

Main Features

International visitors, year ending 30 June 2010

Number

Queensland	1,970,000
Australia	5,280,000

Annual change

Queensland	↓	2.1%
Australia	↑	3.1%

Commentary

- For the year ending 30 June 2010, there were 1,970,000 international visitors aged 15 years and over to Queensland, a decrease of 2.1% from the year ending 30 June 2009. For the same period, Australia had 5,280,000 visitors aged 15 years and over, an increase of 3.1% over the same period (Figure 1).
- Of all the international visitors to Australia during the year ending 30 June 2010, 37.3% visited Queensland, 52.7% visited New South Wales and 29.3% visited Victoria¹ (Figure 2).
- The main purposes of the journey for visitors to Queensland during the year ending 30 June 2010 were for holidays (62.5%) and visiting friends (19.0%). Other reasons included business, education and employment. The main reason for visitors coming to Australia during the same period was also for holidays (45.6%).
- For the year ending 30 June 2010, a total of 39,011,000 visitor nights were spent in Queensland by international visitors, a decrease of 2.1% over the previous year. Over the same period the number of visitor nights in Australia increased by 4.9%.
- The average length of stay for international visitors to Queensland during the year ending 30 June 2010 was 19.8 nights per visitor.
- New Zealand was the largest source of international visitors to Queensland in the year ending 30 June 2010 (395,000 visitors). This was followed by the United Kingdom (240,000 visitors) and Japan (210,000 visitors). New Zealand was also the largest source of international visitors to Australia (1,021,000 visitors) (Figure 3).

Figure 1: International visitors to Queensland and Australia, year ending 30 June, 2004 to 2010

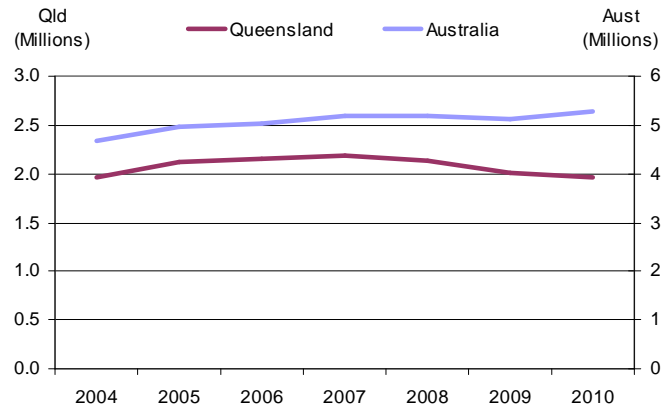


Figure 2: International visitors by states and territories visited¹, year ending 30 June 2010

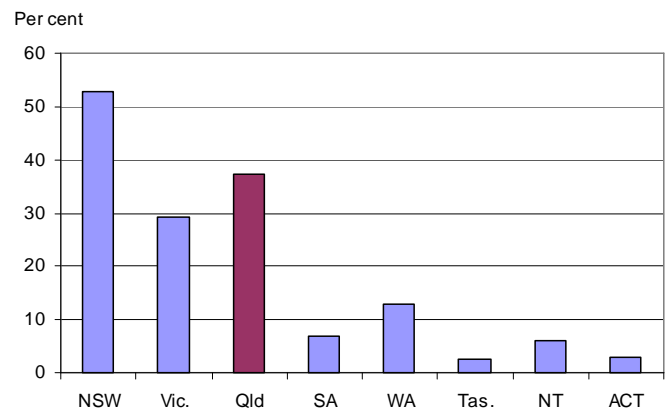
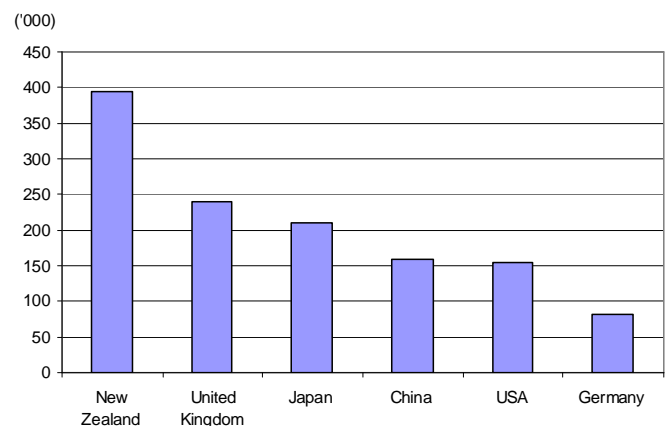


Figure 3: International visitors to Queensland by major country of residence, year ending 30 June 2010



¹ Note: Percentages may not add to 100% as visitors may travel to more than one state or territory.