National Visitors to Queensland, December quarter 2012

Source: Tourism Research Australia, Travel by Australians, released 21 March 2013

Key data

National visitors, year ending 31 December 2012:

Overnight visitors (annual change)
Queensland .................................................... 6.3%
Australia........................................................ 3.6%

Visitor nights (annual change)
Queensland ......................................... ............ 6.1%
Australia................................................... .......... 4.1%

Day visitors (annual change)
Queensland ......................................... ........... 14.5%
Australia................................................... ....... 7.9%

Main findings

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

- During the year ending 31 December 2012, there were 18.0 million overnight visitor trips to Queensland by Australian residents aged 15 years and over, an increase of 6.3% from the equivalent period in 2011. For the same period, Australia had 74.5 million overnight visitor trips taken in Australia by Australian residents aged 15 years and over (Figure 1).

- Queensland accounted for 24.2% of overnight visitor trips taken within Australia during the year ending 31 December 2012. In this period, New South Wales received 33.3% and Victoria received 24.1% of overnight visitors (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 (35.1%).

- For the year ending 31 December 2012, 74.5 million visitor nights were spent in Queensland, an increase of 6.1% from the equivalent period in 2011. Over the same period, 281.7 million visitor nights were spent across Australia, an increase of 4.1% from the year ending 31 December 2011.

- During the year ending 31 December 2012, there were 39.7 million day trips taken in Queensland by Australian residents aged 15 years and over, an increase of 14.5% over the same period in 2011. In comparison, there were 173.9 million day trips across Australia by Australian residents in this age group in the year to 31 December 2012, an increase of 7.9% (Figure 3).

- Queensland received 22.8% of all day visitors in Australia during the year ending 31 December 2012. New South Wales received 31.6% and Victoria received 26.1%. The main purposes for day visitors in Queensland during this period were holiday or leisure (48.2%) and visiting friends and relatives (26.8%).