



Regional Tourism Profiles 2008/09

Queensland

Brisbane region



In 2008/09:

- \$4.8 billion was spent by visitors in the region – 54% was by domestic overnight visitors
- A total of 16.1 million visitors went to the region – 65% were domestic day visitors
- 31.2 million nights were spent in the region – 52% were by international visitors

In June 2007, there were more than 49,600 tourism-related businesses in the region:

- 51% were non-employing businesses
- 42% were micro or small businesses

Brisbane region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	912	10 489	-	-	87	-
Domestic overnight	2 589	4 647	15 013	3	557	172
International	1 332	923	16 180	18	1 443	82



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to Brisbane region

Domestic overnight		International			
	Visitors '000	Nights '000	Share of visits %	Share of nights %	Average stay Nights
Top 3 SLAs visited*					
City - Remainder	2 548	7 456	55	50	2.9
Redland (C) Bal	174	754	4	5	4.3
Ipswich (C) - Central	150	360	3	2	2.4
Purpose of visit					
Holiday	1 330	4 630	29	31	3.5
Visiting friends/relatives	1 728	5 865	37	39	3.4
Business	1 223	3 158	26	21	2.6
Other	397	1 360	9	9	3.4
Top 3 accommodation					
Property of friends or relatives	2 356	8 064	51	54	3.4
Hotel, motel, serviced apartment	1 514	3 842	33	26	2.5
Rented house, apartment, flat or unit	290	1 049	6	7	3.6
Transport					
Air	1 682	5 966	36	40	3.5
Drive	2 694	7 270	58	48	2.7
Other	369	1 721	8	11	4.7
Experiences					
Culture and heritage	546	-	12	-	-
Nature based	434	-	9	-	-
Indigenous	np	-	np	-	-
Food and wine	2 499	-	54	-	-
Top 3 information sources					
Internet	1 743	6 203	38	41	3.6
Previous visit	590	2 189	13	15	3.7
Friends or relatives	587	1 987	13	13	3.4
Top 3 visitor origins					
Qld	2 643	7 162	57	48	2.7
NSW	1 228	4 147	26	28	3.4
Vic	424	1 770	9	12	4.2
Lifecycle groups					
Young/midlife single	817	2 744	18	18	3.4
Young/midlife couple, no kids	544	1 542	12	10	2.8
Parent	1 556	4 225	33	28	2.7
Older working	863	2 398	19	16	2.8
Older non-working	850	4 033	18	27	4.7
Total domestic overnight	4 647	15 013	100	100	3.2
Total all visitors (including day visitors)	16 058	31 193	100	100	1.9
International					
City - Remainder	667	7 250	72	45	10.9
Moreton Island	15	24	2	0	1.5
Redcliffe-Scarborough	10	96	1	1	9.6
Holiday	505	5 378	55	33	10.6
Visiting friends/relatives	258	3 321	28	21	12.9
Business	107	610	12	4	5.7
Education	55	5 429	6	34	97.8
Other	45	1 442	5	9	31.7
Rented house, apartment, flat or unit	67	6 639	7	41	99.4
Property of friends or relatives	300	4 262	33	26	14.2
Hotel, motel, serviced apartment	368	1 331	40	8	3.6
Air	273	3 185	30	20	11.7
Drive	382	7 224	41	45	18.9
Other	383	5 771	42	36	15.1
Culture and heritage	516	-	56	-	-
Nature based	672	-	73	-	-
Indigenous	170	-	18	-	-
Food and wine	833	-	90	-	-
Internet	451	8 622	49	53	19.1
Friends or relatives	310	7 156	34	44	23.1
Travel agent	288	6 689	31	41	23.3
NZ	167	1 586	18	10	9.5
UK	142	1 627	15	10	11.5
Other countries	93	1 720	10	11	18.6
Young/midlife single	364	10 398	39	64	28.5
Young/midlife couple, no kids	126	1 905	14	12	15.1
Parent	227	2 064	25	13	9.1
Older	203	1 800	22	11	8.9
Total international	923	16 180	100	100	17.5

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
243	44	244	280	47	55	912

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	485	61	4 872	99
Visiting friends/relatives	170	21	3 344	51
Business	58	7	1 060	55
Other	82	10	1 213	68

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
489	621	479	160	225	355	102	82	27	2 589

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	768	40	1 330	4 630	578	166	3
Visiting friends and relatives	509	27	1 728	5 865	295	87	3
Business	513	27	1 223	3 158	419	162	3
Other	129	7	397	1 360	326	95	3

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	928	48	2 643	7 162	351	130	3
Interstate	991	52	2 003	7 851	495	126	4
Total expenditure	1 919	100	4 647	15 013	413	128	3

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
1 332	581	8	44

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

Tourism businesses 2006/07

	Employing businesses					Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large	Total employing		
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)			
Tourism Characteristic Industries	2 109	1 398	807	66	4 380	5 529	9 909
Tourism Connected Industries	10 881	6 216	2 685	195	19 977	19 755	39 732
Total Tourism Characteristic and Connected Industries	12 990	7 614	3 492	261	24 357	25 284	49 641

Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	235	7 199	72.6	543
Caravan parks	42	283	75.6	36

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 - Glossary* at www.ret.gov.au/tra. Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Data in this profile are based on the Australian Bureau of Statistics' Statistical Local Area to Tourism Region concordances, and may not reflect Qld Regional Tourism Organisation boundaries.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

Tourism Research Australia
Department of Resources, Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN: 46 252 861 927

Contact us at tourism.research@ret.gov.au

Image: Horseshoe Bay, Magnetic Island, Queensland
Courtesy of Tourism Queensland

Publication date: February 2010