International Visitors to Queensland, March quarter 2013

Source: Tourism Research Australia, International Visitors in Australia, released 5 June 2013

Key data

**International visitors, year ending 31 March 2013:**
Queensland ................................................. 2,052,000
Australia .......................................... ............. 5,766,000

*Annual change:*
Queensland ................................................. ↑ 5.4%
Australia .......................................... ................ ↑ 4.9%

Main findings

Note: Figures reported in this brief are rounded to the nearest 1,000. Calculations are based on pre-rounded figures.

- For the year ending 31 March 2013, there were 2,052,000 international visitors aged 15 years and over to Queensland, an increase of 5.4% from the year ending 31 March 2012. For the same period, Australia had 5,766,000 visitors aged 15 years and over, an increase of 4.9% from the previous period (Figure 1).

- Of all the international visitors to Australia during the year ending 31 March 2013, 35.6% visited Queensland, 50.8% visited New South Wales and 32.1% visited Victoria (Figure 2).

- The main purposes of the journey for visitors to Queensland during the year ending 31 March 2013 were for holidays (58.2%) and visiting friends and relatives (19.5%). Other reasons included business, education and employment. The main reason for visitors coming to Australia during the same period was also for holidays (44.4%).

- For the year ending 31 March 2013, a total of 45,467,000 visitor nights were spent in Queensland by international visitors, an increase of 11.1% over the previous year. Over the same period, the number of visitor nights in Australia increased by 7.1%.

- The average length of stay for international visitors to Queensland during the year ending 31 March 2013 was 22.2 nights per visitor.

- New Zealand was the largest source of international visitors to Queensland in the year ending 31 March 2013 (409,000 visitors). This was followed by China (279,000 visitors) and the United Kingdom (195,000 visitors) (Figure 3). New Zealand was also the largest source of international visitors to Australia (1,098,000 visitors).

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