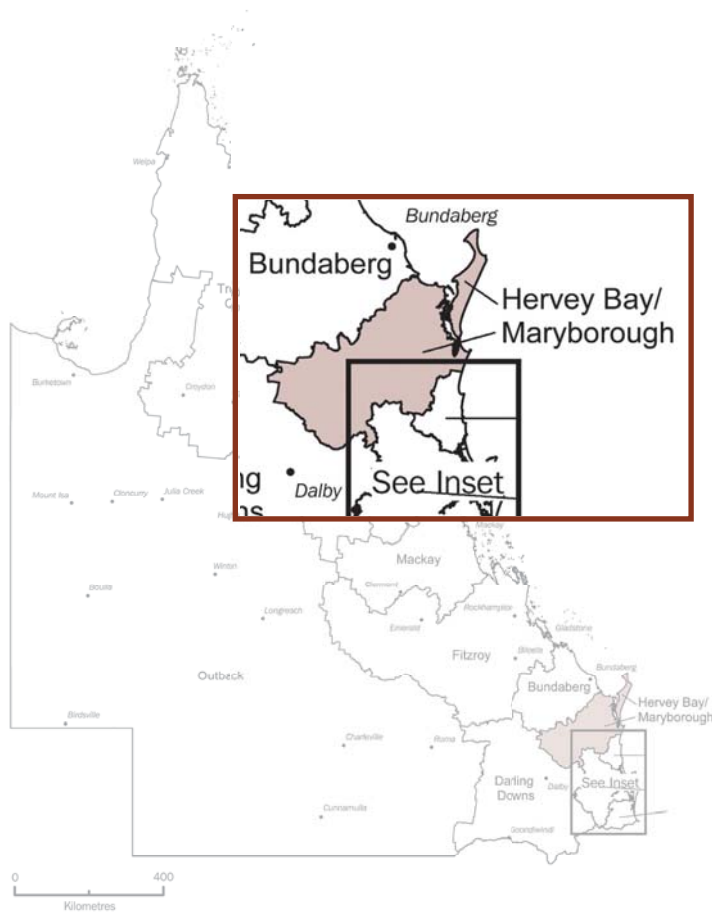




Regional Tourism Profiles 2008/09

Queensland

Hervey Bay/Maryborough region



In 2008/09:

- \$721 million was spent by visitors in the region – 68% was by domestic overnight visitors
- A total of 2.8 million visitors went to the region – 52% were domestic day visitors
- 5.6 million nights were spent in the region – 82% were by domestic overnight visitors

In June 2007, there were more than 3,800 tourism-related businesses in the region:

- 44% were non-employing businesses
- 48% were micro or small businesses

Hervey Bay/Maryborough region summary 2008/09

| | Expenditure | Visitors | Nights | Average stay | Average trip expenditure | Average nightly expenditure |
|--------------------|-------------|----------|--------|--------------|--------------------------|-----------------------------|
| | \$ million | '000 | '000 | Nights | \$ | \$ |
| Domestic day | 151 | 1 461 | - | - | 103 | - |
| Domestic overnight | 493 | 1 110 | 4 630 | 4 | 444 | 107 |
| International | np | 215 | 1 010 | 5 | np | np |



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Regional expenditure

Domestic day

Expenditure by item

| Food and drink | Transport fares and packages | Fuel | Shopping | Entertainment | Other | Total expenditure |
|----------------|------------------------------|------|----------|---------------|-------|-------------------|
| \$ million | | | | | | |
| 34 | 0 | 50 | 60 | 1 | 6 | 151 |

Domestic overnight

Expenditure by item

| Accommodation | Food and drink | Airfares | Other transport fares | Fuel | Shopping | Entertainment | Other | Packages | Total expenditure |
|---------------|----------------|----------|-----------------------|------|----------|---------------|-------|----------|-------------------|
| \$ million | | | | | | | | | |
| 99 | 141 | 27 | 17 | 88 | 53 | 24 | 15 | 9 | 493 |

Expenditure by purpose of visit

| Expenditure \$ million | Share of \$ % | Visitors '000 | Visitor nights '000 | Per visitor \$ | Per night \$ | Length of stay Nights | |
|--------------------------------|---------------|---------------|---------------------|----------------|--------------|-----------------------|----|
| Holiday | 255 | 64 | 553 | 2 443 | 462 | 105 | 4 |
| Visiting friends and relatives | 86 | 21 | 415 | 1 759 | 206 | 49 | 4 |
| Business | np | np | np | np | np | np | np |
| Other | np | np | np | np | np | np | np |

Expenditure by origin

| Expenditure \$ million | Share of \$ % | Visitors '000 | Visitor nights '000 | Per visitor \$ | Per night \$ | Length of stay Nights | |
|------------------------|---------------|---------------|---------------------|----------------|--------------|-----------------------|---|
| Intrastate | 299 | 75 | 945 | 3 561 | 316 | 84 | 4 |
| Interstate | 100 | 25 | 165 | 1 069 | 608 | 94 | 6 |
| Total expenditure | 399 | 100 | 1 110 | 4 630 | 359 | 86 | 4 |

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

Tourism businesses 2006/07

| | Employing businesses | | | | | Total employing | Non- employing businesses (includes owner/ manager) | Total businesses |
|---|----------------------|---------------------|-----------------------|---------------------|-------|--------------------|--|---------------------|
| | Micro | Small | Medium | Large | | | | |
| | (1-4 employees) | (5-19 employees) | (20-199 employees) | (200+ employees) | | | | |
| Tourism Characteristic Industries | 201 | 165 | 57 | 3 | 426 | 297 | 723 | |
| Tourism Connected Industries | 924 | 555 | 216 | 3 | 1 698 | 1 395 | 3 093 | |
| Total Tourism Characteristic and Connected Industries | 1 125 | 720 | 273 | 6 | 2 124 | 1 692 | 3 816 | |

Accommodation supply^(a b)

| | Establishments | Employees | Occupancy rate | Takings from accommodation |
|---------------|---|-----------|----------------|----------------------------|
| | No. | No. | % | \$ '000 |
| | Hotels, motels and serviced apartments with 5 or more rooms | 81 | 805 | 52.9 |
| Caravan parks | 33 | 159 | 50.5 | 16 |

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.

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

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