

**Question on Notice
No. 974
Asked on 8 June 2007**

MR CHOI ASKED THE MINISTER FOR TOURISM, FAIR TRADING, WINE INDUSTRY DEVELOPMENT AND WOMEN (MRS KEECH)—

With reference to the recent International Visitor Survey—

Will she advise the status of Queensland's tourism and what increases in expenditure by tourists have been evident?

ANSWER:

I thank the Honourable Member for the question and his interest in the growing tourism industry in Queensland.

According to the recently released International Visitor Survey (IVS) for the year ended March 2007, international visitor spending in Queensland has increased by more than \$372 million (excluding package expenditure), or by 13% over the past year.

For the year ended March 2007, international visitors spent more than \$3.2 billion (excluding package expenditure) in Queensland. Queensland also had a strong increase in international visitor nights up 17% since March 2006.

International source markets

Queensland experienced strong growth from key existing and emerging markets. There was growth in American and United Kingdom visitors to Queensland in the year to March 2007 (up 9% and 5% respectively). These two source markets accounted for 21% of the international market to Queensland. The growth from these markets was driven by holiday visitation, with visitors from America returning to levels not recorded since 2001.

Under the Beattie Government's Queensland Tourism Strategy, significant work has been undertaken in the emerging markets of China, Korea and India.

Korea has been a real success story with strong growth evident with the number of visitors increasing by 9%. Expenditure grew by more than 46% and Korean visitors contribute more than \$177 million to the Queensland tourism industry. Increased air capacity from Korean Air, through higher frequency Seoul-Brisbane services since November 2006, has contributed to this growth.

This growth is closely followed by China, with expenditure increasing by more than 29% to contribute \$92 million.

India, a relatively new market, also grew from a small base of \$18 million to be a \$30 million economic contributor.

Queensland regions

In terms of benefits to Queensland's regions, international visitors are spending more time and money in Brisbane than any other Queensland region. The IVS shows that international visitors spent more than \$1 billion (excluding package expenditure) in Brisbane, an increase of 36%. Overall international visitation to Brisbane increased by 8% while visitor nights increased by 22%. Led by a strong growth in the major markets of New Zealand (up 32%), and the United Kingdom (up 7%) and strong visitation from the emerging Chinese market (up 41%), Brisbane has been the standout winner from international tourism over the past year.

The Sunshine Coast recorded the largest increases in visitors and visitor nights over the past year (up 18% and 36% respectively). International visitor spending and visitation to the Sunshine Coast has also risen significantly with international visitors spending \$189 million (excluding package expenditure), which is a strong 15% increase.

Tropical North Queensland has become more popular with American visitors since the year ended March 2006 (up 12%). International visitors spent more than \$881 million (excluding package expenditure) in Tropical North Queensland, an increase of \$21 million over the past year. Overall, more than 6.8 million international visitor nights were spent in the region, an increase of 5.6%. The UK remained one of the region's strongest international source markets with 161,000 tourists coming to Tropical North Queensland over the past year. This has ensured that the results for the Tropical North Queensland region have been positive despite a continued softening in the Japanese market due to the strengthening of the Australian dollar and a slight reduction in weekly inbound airline seats due to the cessation of Australian Airlines.

The Gold Coast has also performed well, with an increase in international visitor expenditure of 3.2% or \$23 million. New Zealand visitors increased by 5.2% and accounted for 25% of all international visitors to the Coast.