Australia only.

Queensland Data Sheet

Overseas Departures Data – Year Ended June 2007



Country of Origin	Resident Departures from Brisbane Airport		Resident Departures from Cairns Airport		Resident Departures from Gold Coast Airport		Resident Departures from Queensland		Resident Departures from Australia	
	Total Departures YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Departures YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Departures YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Departures YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)	Total Departures YE Jun 2007	Growth % (YE Jun 2007 on YE Jun 2006)
Fiji	51,667	2.0	165	-	0	0.0	40,916	7.4	193,592	-3.2
New Caledonia	4,575	17.2	0	0.0	0	0.0	4,571	22.5	14,827	1.3
New Zealand	218,743	10.5	3,471	17.5	28,226	10.9	229,582	7.1	878,576	5.6
Papua New Guinea	25,670	16.3	17,513	7.0	0	-	24,755	6.7	47,106	9.9
Other Oceania	51,680	20.0	1,733	-15.3	1	0.0	38,785	24.6	127,922	9.5
Total Oceania & Antarctica	352,335	10.9	22,882	7.0	28,227	10.5	338,609	9.1	1,262,023	4.6
Ireland	3,805	-8.8	263	-23.3	0	0.0	4,639	-5.5	32,146	2.7
United Kingdom	59,301	4.4	3,111	-17.0	52	-	68,557	4.1	414,961	1.5
Total UK & Ireland	63,106	3.5	3,374	-17.5	52	-	73,196	3.4	447,107	1.6
Austria	2,015	-	108	-	0	0.0	2,437	-	13,022	-5.9
Belgium	771	-	59	-7.8	0	0.0	761	43.9	4,690	17.1
France	10,435	12.2	310	-25.5	0	0.0	11,635	13.2	76,445	4.7
Germany	8,553	-13.7	512	-4.1	10	-	10,179	-5.3	58,928	-10.2
Greece	3,763	24.5	0	0.0	0	0.0	3,758	16.3	45,307	-6.1
Italy	12,957	13.3	500	-	0	0.0	14,580	9.2	107,626	4.8
Netherlands	3,084	9.0	248	-5.7	0	0.0	3,335	-1.4	20,579	-4.9
Sweden	1,215	8.3	38	-	0	0.0	1,448	36.7	10,253	18.3
Switzerland	3,442	32.0	176	-	0	0.0	3,629	21.9	20,067	19.8
Other Europe	15,690	8.7	899	12.0	3	-	19,043	10.6	151,400	10.5
Total Europe	125,031	6.7	6,224	-16.2	65	-	144,001	6.7	955,424	2.6
Total Europe (excl UK/Ireland)	61,925	10.1	2,850	-14.5	13	-	70,805	10.3	508,317	3.4
Total Middle East & Nth Africa	14,196	15.7	171	8.2	0	0.0	16,484	14.6	135,149	-5.1
Japan	20,344	30.4	6,946	-2.3	0	-	24,850	20.8	114,453	14.5
China	23,999	15.1	445	-38.1	0	-	30,488	15.5	268,423	11.9
Hong Kong	21,420	-2.7	1,368	-9.0	0	-	24,700	1.7	199,779	4.9
India	9,646	6.6	370	-	0	0.0	11,663	18.0	113,642	14.6
Indonesia	14,949	-33.7	998	-33.0	0	0.0	22,774	2.7	230,950	-4.5
Korea	4,070	2.8	26	36.8	0	0.0	4,419	12.8	30,720	0.3
Malaysia	18,385	7.1	283	13.2	0	0.0	18,515	8.6	172,364	5.2
Philippines	13,980	9.8	1,705	-0.1	0	0.0	17,029	13.3	87,043	3.8
Singapore	23,787	1.6	1,045	-39.3	0	-	24,215	4.0	207,790	2.0
Taiwan	13,964	5.8	51	-3.8	0	-	13,331	5.4	38,488	3.6
Thailand	40,859	25.7	1,233	-38.2	0	0.0	48,212	28.6	331,522	34.5
Other Asia	22,821	13.4	749	3.5	0	-	29,371	26.6	245,858	14.2
Total Asia	228,224	7.1	15,219	-12.5	0	0.0	269,567	14.3	2,041,032	10.2
Total Asia (excl Japan)	207,880	5.2	8,273	-19.6	0	0.0	244,717	13.6	1,926,579	10.0
Canada	12,039	-4.1	669	0.9	0	0.0	18,898	-0.9	91,881	4.0
United States Of America	50,156	1.0	1,779	-23.1	93	-	75,146	4.7	450,600	3.0
Total North America	62,195	0.0	2,448	-17.8	93	-	94,044	3.5	542,481	3.2
Other Americas	6,578	-	332	1.5	0	-	9,999	30.4	60,698	10.5
Total Americas	68,773	3.3	2,780	-15.9	93	-	104,043	5.6	603,179	3.9
South Africa	3,825	13.9	31	-	0	0.0	10,863	12.7	58,743	12.0
Other Africa	3,132	13.9	3	-	0	0.0	5,270	12.4	39,055	16.2
Total Africa	6,957	13.9	34	-	0	0.0	16,133	12.6	97,798	13.6
Other and not stated	4,915	-	0	-	0	-	5,197	-	24,711	-
Total All Countries	800,431	8.5	47,313	-5.9	28,385	6.2	894,030	9.8	5,119,317	6.1

Source: Overseas Arrivals & Departures Data, Australian Bureau of Statistics.

Note: Growth percentages are indicative only.

Further Information

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