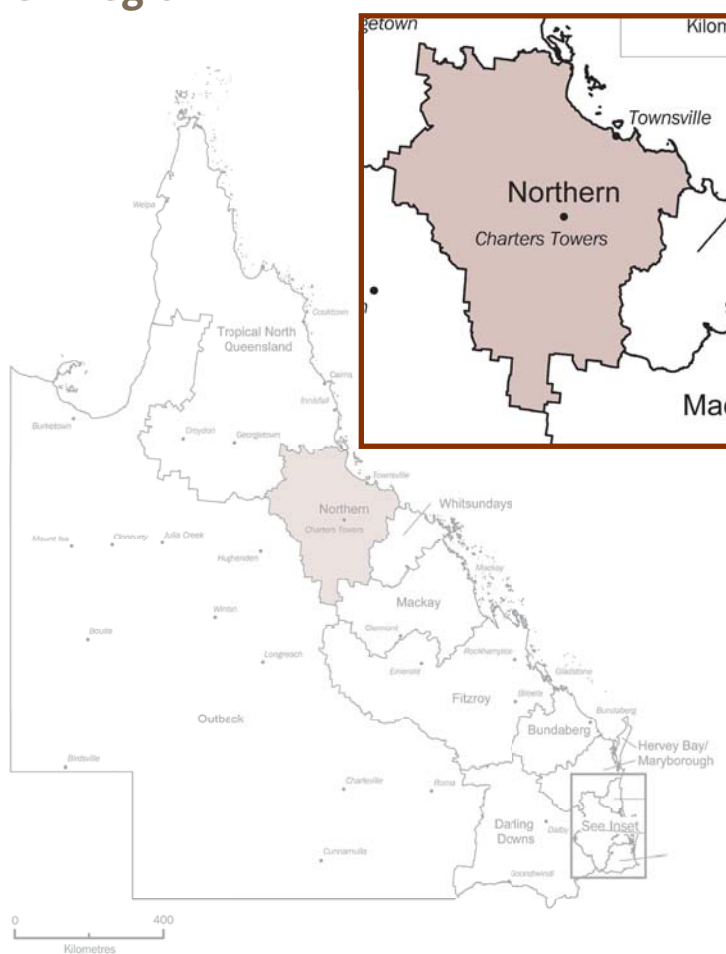




# Regional Tourism Profiles 2008/09

## Queensland

### Northern region



In 2008/09:

- \$693 million was spent by visitors in the region – 69% was by domestic overnight visitors
- A total of 2.0 million visitors went to the region – 50% were domestic day visitors
- 4.3 million nights were spent in the region – 69% were by domestic overnight visitors

In June 2007, there were more than 4,400 tourism-related businesses in the region:

- 47% were non-employing businesses
- 45% were micro or small businesses

### Northern region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	123	1 013	-	-	121	-
Domestic overnight	481	852	2 938	3	565	164
International	89	147	1 329	9	605	67



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						
29	7	38	7	1	40	123

### Domestic overnight

#### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
65	116	85	19	86	57	15	4	9	481

#### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	111	32	264	803	422	139	3
Visiting friends and relatives	89	25	233	1 121	381	79	5
Business	107	31	286	716	373	149	3
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	276	79	704	2 136	393	129	3
Interstate	72	21	148	802	484	89	5
Total expenditure	348	100	852	2 938	409	119	3

### International

#### Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ \$ million	Share of AFB \$ %	AFB share of region \$ %
89	48	1	54

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 (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)	Total employing		
Tourism Characteristic Industries	198	174	81	6	459	579	1 038
Tourism Connected Industries	972	651	258	12	1 893	1 533	3 426
Total Tourism Characteristic and Connected Industries	1 170	825	339	18	2 352	2 112	4 464

## Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	74	1 515	63.3	79
Caravan parks	21	121	47.6	11

### 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](http://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](mailto:tourism.research@ret.gov.au)

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

Publication date: February 2010