

# Tourism Profiles for Local Government Areas in Regional Australia Queensland

## CITY OF TOWNSVILLE

### SUMMARY OF INTERNATIONAL AND DOMESTIC TRAVEL TO LOCAL GOVERNMENT AREA

Three or four year average to June 2007

	International	Domestic overnight	Domestic day
Visitors ('000)	128	729	537
Visitor nights ('000)	1 096	2 795	-
Spend (\$million)	67	312	89
Average stay (nights)	8.5	3.8	-
Average spend per trip (\$)	522	428	166
Average spend per night (\$)	61	112	-
<b>State average</b>			
Average stay (nights)	15.0	4.5	-
Average spend per trip (\$)	1 582	594	94
Average spend per night (\$)	106	133	-
<b>National average</b>			
Average stay (nights)	28.6	3.9	-
Average spend per trip (\$)	2 717	500	95
Average spend per night (\$)	95	127	-

### SUMMARY OF TOURISM BUSINESSES IN LOCAL GOVERNMENT AREA

As at June 2007

Tourism businesses	Number	%	State average %	National average %
Non-employed businesses	1 173	45	49	50
Micro businesses (1-4 employees)	666	26	27	27
Small businesses (5-19 employees)	504	19	16	16
Medium to large businesses (20 or more employees)	255	10	8	7
<b>TOTAL BUSINESSES</b>	<b>2 598</b>	<b>100</b>	<b>100</b>	<b>100</b>

# CITY OF TOWNSVILLE

## DETAILED PROFILE OF INTERNATIONAL TRAVEL TO LOCAL GOVERNMENT AREA

Three year average to June 2007

Characteristics	International visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>First or return visit</b>								
First	87	68	53	42	678	62	53	46
Return	42	32	47	58	419	38	47	54
<b>Top markets</b>								
United Kingdom	35	28	13	13	169	15	16	15
Germany	17	13	3	3	132	12	5	4
Other Europe	12	10	3	3	72	7	5	5
New Zealand	12	9	19	19	73	7	16	9
<b>Purpose</b>								
Holiday/leisure	105	82	75	58	396	36	52	35
Visiting friends/relatives	16	12	21	33	246	22	20	23
Business	3	3	8	16	25	2	4	6
Other	6	5	8	17	430	39	24	36
<b>Accommodation</b>								
Hotel, resort, motel or motor inn	31	24	64	60	97	9	23	17
Rented house, apartment, flat or unit	3	3	8	10	221	20	21	30
Caravan park or commercial camping ground	19	15	6	6	50	5	4	3
Friends or relatives property	17	13	22	37	259	24	23	27
Backpackers	56	43	13	10	200	18	14	9
Other	7	5	10	14	269	25	15	14
<b>Top activities</b>								
Eat out	108	84	92	89	-	-	-	-
Go to the beach	84	65	77	63	-	-	-	-
Go shopping (pleasure)	84	65	88	83	-	-	-	-
Pubs, clubs, discos etc	67	52	44	42	-	-	-	-
National Parks/State Parks	46	36	56	46	-	-	-	-
Wildlife parks/zoos/aquariums	43	34	50	40	-	-	-	-

# CITY OF TOWNSVILLE

## DETAILED PROFILE OF INTERNATIONAL TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	International visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Duration of visit</b>								
1 night	36	28	3	3	-	-	-	-
2 nights	28	22	11	3	-	-	-	-
3-4 nights	29	23	23	16	-	-	-	-
5-9 nights	18	14	29	26	-	-	-	-
10 nights or more	17	13	34	51	-	-	-	-
<b>Age</b>								
15-24 years	47	37	18	16	517	47	35	37
25-44 years	51	39	42	43	374	34	36	37
45-64 years	24	19	32	34	159	14	21	19
65 years and over	7	5	8	8	46	4	8	6
<b>Travel party</b>								
Unaccompanied traveller	66	51	38	50	727	66	61	69
Adult couple	36	28	32	25	205	19	21	16
Family group - parent(s) and children	6	4	14	11	31	3	7	5
Friends and/or relatives travelling together	19	15	12	10	115	11	9	8
Other	1	1	4	4	18	2	1	1
<b>TOTAL</b>	128	100	100	100	1 096	100	100	100

# CITY OF TOWNSVILLE

## DETAILED PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

Three year average to June 2007

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Origin</b>								
Interstate	156	21	34	33	977	35	50	48
Intrastate	574	79	66	67	1 818	65	50	52
<b>Top markets</b>								
Other Queensland	437	60	41	12	1 400	50	32	13
Brisbane	137	19	25	9	418	15	18	9
Sydney	42	6	11	18	190	7	13	17
Melbourne	30	4	7	16	218	8	12	16
<b>Purpose</b>								
Holiday/leisure	223	31	44	43	941	34	50	47
Visiting friends/relatives	222	30	33	35	953	34	30	32
Business	215	29	19	19	636	23	14	15
Other	73	10	6	6	264	9	6	6
<b>Accommodation</b>								
Hotel, resort, motel or motor inn	328	45	38	36	843	30	30	27
Rented house, apartment, flat or unit	27	4	9	7	238	9	12	9
Caravan park or commercial camping ground	34	5	5	7	194	7	8	10
Friends or relatives property	279	38	41	42	1 164	42	37	39
Caravan or camping near road or on private property	np	np	4	4	np	np	4	4
Other	54	7	8	10	251	9	9	11
<b>Transport</b>								
Air	252	34	28	21	-	-	-	-
Private car	403	55	66	73	-	-	-	-
Other	83	11	9	8	-	-	-	-

# CITY OF TOWNSVILLE

## DETAILED PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Top activities</b>								
Eat out/restaurants	418	57	55	52	-	-	-	-
Visiting friends/relatives	354	49	46	45	-	-	-	-
Go shopping (pleasure)	235	32	33	29	-	-	-	-
Pubs, clubs, discos etc	209	29	27	24	-	-	-	-
Go to the beach	194	27	34	24	-	-	-	-
Just walk or drive around	185	25	27	28	-	-	-	-
<b>Duration of visit</b>								
1 night	212	29	26	28	-	-	-	-
2 nights	186	25	22	26	-	-	-	-
3-4 nights	169	23	23	24	-	-	-	-
5-9 nights	111	15	19	15	-	-	-	-
10 nights or more	51	7	10	8	-	-	-	-
<b>Stopovers</b>								
Destination was only stopover	525	72	85	89	-	-	-	-
Trip included multiple stopovers	204	28	15	11	-	-	-	-
<b>Age</b>								
15-24 years	133	18	17	17	452	16	15	15
25-44 years	252	35	39	38	837	30	34	33
45-64 years	274	38	33	34	1 070	38	34	34
65 years and over	71	10	11	12	435	16	17	18
<b>Lifecycle group</b>								
Young midlife single	135	19	19	20	440	16	18	18
Young midlife couple	104	14	14	14	319	11	11	12
Parent with youngest child under 6	92	13	14	13	337	12	12	12
Parent with youngest child 6 or more	148	20	22	22	490	18	20	20
Older working	134	18	15	15	495	18	13	14
Older non-working	116	16	16	16	713	26	25	24

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## DETAILED PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Travel party</b>								
Travelling alone	232	32	26	26	841	30	23	23
Adult couple	200	27	28	28	887	32	32	31
Family group - parent(s) and children	129	18	22	21	524	19	23	22
Friends/relatives travelling together	103	14	18	19	344	12	17	18
Other	66	9	6	7	198	7	5	6
<b>Quarter returned home</b>								
March	136	19	25	27	484	17	25	30
June	217	30	25	25	673	24	22	23
September	226	31	25	23	1 039	37	28	24
December	150	21	25	25	599	21	25	24
<b>TOTAL</b>	729	100	100	100	2 795	100	100	100

# CITY OF TOWNSVILLE

## PROFILE OF DOMESTIC DAY TRAVEL TO LOCAL GOVERNMENT AREA

Four year average to June 2007

Characteristics	Domestic day visitors		State average	National average
	('000)	%	%	%
<b>Purpose</b>				
Holiday/leisure	280	52	53	52
Visiting friends/relatives	88	16	26	29
Other	169	32	21	19
<b>Top activities</b>				
Go shopping (pleasure)	208	39	23	22
Eat out/restaurants	194	36	41	40
Visiting friends/relatives	108	20	33	34
Just walk or drive around	81	15	18	19
<b>Age</b>				
15-44 years	303	56	55	53
45-64 years	195	36	33	32
65 years and over	np	np	12	15
<b>Lifecycle group</b>				
Young midlife singles and couples	167	31	31	31
Parents with children	208	39	36	35
Older working	75	14	13	13
Older non-working	87	16	19	21
<b>TOTAL</b>	537	100	100	100

### DATA SOURCES:

Tourism Research Australia International Visitor Survey (unpublished) and National Visitor Survey (unpublished)  
Australia Bureau of Statistics, ABS Business Register (unpublished)

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