**International Visitors to Queensland**

Year ending December 2017

- **Total Visitors**: 2.7M (+4.3% Visitation Growth)
- **Total Expenditure**: $5.3B (+3.6% Expenditure)

Top 15 markets by expenditure

1. **China**
   - $1,142M
2. **New Zealand**
   - $552M
3. **Japan**
   - $432M
4. **UK**
   - $417M
5. **USA**
   - $360M
6. **Korea**
   - $226M
7. **Taiwan**
   - $208M
8. **Germany**
   - $187M
9. **Hong Kong**
   - $186M
10. **India**
    - $143M
11. **Singapore**
    - $121M
12. **Canada**
    - $116M
13. **Scandinavia**
    - $115M
14. **Malaysia**
    - $103M
15. **France**
    - $92M

Rest of World: $918M

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**International visitation by purpose**

- **Holiday**: 1,879,000 (+4.4%)
- **VFR**: 645,000 (+8.2%)
- **Business**: 184,000 (+11.1%)
- **Education**: 110,000 (+6.9%)

**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%)
- **Outback**: 21,000 (+10.5%)
- **SGBR**: 151,000 (+6.1%)
- **SQC**: 48,000 (+2.9%)
- **Sunshine Coast**: 301,000 (+3.4%)
- **TNQ**: 897,000 (+14.3%)
- **Townsville**: 147,000 (+14.3%)
- **Whitsundays**: 241,000 (+14.3%)

Source: International Visitor Survey Year ending December 2017, Tourism Research Australia.