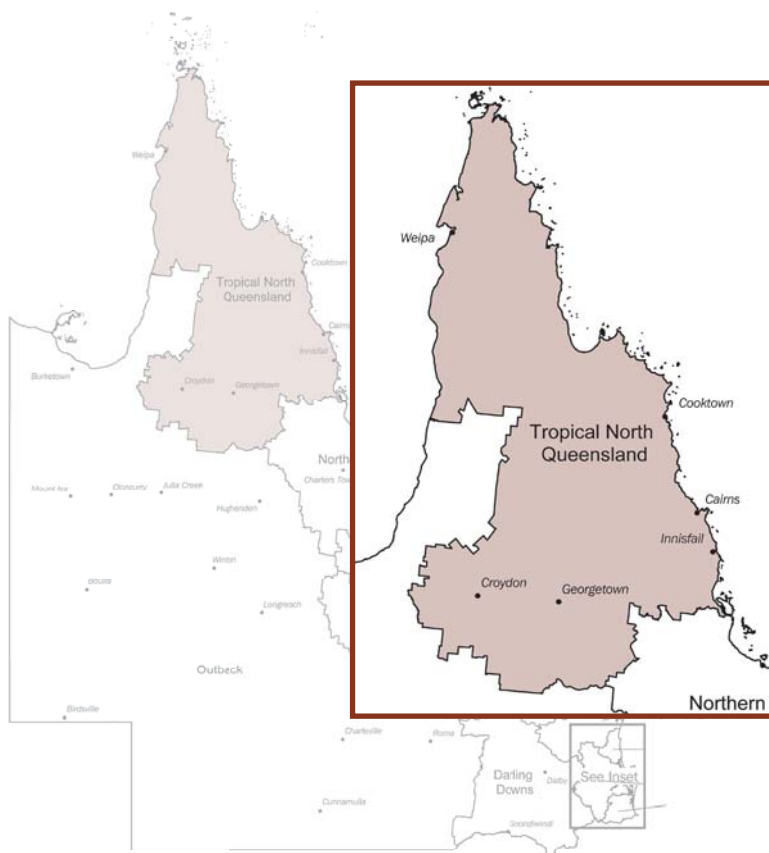




Regional Tourism Profiles 2008/09

Queensland

Tropical North Queensland region



In 2008/09:

- \$2.7 billion was spent by visitors in the region – 54% was by domestic overnight visitors
- A total of 4.2 million visitors went to the region – 48% were domestic day visitors
- 13.6 million nights were spent in the region – 58% were by domestic overnight visitors

In June 2007, there were more than 7,100 tourism-related businesses in the region:

- 47% were non-employing businesses
- 44% were micro or small businesses

Tropical North Queensland region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	255	2 033	-	-	125	-
Domestic overnight	1 458	1 504	7 064	5	969	206
International	977	702	6 548	9	1 391	149



Visitors to Tropical North Queensland region

Domestic overnight		International			
	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights
Top 3 SLAs visited*					
Cairns (R) - Trinity	646	2 612	43	37	4.0
Cairns (R) - Douglas	239	1 069	16	15	4.5
Cassowary Coast (R) - Johnstone	129	328	9	5	2.5
Purpose of visit					
Holiday	841	4 211	56	60	5.0
Visiting friends/relatives	336	1 426	22	20	4.2
Business	241	1 030	16	15	4.3
Other	117	396	8	6	3.4
Top 3 accommodation					
Hotel, motel, serviced apartment	656	2 650	44	38	4.0
Property of friends or relatives	418	1 619	28	23	3.9
Caravan or camping	234	1 389	16	20	5.9
Transport					
Air	645	3 371	43	48	5.2
Drive	824	3 096	55	44	3.8
Other	96	381	6	5	4.0
Experiences					
Culture and heritage	189	-	13	-	-
Nature based	452	-	30	-	-
Indigenous	np	-	np	-	-
Food and wine	874	-	58	-	-
Top 3 information sources					
Internet	649	3 361	43	48	5.2
Previous visit	243	1 504	16	21	6.2
Friends or relatives	204	1 273	14	18	6.2
Top 3 visitor origins					
Qld	1 055	3 898	70	55	3.7
Vic	176	1 246	12	18	7.1
NSW	170	1 105	11	16	6.5
Lifecycle groups					
Young/midlife single	247	866	16	12	3.5
Young/midlife couple, no kids	224	987	15	14	4.4
Parent	506	2 408	34	34	4.8
Older working	248	1 052	16	15	4.2
Older non-working	263	1 723	17	24	6.5
Total domestic overnight	1 504	7 064	100	100	4.7
Total all visitors (including day visitors)	4 240	13 611	100	100	3.2
International					
Cairns (R) - Trinity	518	4 169	74	64	8.1
Cairns (R) - City	128	726	18	11	5.7
Cairns (R) - Douglas	104	583	15	9	5.6
Holiday	639	4 758	91	73	7.4
Visiting friends/relatives	36	543	5	8	14.9
Business	20	102	3	2	5.0
Education	11	550	1	8	52.3
Other	17	594	2	9	35.7
Hotel, motel, serviced apartment	438	1 936	62	30	4.4
Rented house, apartment, flat or unit	24	1 035	3	16	43.4
Property of friends or relatives	43	765	6	12	17.8
Air	375	2 415	53	37	6.4
Drive	148	1 798	21	27	12.1
Other	270	2 335	38	36	8.7
Culture and heritage	472	-	67	-	-
Nature based	640	-	91	-	-
Indigenous	280	-	40	-	-
Food and wine	631	-	90	-	-
Top 3 information sources					
Internet	383	3 485	55	53	9.1
Travel agent	241	1 851	34	28	7.7
Travel book or guide	237	1 770	34	27	7.5
Japan	126	699	18	11	5.6
UK	126	1 242	18	19	9.9
USA	87	607	12	9	7.0
Young/midlife single	271	3 536	39	54	13.1
Young/midlife couple, no kids	138	1 061	20	16	7.7
Parent	124	762	18	12	6.2
Older	170	1 177	24	18	6.9
Total international	702	6 548	100	100	9.3

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
67	0	74	83	10	21	255

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	178	75	1 143	156
Visiting friends/relatives	np	np	np	np
Business	np	np	np	np
Other	np	np	np	np

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
357	320	239	65	131	115	127	28	26	1 458

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	817	70	841	4 211	971	194	5
Visiting friends and relatives	110	9	336	1 426	327	77	4
Business	171	15	241	1 030	713	166	4
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	557	48	1 055	3 898	529	143	4
Interstate	610	52	450	3 166	1 356	193	7
Total expenditure	1 168	100	1 504	7 064	776	165	5

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
977	323	4	33

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	471	333	198	9	1 011	1 053	2 064	
Tourism Connected Industries	1 350	963	417	18	2 748	2 331	5 079	
Total Tourism Characteristic and Connected Industries	1 821	1 296	615	27	3 759	3 384	7 143	

Accommodation supply^(a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	221	4 928	55.2	330
Caravan parks	44	298	42.8	29

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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