

Banana Tourism Profile

Average annual data from year ending December 2009 to December 2012

- ▶ Data is sourced from national annual surveys of travellers
- ▶ Data should be interpreted as indicative only
- ▶ Tourism Profile data has been averaged over a four year period to increase the stability of the data

OVERVIEW BANANA QLD

Key Measures - domestic and international visitors

	BANANA	QLD
Visitors (overnight and daytrips '000)	198	54,653
Nights ('000)	383	113,444
Spend (\$million)	\$54	\$20,164

Domestic Overnight Travel

KEY MEASURES BANANA QLD

	BANANA	QLD
Visitors ('000)	89	16,986
Nights ('000)	294	72,131
Average stay (nights)	3.3	4.2
Spend (\$million)	\$37	\$12,575
Spend per visitor(\$)	\$413	\$740
Spend per night (\$)	\$125	\$174

Purpose of visit (visitors)	('000)	%	QLD %
Holiday	35	39%	44%
Visiting friends and relatives	23	26%	33%
Business	25	29%	19%
Other	np	np	6%

Purpose of visit (nights)	('000)	%	QLD %
Holiday	120	41%	49%
Visiting friends or relatives	68	23%	30%
Business	97	33%	15%
Other	np	np	6%

Top 3 main transport types (visitors)

	('000)	%	QLD %
Drive	78	88%	69%
Air transport	np	np	30%
Bus or coach	np	np	2%

Origin (visitors)

	('000)	%	QLD %
Brisbane region	18	20%	24%
Regional QLD	62	70%	44%
Total Intrastate	79	89	68%
Total Interstate	10	11	32%

Origin (nights)	('000)	%	QLD %
Brisbane region	49	17%	19%
Regional QLD	176	60%	35%
Total Intrastate	225	77%	54%
Total Interstate	69	23%	46%

Top 5 activities undertaken (visitors)

	('000)	%	QLD %
Visit friends or relatives	31	35%	47%
Eat out at restaurants	20	22%	57%
General sight seeing	14	16%	26%
Pubs clubs discos etc	11	13%	19%
Go shopping (pleasure)	8	8%	31%

Top 5 accommodation types (nights)

	('000)	%	QLD %
Caravan or camping near road or on private property	75	26%	4%
Hotel, motel, resort or motor inn	75	25%	23%
Caravan park or commercial camping ground	34	11%	9%
Other non-commercial property	19	7%	2%
Friends or relatives property	5	25%	35%

Travel party (visitors)

	('000)	%	QLD %
Adult couple	27	30%	26%
Family group	15	17%	26%
Alone	26	29%	24%
Friends and/or relatives travelling together	14	16%	17%
Business associates travelling together	np	np	5%
School/sporting group/ community group or club	np	np	2%

Number of stops (trip)

	('000)	%	QLD %
Single	47	53%	86%
Multiple	42	47%	14%

Age group (visitors)

	('000)	%	QLD %
15 - 24 years	9	10%	15%
25 - 34 years	14	15%	18%
35 - 44 years	13	14%	20%
45 - 54 years	17	19%	19%
55 - 64 years	16	18%	16%
65 years or over	21	23%	13%

Notes and definitions

Tourism Profiles provide an average profile of travellers to the local area as well as the State. They can assist to identify opportunities and with decision making. A good approach to research is to look at a wide range of sources for a more comprehensive understanding.

Data may not add up to total due to rounding.

np – indicates that data has not been published due to high sample error.

Banana Tourism Profile

Average annual data from year ending December 2009 to December 2012

Domestic Day Trip

KEY MEASURES	BANANA	QLD
Visitors ('000)	101	35,673
Spend (\$million)	\$13	\$3,746
Spend per visitor (\$)	\$128	\$105

Main purpose of visit	('000)	%	QLD %
Holiday	48	47%	48%
Visiting friends or relatives	32	32%	28%
Business	11	10%	11%
Other	10	10%	14%

Top 5 origin	('000)	%	QLD %
Central Queensland	67	66%	5%
Brisbane region	13	13%	42%
Bundaberg region	10	10%	3%
Mackay region	10	10%	3%
Darling Downs	np	np	8%

Top 5 activities undertaken	('000)	%	QLD %
Visit friends or relatives	31	31%	34%
Go shopping (pleasure)	26	25%	22%
Eat out at restaurants	25	24%	40%
Play sports (excl. golf and fishing)	10	10%	3%
General sight seeing	np	np	13%

Age group	('000)	%	QLD %
15 - 24 years	21	21%	17%
25 - 34 years	13	13%	18%
35 - 44 years	18	18%	18%
45 - 54 years	15	15%	17%
55 - 64 years	16	16%	15%
65 years or over	18	18%	15%

Lifecycle grouping	('000)	%	QLD %
Young midlife single	9	9%	18%
Young midlife couple	4	3%	11%
Parent with youngest child aged under 6	25	24%	16%
Parent with youngest child aged 6 or over	26	26%	22%
Older working	10	10%	13%
Older non-working	18	17%	20%

Notes and definitions

National Visitor Survey (NVS) and International Visitor Survey (IVS) data is collected at the Statistical Area Level 2 (SA2) rather than Local Government Area (LGA). SA2's are based on population and sometimes multiple SA2's are aggregated in the dataset. This is why some Tourism Profiles incorporate multiple LGA's (e.g. Etheridge Croydon Tourism Profile includes Etheridge Shire Council and Croydon Shire Council).

Expenditure per night is based on average spend per night for the applicable tourism region. Expenditure figures are therefore estimates only and should be used with caution.

Domestic overnight visitor – an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (no more than 12 months) at a place at least 40km away from home.

Domestic daytrip visitor – an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not overnight (routine travel and same day travel as part of overnight travel are excluded).

International visitor – an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one 1 night in the region.

International Overnight Travel

KEY MEASURES	BANANA	QLD
Visitors ('000)	8	1,994
Nights ('000)	89	41,313
Average stay (nights)	11.0	20.7
Spend (\$million)	\$4	\$3,843
Spend per visitor(\$)	\$556	\$1,927
Spend per night (\$)	\$50	\$94

Purpose of visit (visitors)	('000)	%	QLD %
Holiday	7	79%	69%
Visiting friends or relatives	np	np	25%
Business	np	np	9%
Employment	np	np	2%
Education	np	np	4%
Other	np	np	4%

Top 3 origin (visitors)	('000)	%	QLD %
United Kingdom	4	42%	11%
Continental Europe	3	30%	14%
North America	1	12%	10%

Top 3 accommodation types (nights)	('000)	%	QLD %
Home of friend or relative	17	18%	24%
Standard hotel, motel, serviced apartment or motor inn	14	16%	6%
Backpacker or hostel	np	np	12%

Top 3 main transport types (visitors)	('000)	%	QLD %
Drive	3	33%	37%
Bus or coach	5	55%	19%
Air transport	np	np	45%

Travel party (visitors)	('000)	%	QLD %
Adult couple	np	np	26%
Family group	np	np	12%
Alone	6	67%	47%
Friends and/or relatives travelling together	np	np	12%
Business associates travelling together	np	np	4%

Age group (visitors)	('000)	%	QLD %
15 - 24 years	4	42%	18%
25 - 34 years	2	24%	24%
35 - 44 years	np	np	17%
46 - 54 years	np	np	17%
55 - 64 years	np	np	15%
65 years or over	np	np	9%

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