



# Regional Tourism Profiles 2008/09

## Queensland

### Outback region



In 2008/09:

- \$332 million was spent by visitors in the region – 82% was by domestic overnight visitors
- A total of 957,000 visitors went to the region – 54% were domestic overnight visitors
- 3.0 million nights were spent in the region – 83% were by domestic overnight visitors

In June 2007, there were more than 1,800 tourism-related businesses in the region:

- 40% were non-employed businesses
- 53% were micro or small businesses

### Outback region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	403	-	-	np	-
Domestic overnight	273	518	2 482	5	528	110
International	np	36	517	14	np	np



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

## Visitors to Outback region

Domestic overnight		International								
Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay	
'000	'000	%	%	Nights	'000	'000	%	%	Nights	
<b>Top 3 SLAs visited*</b>										
Mount Isa (C)	101	313	19	13	3.1	13	133	36	26	10.4
Roma (R) - Roma	101	216	19	9	2.1	6	23	15	4	4.2
Flinders (S)	64	214	12	9	3.3	5	41	15	8	7.7
<b>Purpose of visit</b>										
Holiday	182	886	35	36	4.9	29	286	82	55	9.7
Visiting friends/relatives	112	632	22	25	5.6	np	np	np	np	np
Business	190	568	37	23	3.0	np	np	np	np	np
Other	47	395	9	16	8.4	np	np	np	np	np
<b>Top 3 accommodation</b>										
Caravan or camping	124	735	24	30	5.9	4	108	12	21	25.2
Hotel, motel, serviced apartment	196	536	38	22	2.7	15	81	41	16	5.6
Property of friends or relatives	143	481	28	19	3.4	10	48	29	9	4.7
<b>Transport</b>										
Air	74	255	14	10	3.4	7	135	19	26	19.6
Drive	405	1 736	78	70	4.3	23	205	65	40	8.8
Other	np	np	np	np	np	7	177	20	34	24.7
<b>Experiences</b>										
Culture and heritage	94	-	18	-	-	29	-	81	-	-
Nature based	np	-	np	-	-	30	-	84	-	-
Indigenous	np	-	np	-	-	19	-	54	-	-
Food and wine	233	-	45	-	-	34	-	95	-	-
<b>Top 3 information sources</b>										
Internet	124	476	24	19	3.8	20	301	56	58	14.9
Previous visit	88	435	17	18	4.9	12	194	34	38	16.1
Friends or relatives	np	np	np	np	np	9	79	25	15	8.8
<b>Top 3 visitor origins</b>										
Qld	409	1 646	79	66	4.0	6	125	18	24	19.6
NSW	49	439	10	18	8.9	6	17	17	3	2.8
Vic	np	np	np	np	np	4	128	12	25	30.1
<b>Lifecycle groups</b>										
Young/midlife single	65	243	13	10	3.7	15	273	42	53	18.2
Young/midlife couple, no kids	np	np	np	np	np	5	94	14	18	18.1
Parent	202	538	39	22	2.7	5	29	14	6	5.7
Older working	83	407	16	16	4.9	11	122	30	24	11.4
Older non-working	126	1 211	24	49	9.6					
<b>Total domestic overnight</b>	<b>518</b>	<b>2 482</b>	<b>100</b>	<b>100</b>	<b>4.8</b>	<b>36</b>	<b>517</b>	<b>100</b>	<b>100</b>	<b>14.4</b>
<b>Total all visitors (including day visitors)</b>	<b>956</b>	<b>2 999</b>	<b>100</b>	<b>100</b>	<b>3.1</b>					

# Regional expenditure

## Domestic overnight

### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
30	68	21	9	59	17	8	4	4	273

### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	78	33	182	886	428	88	5
Visiting friends and relatives	np	np	np	np	np	np	np
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	162	70	409	1 646	396	98	4
Interstate	71	30	109	836	650	85	8
Total expenditure	233	100	518	2 482	449	94	5

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	96	45	33	0	174	135	309	
Tourism Connected Industries	480	366	84	6	936	606	1 542	
Total Tourism Characteristic and Connected Industries	576	411	117	6	1 110	741	1 851	

## Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	101	700	54.1	41
Caravan parks	30	122	38.5	13

### 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