



top ten: regions

International Market Tourism Facts | December 2006



Sydney is the most popular region visited by international visitors to Australia. Over half visit Sydney, nearly double the level of visitation of the second most popular destination, Melbourne, which just over one in four visit. For more information about regions, contact your relevant State Tourism Organisation.

What are the top 10 regions visited in Australia

| | Visitors | %who visited the region | Avg nights in region |
|----------------------------------|-----------|-------------------------|----------------------|
| 1 Sydney, NSW | 2,630,916 | 52% | 19 |
| 2 Melbourne, VIC | 1,357,800 | 27% | 20 |
| 3 Brisbane, QLD | 900,047 | 18% | 13 |
| 4 Tropical North Queensland, QLD | 859,238 | 17% | 8 |
| 5 Gold Coast, QLD | 829,573 | 16% | 9 |
| 6 Perth, WA | 601,540 | 12% | 22 |
| 7 Adelaide, SA | 332,739 | 7% | 18 |
| 8 Sunshine Coast, QLD | 253,615 | 5% | 9 |
| 9 Petermann, NT | 226,136 | 4% | 2 |
| 10 Whitsundays, QLD | 213,620 | 4% | 6 |

Total: 5,098,759

Top 10 regional areas

| | | |
|----|--------------------------------|---------|
| 1 | Tropical North Queensland, QLD | 859,238 |
| 2 | Gold Coast, QLD | 829,573 |
| 3 | Sunshine Coast, QLD | 253,615 |
| 4 | Petermann, NT | 226,136 |
| 5 | Whitsundays, QLD | 213,620 |
| 6 | Northern Rivers - Tropical NSW | 212,110 |
| 7 | Hervey Bay/Maryborough, QLD | 196,461 |
| 8 | Alice Springs, NT | 189,983 |
| 9 | North Coast NSW | 153,963 |
| 10 | Northern, QLD | 136,784 |