National Visitors to Queensland, September quarter 2012

Source: Tourism Research Australia, National Visitors to Queensland, released 12 December 2012

Key data

National visitors, year ending 30 September 2012

Overnight visitors annual change:
Queenland ........................................ .............. ↑ 4.8%
Australia ......................................... ............... ↑ 4.1%

Visitor nights annual change:
Queenland ........................................ .............. ↑ 7.3%
Australia ......................................... ............... ↑ 4.5%

Day visitors annual change:
Queenland ........................................ ............ → 15.5%
Australia ......................................... ............... → 10.6%

Main findings

• During the year ending 30 September 2012, there were 18.0 million overnight visitor trips to Queensland by Australian residents aged 15 years and over, an increase of 4.8% from the equivalent period in 2011. For the same period, Australia had 74.7 million overnight visitor trips taken in Australia by Australian residents aged 15 years and over (Figure 1).

• Queensland accounted for 24.1% of overnight visitor trips taken within Australia during the year ending 30 September 2012. In this period, New South Wales received 33.2% and Victoria received 24.3% of overnight visitors 1 (Figure 2). The most common purposes for overnight visitors coming to Queensland during this period were for holidays or leisure (42.5%) and visiting friends and relatives (35.4%).

• For the year ending 30 September 2012, 75.3 million visitor nights were spent in Queensland, an increase of 7.3% from the equivalent period in 2011. Over the same period, 281.3 million visitor nights were spent across Australia, an increase of 4.5% from the year ending September 2011.

• During the year ending 30 September 2012, there were 39.8 million day trips taken in Queensland by Australian residents aged 15 years and over, an increase of 15.5% over the same period in 2011. In comparison, there were 174.2 million day trips across Australia by Australian residents in this age group in the year to 30 September 2012, an increase of 10.6% (Figure 3).

• Queensland received 22.8% of all day visitors in Australia during the year ending 30 September 2012. New South Wales received 31.3% and Victoria received 26.2%. The main purposes for day visitors in Queensland during this period were holiday or leisure (47.1%) and visiting friends and relatives (26.3%).

Notes:

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