

# International Visitors to Queensland

Year ending December 2017



**\$5.3B**  
Total Expenditure

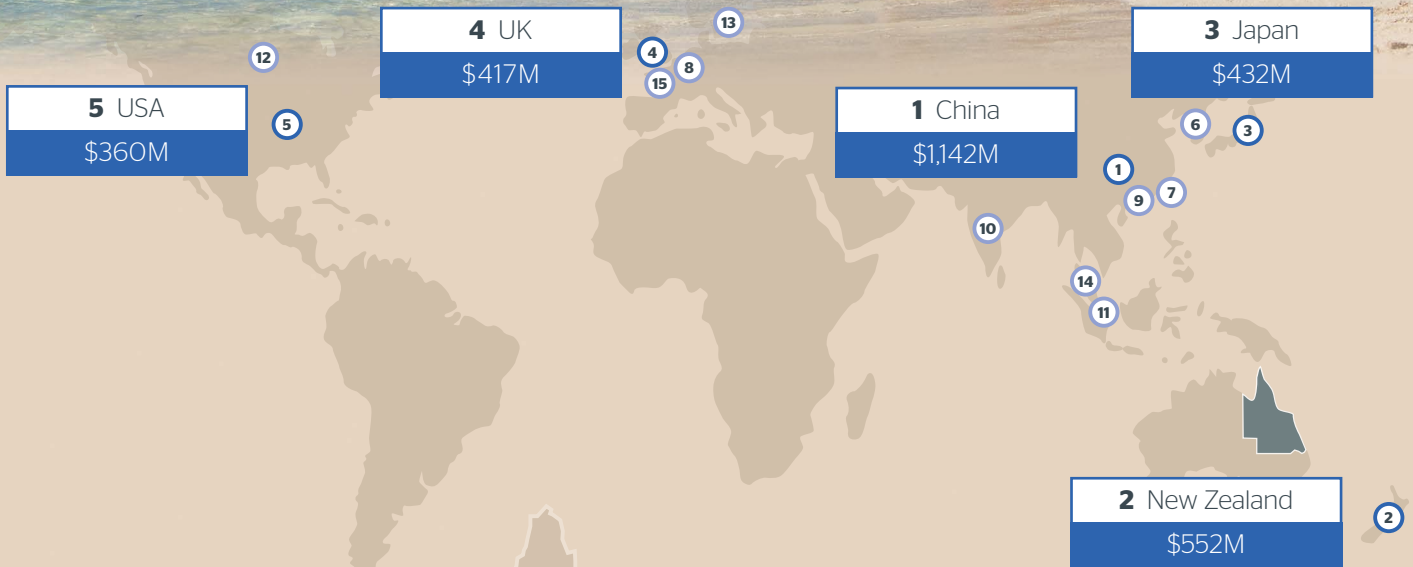
**+3.6%**  
Expenditure



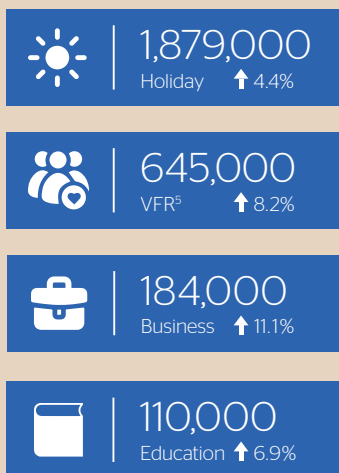
**2.7M**  
Total Visitors

**+4.3%**  
Visitation Growth

## Top 15 markets by expenditure



## International visitation by purpose



## International visitation by region

|                   |           |                     |
|-------------------|-----------|---------------------|
| Brisbane          | 1,274,000 | +6.7%               |
| Fraser Coast      | 150,000   | +1.9%               |
| Gold Coast        | 1,069,000 | +4.1%               |
| Mackay            | 50,000    | +3.9% <sup>1</sup>  |
| Outback           | 21,000    | -10.5% <sup>1</sup> |
| SGBR <sup>2</sup> | 151,000   | +6.1%               |
| SQC <sup>3</sup>  | 48,000    | +2.9% <sup>1</sup>  |
| Sunshine Coast    | 301,000   | +3.4%               |
| TNQ <sup>4</sup>  | 897,000   | -0.4%               |
| Townsville        | 147,000   | +14.3%              |
| Whitsundays       | 241,000   | -2.8%               |

|    |                          |        |
|----|--------------------------|--------|
| 6  | Korea                    | \$226M |
| 7  | Taiwan                   | \$208M |
| 8  | Germany                  | \$187M |
| 9  | Hong Kong                | \$186M |
| 10 | India                    | \$143M |
| 11 | Singapore                | \$121M |
| 12 | Canada                   | \$116M |
| 13 | Scandinavia <sup>6</sup> | \$115M |
| 14 | Malaysia                 | \$103M |
| 15 | France                   | \$92M  |
|    | Rest of World            | \$918M |

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**Source:** International Visitor Survey Year ending December 2017, Tourism Research Australia.  
**Notes:** <sup>1</sup> All percentages refer to annual growth except for the Mackay, Outback, and Southern Queensland Country region which refer to the trend change over three years. <sup>2</sup> SGBR = Southern Great Barrier Reef. <sup>3</sup> SQC = Southern Queensland Country. <sup>4</sup> TNQ = Tropical North Queensland. <sup>5</sup> VFR = Visiting friends and relatives. <sup>6</sup> Scandinavia includes Denmark, Finland, Norway and Sweden.