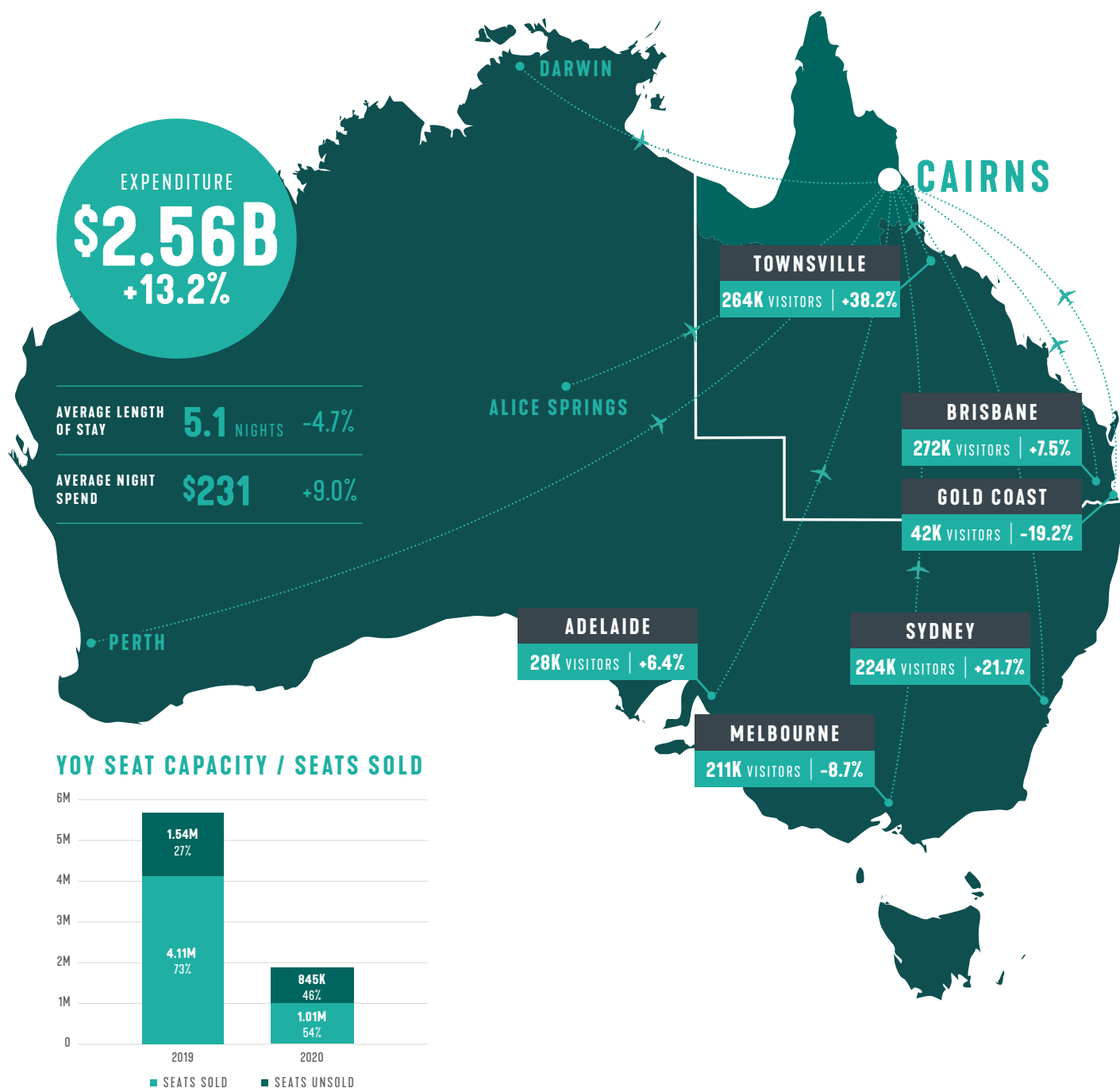


# TOURISM FACT FILE

TOURISM  
TROPICAL NORTH  
QUEENSLAND

NATIONAL VISITOR SURVEY YEAR ENDING MARCH 2020



## TOTAL INTRASTATE



## TOTAL INTERSTATE



TOTAL DOMESTIC VISITORS

**2.18M**

**+8.1%**

TOTAL DOMESTIC VISITOR NIGHTS

**11.06M**

**+3.0%**

TOTAL DOMESTIC HOLIDAY VISITORS

**1.17M**

**+53.8%**

TOTAL DOMESTIC HOLIDAY VISITOR NIGHTS

**6.26M**

**+56.6%**

AIR VISITOR ARRIVALS

**1.07M**

**+3%**

DRIVE VISITOR ARRIVALS

**1.11M**

**+6.1%**

# TOURISM FACT FILE

INTERNATIONAL VISITOR SURVEY YEAR ENDING MARCH 2020

TOURISM  
TROPICAL NORTH  
QUEENSLAND

TROPICAL NORTH  
QUEENSLAND WELCOMED

**727K** TOTAL VISITORS  
-14.4%



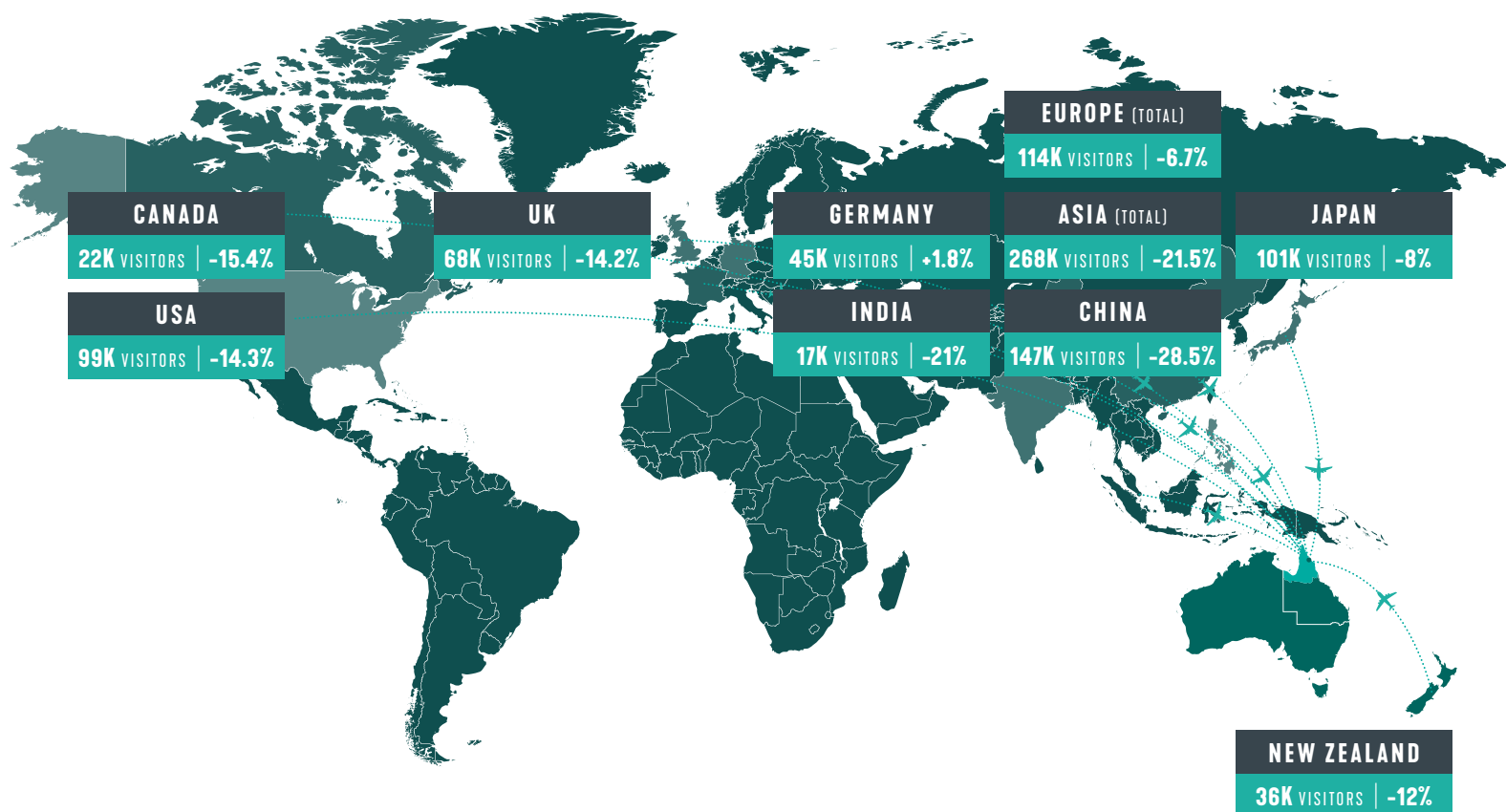
EXPENDITURE

**\$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.