Main Features

Visitors, year ending 30 June 2009

Number of visitors:
Queensland                   2,012,000
Australia                   5,120,000

Annual change
Queensland                           ↓ 5.5%
Australia                            ↓ 1.4%

Commentary

• For the year ending 30 June 2009 there were 2.0 million visitors aged 15 years and over to Queensland, a decrease of 5.5% from the year ending 30 June 2008. For the same period, Australia had 5.1 million visitors aged 15 years and over, a decrease of 1.4% (Figure 1).

• Of all the international visitors to Australia during the year ending 30 June 2009, 39.3% visited Queensland, 53.0% visited New South Wales and 28.9% visited Victoria (Figure 2).

• The main reasons for visitors coming to Queensland during the year ending 30 June 2009 were for holidays (63.4%) and visiting friends (17.9%). Other reasons included business, education and employment. The main reason for visitors coming to Australia during the same period was also for holidays (46.7%).

• For the year ending 30 June 2009, a total of 39.9 million visitor nights were spent in Queensland, an increase of 2.4% over the previous year. Over the same period the number of visitor nights in Australia increased by 8.0%.

• The average length of stay for visitors to Queensland was 20 nights per visitor.

• New Zealand was the largest source of visitors to Queensland in the year ended 30 June 2009 (405,000 visitors). This was followed by the United Kingdom (250,000 visitors), Japan (238,000 visitors), the United States of America (157,000 visitors), China (138,000 visitors) and Germany (80,000 visitors) (Figure 3). New Zealand was also the largest source of visitors to Australia (999,000 visitors).

1 Note: Percentages may not add to 100% as visitors may travel to more than one state or territory.