

**Question on Notice
No. 444
Asked on 24 March 2005**

MS MOLLOY ASKED THE MINISTER FOR TOURISM, FAIR TRADING AND WINE INDUSTRY DEVELOPMENT (MS KEECH)-

QUESTION:

With reference to Queensland which we all know is the best place in the world - Will she advise of statistics which indicate more and more international and domestic tourists have come to realise our attractions and are voting with their feet?

ANSWER:

I thank the honourable member for the question and for her continued interest in, and support for, the tourism industry on the Sunshine Coast.

Almost 2.1 million international visitors came to Queensland in 2004, a 13.3 per cent increase on the previous year, according to the International Visitor Survey (IVS) for the year ended December 2004.

Queensland hosted 241,917 more visitors last year than in 2003. It was also the state which achieved the biggest visitor growth percentage. The IVS showed almost 4.8 million international visitors came to Australia in 2004 – up 9.6 per cent on the previous year. Queensland's share of that number was 2,054,618 (13.3 per cent increase) – second behind New South Wales' 2.66 million (10 per cent increase) and ahead of Victoria's 1.3 million – up 8.7 per cent.

The IVS showed Queensland received a 1.4 per cent increase in market share to 43 per cent.

Queensland's largest international markets in the year ended December 2004 were Japan, New Zealand, the United Kingdom and Europe (excluding the UK and Germany), showing increases of 9.7 per cent (up 40,223 visitors), 28 per cent (up 83,000 visitors), 2.5 per cent (up 6,606 visitors), and 10.5 per cent (up 16,087 visitors) respectively over the year.

China is also emerging as a key market with an increase of 114.8 per cent (up 70,825 to 132,533).

In the year ended December 2004, the Gold Coast, Whitsundays, Brisbane, Sunshine Coast and Tropical North Queensland regions each experienced increases in international visitor numbers – up 19.7 per cent (133,800 visitors), 11.2 per cent (22,547 visitors), 10.9 per cent (82,077 visitors), 9.1 per cent (20,176 visitors) and 8.1 per cent (60,233 visitors) respectively.

Domestically, Queensland also received an increase in visitors in the year ended December 2004, according to the National Visitor Survey. Over this period, there were 17,117,000 domestic visitors to Queensland. Queensland experienced a 5.7 per cent increase in domestic visitation between the year ended December 2003 and 2004. This compares with declines in both New South Wales and Victoria. Queensland's market share of domestic visitors to Australia increased by 1.0 percentage points.

Queensland experienced strong growth in intrastate visitors over the year ended December 2004 (up 7.3 per cent), with interstate visitation to Queensland also showing strong growth of 2.4 per cent.

Queensland's top four destinations for domestic visitors in the year ended December 2004 were Brisbane (28 per cent), the Gold Coast (21 per cent), the Sunshine Coast (16 per cent), and Tropical North Queensland (9 per cent).

Increased domestic and international visitation to Queensland brings additional dollars into regional economies throughout the State and creates jobs. Tourism currently contributed \$6.3 billion to the Queensland economy and employs over 150,000 Queenslanders. With the increase in visitation, these figures are set to rise.