

Moreton Bay Tourism Profile

Average annual data from year ending December 2009 to December 2012

- Data is sourced from national annual surveys of travellers
- Data should be interpreted as indicative only
- Tourism Profile data has been averaged over a four year period to increase the stability of the data

OVERVIEW MORETON BAY QLD

Key Measures - domestic and international visitors

Measure	Moreton Bay	QLD
Visitors (overnight and daytrips '000)	2,875	54,653
Nights ('000)	2,892	113,444
Spend (\$million)	np	\$20,164

Domestic Overnight Travel

KEY MEASURES MORETON BAY QLD

Measure	Moreton Bay	QLD
Visitors ('000)	573	16,986
Nights ('000)	1,906	72,131
Average stay (nights)	3.3	4.2
Spend (\$million)	np	\$12,575
Spend per visitor(\$)	np	\$740
Spend per night (\$)	np	\$174

Purpose of visit (visitors)	('000)	%	QLD %
Holiday	195	34%	44%
Visiting friends or relatives	303	53%	33%
Business	43	7%	19%
Other	33	6%	6%

Purpose of visit (nights)	('000)	%	QLD %
Holiday	593	31%	49%
Visiting friends or relatives	1,100	58%	30%
Business	128	7%	15%
Other	86	5%	6%

Top 3 main transport types (visitors)	('000)	%	QLD %
Drive	460	80%	69%
Air transport	94	16%	30%
Railway	18	3%	2%

Origin (visitors)	('000)	%	QLD %
Brisbane region	155	27%	24%
Regional QLD	238	42%	44%
Total Intrastate	393	69%	68%
Total Interstate	179	31%	32%

Origin (nights)	('000)	%	QLD %
Brisbane region	399	21%	19%
Regional QLD	620	33%	35%
Total intrastate	1,019	53%	54%
Total Interstate	886	47%	46%

Top 5 activities undertaken (visitors)	('000)	%	QLD %
Visit friends or relatives	363	63%	47%
Eat out at restaurants	260	45%	57%
Go shopping (pleasure)	123	21%	31%
General sight seeing	116	20%	26%
Go to the beach (including swimming)	103	18%	29%

Top 5 accommodation types (nights)	('000)	%	QLD %
Friends or relatives property	1,283	67%	35%
Caravan or camping near road or on private property	158	8%	4%
Rented house, apartment, flat or unit	125	7%	14%
Hotel, motel, resort or motor inn	110	6%	23%
Caravan park or commercial camping ground	85	4%	9%

Travel party (visitors)	('000)	%	QLD %
Adult couple	150	26%	26%
Family group	161	28%	26%
Alone	130	23%	24%
Friends and/or relatives travelling together	115	20%	17%
Business associates travelling together	9	2%	5%
School/sporting group/ community group or club	8	1%	2%

Number of stops (Trip)	('000)	%	QLD %
Single	445	78%	86%
Multiple	127	22%	14%

Age group (visitors)	('000)	%	QLD %
15 - 24 years	78	14%	15%
25 - 34 years	96	17%	18%
35 - 44 years	90	16%	20%
45 - 54 years	105	18%	19%
55 - 64 years	94	16%	16%
65 years or over	111	19%	13%

Notes and definitions

Tourism Profiles provide an average profile of travellers to the local area as well as the State. They can assist to identify opportunities and with decision making. A good approach to research is to look at a wide range of sources for a more comprehensive understanding.

Data may not add up to total due to rounding.

np – indicates that data has not been published due to high sample error.

Moreton Bay Tourism Profile

Average annual data from year ending December 2009 to December 2012

Domestic Day Trip

KEY MEASURES	MORETON BAY	QLD
Visitors ('000)	2,253	35,673
Spend (\$million)	np	\$3,746
Spend per visitor (\$)	np	\$105

Main purpose of visit	('000)	%	QLD %
Holiday	962	43%	48%
Visiting friends or relatives	921	41%	28%
Business	195	9%	11%
Other	174	8%	14%

Top 5 origin	('000)	%	QLD %
Brisbane region	1,493	66%	42%
Sunshine Coast	426	19%	13%
Gold Coast	200	9%	11%
Darling Downs	51	2%	8%
Fraser Coast	37	2%	4%

Top 5 activities undertaken	('000)	%	QLD %
Visit friends or relatives	1,009	45%	34%
Eat out at restaurants	801	36%	40%
Go to the beach (including swimming)	295	13%	13%
General sight seeing	291	13%	13%
Go shopping (pleasure)	243	11%	22%

Age group	('000)	%	QLD %
15 - 24 years	250	11%	17%
25 - 34 years	419	19%	18%
35 - 44 years	495	22%	18%
45 - 54 years	308	14%	17%
55 - 64 years	368	16%	15%
65 years or over	413	18%	15%

Lifecycle grouping	('000)	%	QLD %
Young midlife single	333	15%	18%
Young midlife couple	227	10%	10%
Parent with youngest child aged under 6	358	16%	16%
Parent with youngest child aged 6 or over	508	23%	22%
Older working	270	12%	13%
Older non-working	534	24%	20%

Notes and definitions

National Visitor Survey (NVS) and International Visitor Survey (IVS) data is collected at the Statistical Area Level 2 (SA2) rather than Local Government Area (LGA). SA2's are based on population and sometimes multiple SA2's are aggregated in the dataset. This is why some Tourism Profiles incorporate multiple LGA's (e.g. Etheridge Croydon Tourism Profile includes Etheridge Shire Council and Croydon Shire Council).

Expenditure per night is based on average spend per night for the applicable tourism region. Expenditure figures are therefore estimates only and should be used with caution.

Domestic overnight visitor – an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (no more than 12 months) at a place at least 40km away from home.

Domestic daytrip visitor – an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not overnight (routine travel and same day travel as part of overnight travel are excluded).

International visitor – an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one 1 night in the region.

International Overnight Travel

KEY MEASURES	MORETON BAY	QLD
Visitors ('000)	49	1,994
Nights ('000)	986	41,313
Average stay (nights)	20.1	20.7
Spend (\$million)	np	\$3,843
Spend per visitor(\$)	np	\$1,927
Spend per night (\$)	np	\$94

Purpose of visit (visitors)	('000)	%	QLD %
Holiday	13	26%	69%
Visiting friends or relatives	34	68%	25%
Business	np	np	9%
Employment	np	np	2%
Education	np	np	4%
Other	np	np	4%

Top 3 origin (visitors)	('000)	%	QLD %
New Zealand	21	42%	20%
United Kingdom	8	17%	11%
Asia	6	12%	37%

Top 3 accommodation types (nights)	('000)	%	QLD %
Home of friend or relative	597	61%	24%
Rented house, apartment, unit or flat	239	24%	33%
Homestay	34	3%	6%

Top 3 main transport types (visitors)	('000)	%	QLD %
Drive	38	78%	37%
Air transport	9	18%	45%
Bus or coach	np	np	19%

Travel party (visitors)	('000)	%	QLD %
Adult couple	12	25%	26%
Family group	5	10%	12%
Alone	28	57%	47%
Friends and/or relatives travelling together	4	7%	12%
Business associates travelling together	np	np	4%

Age group (visitors)	('000)	%	QLD %
15 - 24 years	7	13%	18%
25 - 34 years	9	19%	24%
35 - 44 years	8	15%	17%
45 - 54 years	9	18%	17%
55 - 64 years	9	19%	15%
65 years or over	8	17%	9%

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