

# TOURISM FACT FILE

INTERNATIONAL VISITOR SURVEY YEAR ENDING MARCH 2020

TOURISM  
TROPICAL NORTH  
QUEENSLAND

TROPICAL NORTH  
QUEENSLAND WELCOMED

**727K** TOTAL VISITORS  
-14.4%



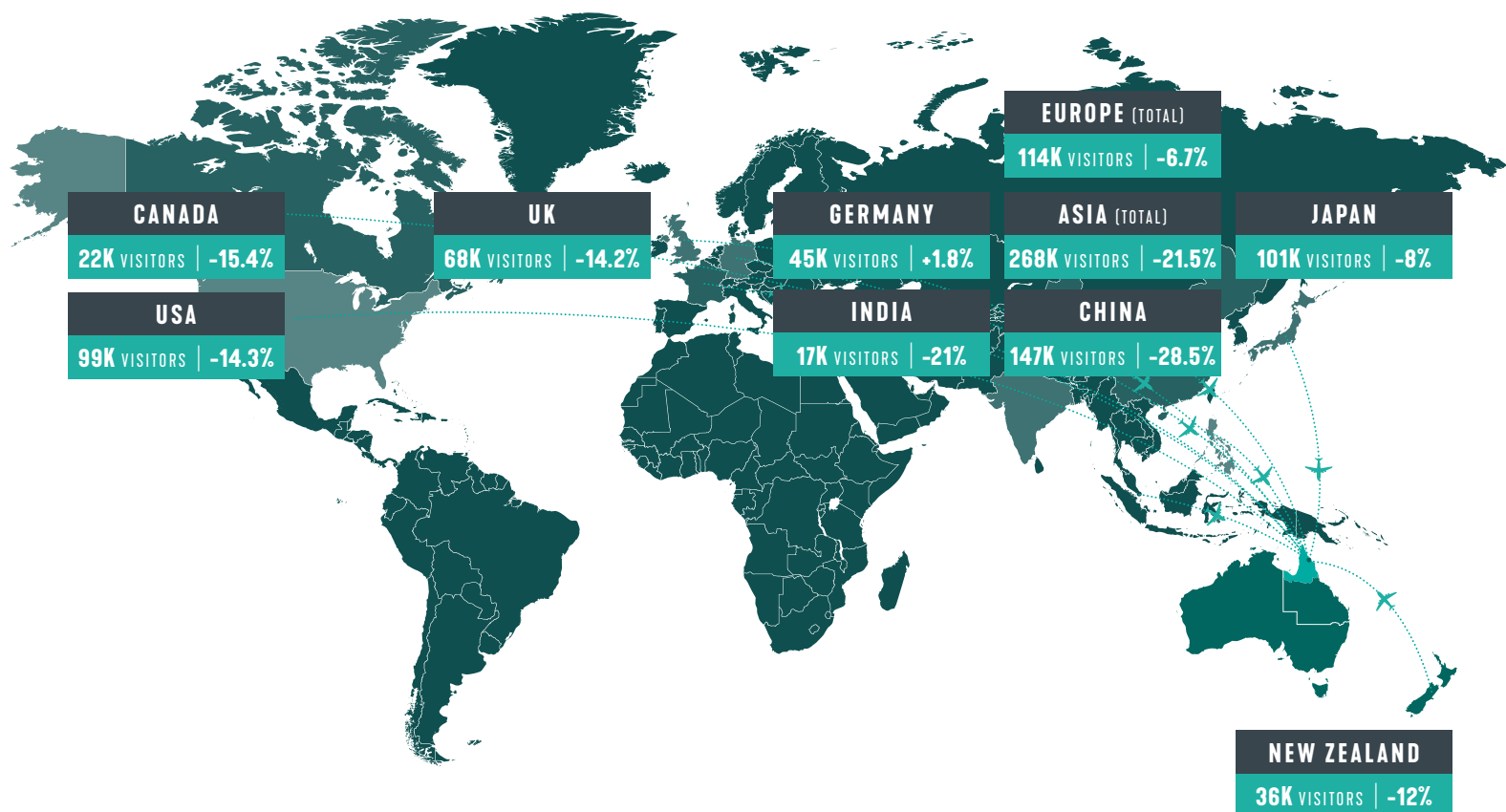
EXPENDITURE

**\$944M**  
-12.4%

AVERAGE LENGTH  
OF STAY **9** NIGHTS

AVERAGE NIGHT  
SPEND **\$143<sup>50</sup>**

THIS MAP OUTLINES THE CHANGING NUMBERS



INTERNATIONAL VISITORS YE MARCH 2020\*



INTERNATIONAL HOLIDAY VISITORS\*



\*This data is preliminary data and does not include data relating to purpose of visit. This is due to the quality of the main purpose of visit component of the passenger data supplied to TRA by the Department of Home Affairs. It has been identified as a concern. There is no issues with the IVS survey collection methodology. The Australian Government is working to resolve this issue.