Main Features

Visitors, year ending 31 December 2010
Overnight visitors annual change:
Queensland  ↑  5.4%
Australia  ↑  2.0%
Visitor nights annual change:
Queensland  ↑  2.0%
Australia  ↑  1.1%
Day visitors annual change:
Queensland  ↑  9.9%
Australia  ↑  4.8%

Commentary

• During the year ending 31 December 2010 there were 16.6 million overnight visitor trips to Queensland by Australian residents aged 15 years and over, an increase of 5.4% from the equivalent period in 2009. For the same period, Australia had 67.4 million overnight visitor trips taken in Australia by Australian residents aged 15 years and over (Figure 1).

• Queensland had 24.6% of overnight visitors within Australia during the year ending 31 December 2010. In this period, New South Wales received 34.2% and Victoria 23.5% of overnight visitors (Figure 2). The main reason for overnight visitors coming to Queensland (where Queensland was the main destination state) during this period was for holidays (42.1%) and visiting friends and relatives (31.2%).

• For the year ending 31 December 2010, 71.2 million visitor nights were spent in Queensland, an increase of 2.0% from the equivalent period in 2009. Over the same period, 259.5 million visitor nights were spent across Australia, an increase of 1.1% from the year ending December 2009.

• During the year ending 31 December 2010, there were 34.7 million day trips taken in Queensland by Australian residents aged 15 years and over, an increase of 9.9% over the same period in 2009. For the same period, there were 151.3 million day trips across Australia by Australian residents aged 15 years and over, an increase of 4.8% (Figure 3).

• Queensland received 22.9% of all day visitors in Australia during the year ending 31 December 2010. New South Wales received 32.4% and Victoria received 25.5%. The main reasons for day visitors in Queensland during this period were for holidays (46.8%) and visiting friends and relatives (28.9%).

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

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