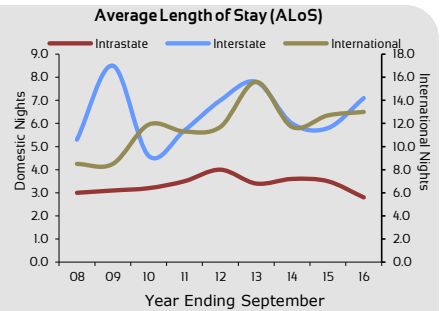
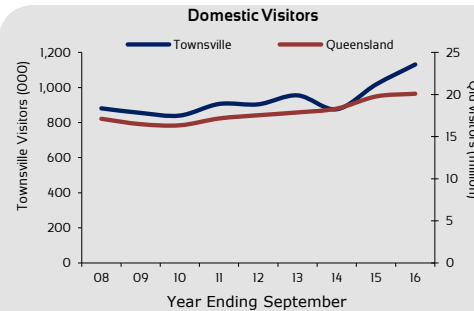


Year Ending September 2016



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	1,131,000	351,000	347,000	281,000	\$844.69
Annual % change ¹	▲ 11.2%	▲ 18.2%	▲ 21.3%	▼ -7.9%	▲ 8.3%
Trend % change ²	▲ 6.2%	▲ 0.8%	● -0.4%	▲ 16.2%	▲ 7.6%
International Overnight	125,000	96,000	18,000	n/p	\$90.6m
Annual % change	▲ 2.1%	▲ 2.3%	▼ -13.6%	▲ n/p	▲ 4.1%
Trend % change	▲ 3.9%	▲ 3.0%	▲ 6.6%	▲ n/p	▲ 1.0%
TOTAL	1,256,000	447,000	365,000	n/p	\$935.3m
Annual change	▲ 10.2%	▲ 14.4%	▲ 19.0%	n/p	▲ 7.9%



Domestic Visitation

Domestic travel represented 90.1% of total visitation to Townsville. In the year ending September 2016, Townsville saw a 11.2% increase in domestic overnight visitors, reaching 1.1 million visitors. There were increases in holiday visitors (up 18.2%) and those visiting friends and relatives (VFR) (up 21.3%). Business travel was down 7.9%.

Intrastate visitors accounted for 78.1% of all domestic visitors to the region. Intrastate holiday visitors grew by 12.2% whilst VFR visitor numbers grew by 21.5%. Business visitors declined by 4.5%.

Intraregional travel from within Townsville continued to be the largest Queensland source market, making up 21.4% of the intrastate market. This market increased by 16.5% year on year.

The number of interstate visitors to the region increased by 14.2% over the past year, driven by strong growth in interstate holiday visitors (up 38.2%) and VFR travel (up 20.7%). This was driven predominantly by an increase in Melbourne residents travelling to the region.

Whilst there was growth in domestic visitor nights (up 4.2%), it wasn't as strong as the growth in visitors. As a result, the average length of stay (ALoS) for domestic visitors to Townsville declined slightly, by 0.3 of a night, to 3.7 nights in the year ending September 2016.

The strong domestic overnight visitation result boosted expenditure in Townsville, growing by 8.3% to \$844.7 million.

International Visitation

International travel to Townsville accounted for 9.9% of total overnight travel to the region. International visitation to Townsville increased slightly in the year ending September 2016, up by 2.1% to 125,000 international visitors.

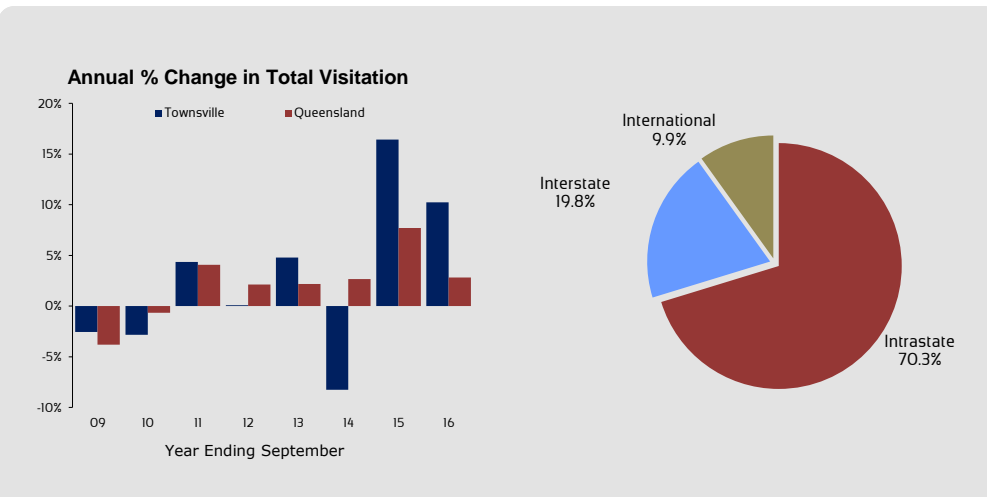
Over two thirds (77.2%) of international visitors to Townsville were travelling for a holiday, and holiday visitation was up 2.3% year on year.

The two largest international source markets to Townsville were the United Kingdom and Germany, with visitation up by 6.2% and 5.8% respectively.

Visitors from the United Kingdom represented 20.8% of all international travellers to the region, while visitors from Germany represented 18.6%.

In terms of international visitor nights, growth outstripped that of visitors, growing by 4.7% in the year ending September 2016. As a result of the growth in nights, the ALoS for international visitors grew slightly to 13.0 nights.

Further bolstering the growth in tourism in the region, international expenditure grew by 4.1% to \$90.65 million in the year ending September 2016.



Research Updates
To receive an email alert whenever new tourism figures are released [click here](#)

Domestic visitation Year Ending September 2016

Domestic Visitors to Townsville						
	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	351,000	18.2%	1,545,000	48.6%	4.4	0.9
VFR	347,000	21.3%	1,323,000	11.1%	3.8	-0.4
Business	281,000	-7.9%	719,000	-43.3%	2.6	-1.5
Domestic³	1,131,000	11.2%	4,201,000	4.2%	3.7	-0.3
Intrastate						
Holiday	257,000	12.2%	758,000	17.3%	2.9	0.1
VFR	277,000	21.5%	837,000	0.2%	3.0	-0.7
Business	234,000	-4.5%	564,000	-42.8%	2.4	-1.6
Intrastate	883,000	10.5%	2,438,000	-11.9%	2.8	-0.7
Interstate						
Holiday	n/p	▲	n/p	▲	n/p	▲
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	249,000	14.2%	1,763,000	39.5%	7.1	1.3

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Townsville	1,610,000	34.7%	\$188.0m	-8.1%
Queensland	40,526,000	10.5%	\$4,330.8m	5.4%
Australia	187,735,000	7.4%	\$19,329.1m	1.5%

On a national level, daytrip visitation increased 7.4% to 187.7 million visitors in the year ending September 2016. By comparison, daytrips in Queensland increased 10.5%, Victoria increased 7.4%, while New South Wales increased 3.7%.

Key domestic source markets to Townsville

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	139,000	-8.6%	451,000	-18.1%
Regional Qld	743,000	14.8%	1,987,000	-10.4%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

State Comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	20,091,000	1.6%	79,489,000	-1.5%
NSW	29,069,000	4.5%	94,129,000	4.4%
Victoria	21,671,000	2.3%	64,031,000	1.9%
Australia	89,447,000	4.8%	330,074,000	3.7%
Holiday Visitors				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	8,128,000	7.7%	36,363,000	9.4%
NSW	11,850,000	8.0%	42,405,000	9.7%
Victoria	9,680,000	6.9%	29,824,000	6.5%
Australia	36,871,000	8.2%	143,977,000	9.3%

Total domestic overnight visitation continued to increase across all states in the year ending September 2016, which led to national growth in domestic travel.



International visitation Year Ending September 2016

International Visitors to Townsville

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	96,000	2.3%	493,000	2.3%	5.1	0.0
VFR	18,000	-13.6%	423,000	-18.1%	23.7	-1.3
Business	n/p	▲	n/p	▲	n/p	▲
Total³	125,000	2.1%	1,624,000	4.7%	13.0	0.3

State Comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,551,000	13.1%	53,087,000	5.0%
NSW	3,760,000	12.6%	87,071,000	5.6%
Victoria	2,630,000	13.3%	59,927,000	3.9%
Australia	7,348,000	11.7%	250,402,000	3.8%

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,779,000	17.0%	22,720,000	10.0%
NSW	2,220,000	17.6%	26,687,000	9.5%
Victoria	1,458,000	20.7%	14,824,000	9.3%
Total	4,142,000	18.1%	80,415,000	8.0%



Top 10 international source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
UK	26,000	6.2%	129,000	-57.5%
Germany	23,000	5.8%	121,000	-13.5%
NZ	10,000	-3.2%	202,000	112.9%
USA	10,000	21.0%	295,000	122.3%
France	7,000	8.8%	40,000	4.2%
Canada	7,000	68.3%	121,000	330.9%
Netherlands	6,000	35.8%	18,000	-10.1%
Scandinavia	5,000	-30.4%	33,000	-78.8%
Switzerland	n/p	▲	n/p	▼
Italy	n/p	n/p	n/p	n/p

These are the top 10 source markets for this period, ranked using total visitor numbers. Some markets may have been added to create natural groups such as 'Asia' and 'Europe' to provide a more complete picture. For technical reasons, some data may not be published, however the markets will still appear in order.

Holiday	Visitors	Year % Chg	Nights	Year % Chg
UK	23,000	16.1%	70,000	-27.8%
Germany	22,000	9.5%	66,000	-27.2%
Total	96,000	2.3%	493,000	2.3%
Canada	6,000	51.6%	27,000	62.8%
Netherlands	6,000	30.4%	16,000	-8.0%
USA	6,000	n/p	23,000	n/p
Switzerland	n/p	n/p	n/p	n/p
Scandinavia	n/p	n/p	n/p	n/p
NZ	n/p	n/p	n/p	n/p
Italy	n/p	n/p	n/p	n/p

The top 10 holiday visitor markets are similar to the total visitor markets above, however they are ranked using holiday visitor numbers. The same grouping and limitation of data applies.

The average length of stay of international holidaymakers in Queensland was 12.8 nights in the year ending September 2016. This result was more than both New South Wales (12.0 nights) and Victoria (10.2 nights). This represents a year on year decline of approximately 1 night in the average stay of international holiday travellers for Queensland, New South Wales and Victoria.

Regional Snapshots for all Queensland regions are available on the TEQ Research website, www.teq.queensland.com

Overview snapshots are also available for both Domestic and International visitors. Any questions or comments, please email research@queensland.com

The Townsville tourism region aligns with the ABS region.

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Year Ending September 2016

Domestic Regional Comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			
							Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	5,815,000	5.3%	17,388,000	-0.8%	3.0	-0.2	28%	40%	24%	29%
Gold Coast	3,660,000	3.8%	13,326,000	-1.5%	3.6	-0.2	53%	33%	10%	18%
Sunshine Coast	3,250,000	13.5%	11,757,000	7.7%	3.6	-0.2	59%	32%	6%	16%
Fraser Coast	597,000	-4.3%	2,271,000	-9.2%	3.8	-0.2	51%	38%	7%	3%
Southern Qld Country	1,912,000	-4.2%	5,151,000	-14.9%	2.7	-0.3	29%	39%	24%	10%
Southern GBR	1,932,000	-0.3%	7,739,000	-0.1%	4.0	0.0	30%	30%	32%	10%
Mackay	733,000	-16.8%	2,767,000	-12.4%	3.8	0.2	21%	22%	49%	4%
Whitsundays	516,000	25.5%	2,199,000	-1.3%	4.3	-1.1	65%	19%	10%	3%
Townsville	1,131,000	11.2%	4,201,000	4.2%	3.7	-0.3	31%	31%	25%	6%
Outback	519,000	n/p	2,321,000	n/p	4.5	n/p	44%	22%	27%	3%
TNQ	1,875,000	-7.3%	9,384,000	-4.4%	5.0	0.1	50%	22%	24%	9%
Total Domestic	20,091,000	1.6%	79,489,000	-1.5%	4.0	-0.1	40%	34%	21%	-

International Regional Comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			
							Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	1,183,000	9.6%	24,735,000	4.2%	20.9	-1.1	53%	29%	9%	46%
Gold Coast	1,014,000	16.2%	10,722,000	26.7%	10.6	0.9	80%	14%	3%	40%
Sunshine Coast	272,000	6.4%	2,983,000	21.3%	11.0	1.4	79%	19%	2%	11%
Fraser Coast	136,000	3.8%	657,000	17.2%	4.8	0.5	93%	5%	1%	5%
Southern Qld Country	44,000	-13.0%	1,350,000	-17.7%	30.6	-1.8	43%	32%	10%	2%
Southern GBR	133,000	-6.3%	2,209,000	-16.8%	16.7	-2.1	78%	14%	4%	5%
Mackay	43,000	2.7%	461,000	-35.0%	10.7	-6.2	71%	15%	6%	2%
Whitsundays	229,000	9.6%	1,513,000	3.0%	6.6	-0.4	97%	1%	1%	9%
Townsville	125,000	2.1%	1,624,000	4.7%	13.0	0.3	77%	14%	4%	5%
Outback	20,000	n/p	217,000	n/p	10.6	n/p	78%	9%	10%	1%
TNQ	877,000	16.0%	6,613,000	-4.1%	7.5	-1.6	93%	4%	2%	34%
Total International	2,551,000	13.1%	53,087,000	5.0%	20.8	-1.6	70%	23%	6%	-

Notes/Sources:

In 2012, the ABS changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the ASGS (Australian Statistical Geographic Standard). SA2's (Statistical Area 2) which represent one level of the ASGS replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor surveys conducted by Tourism Research Australia. These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

'n/p' indicates the data has not been published.

Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.
2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior.
3. This figure includes "Other" visitors.