

5.2. HOT AND STEAMY FESTIVAL - RESOURCE AND PERFORMANCE AGREEMENT

REPORT AUTHOR	People and Community Services
MANAGER	Terry Farrelly, Manager People and Community Services
DEPARTMENT	People and Community Services

RECOMMENDATION

That Council

1. Enters into a three-year Resource and Performance Agreement with event organisers for the Hot & Steamy Festival with \$7,000 (GST Exc) in Year One; \$4,000 (GST Exc) in Year Two; and \$2,000 (GST Exc) in Year Three; with in-kind support comprising use of Port Douglas Sugar Wharf for one date per year over the three years and the use of Council's mobile noticeboards, if available, for promotion of the event each year leading up to the event.
2. Delegates authority under Section 257 of the *Local Government Act 2009* to the Chief Executive Officer to administer matters associated with the above.

EXECUTIVE SUMMARY

The Hot and Steamy Festival is a four-day event held in February in the Douglas Shire. The event celebrates both the tropical lifestyle of the region and the LGBTI community. Council contributed \$4,000 (GST Exc) toward the inaugural event in 2020 as part of the Event grant funding rounds for 2019/20. The event was considered a success by organisers who were keen to establish the event as a regular part of the Douglas Shire calendar.

Council received a letter from event organisers of the Hot and Steamy Festival, requesting a three-year Resource and Performance Agreement for the Festival, to assist in delivery and promotion as well as providing some certainty for future planning.

The annual event, to be held in February over four days, runs during the traditionally slow tourist season and provides an economic boost for the region given the lower tourism numbers. The funding request is for \$7,000 (GST Exc) plus in-kind support for Year One, followed by \$4,000 (GST Exc) and \$2,000 (GST Exc) in the subsequent two years.

BACKGROUND

The Hot and Steamy festival was conceived and run by a group of motivated local business owners who saw the need and a gap in the market for events of this kind in the region, especially given the Carins Tropical Pride Festival ended in 2018. The timing of the event, February, was chosen to coincide with Sydney's Gay and Lesbian Mardi Gras, to provide an event that could appeal to the thousands of international travelers who visit Australia during this period. The event organisers highlighted the importance of developing new markets and how crucial they are for the long-term viability of the tourism sector in the region.

Council provided \$4,000 (GST Exc) for the inaugural event in 2020, held in the off-peak season, attracting nearly 1,000 people across eight scheduled events.

Event organisers estimated attendance from outside the Douglas Shire was approximately 60%, with nearly 40% travelling from interstate, internationally or from southeast Queensland.

The Port Douglas and Far North Queensland business community supported the event with 29 businesses sponsoring the Festival.

Council received a request for support under a three-year Resource and Performance Agreement seeking \$7,000 (GST Exc) for 2021; \$4,000 (GST Exc) for 2022; and \$2,000 (GST Exc) for 2023 to enable the gradual growth and long-term viability of the Hot & Steamy Festival. In-kind support requested for 2021 includes use of the Sugar Wharf on Friday 19 February and mobile noticeboards to promote the festival.

COMMENT

As a result of COVID-19 organisers are now unable to focus on increasing the profile of the Festival in international markets (originally planned to be a primary target market). Funding will be used to help make the Festival a well-known and attended fixture on the domestic LGBTQI+ calendar, so that Council will no longer be required to provide funding support after the 2023 Festival.

To estimate the potential economic impact of the event on the Shire, using conservative figures of just the projected Interstate numbers for 2021 (250 people), spending \$278 per day (based on Tourism Research Australia metrics), over 4 days, the effect of a \$278,000 regionally significant event on the local economy with an output of \$305,610 contributes an added \$151,746 to the local economy and supports an extra 3.1 local jobs.

The total impact on the Shire's economy will be greater as the daily spend and number of visitors increase, along with the event having State or international significance. Attracting visitors from outside the Shire, encouraging visitation, overnight stays and repeat visits, helps support local accommodation, food services, tour operators and jobs directly and indirectly.

The social and community outcomes from this event extend to community vibrancy and celebrating our communities, along with increased confidence in the local community with employment, income and sales, particularly outside the tourist peak season.

PROPOSAL

The proposal is for Council to:

1. Enter into a three-year Resource and Performance Agreement with event organisers for the Hot & Steamy Festival with \$7,000 (GST Exc) cash in Year One; \$4,000 (GST Exc) in Year Two; and \$2,000 (GST Exc) in Year Three; with in-kind support comprising use of Port Douglas Sugar Wharf for one date per year over the three years and the use of Council's mobile noticeboards, if available, for promotion of the event each year leading up to the event.
2. Delegate authority under Section 257 of the *Local Government Act 2009* to the Chief Executive Officer to administer matters associated with the above.

FINANCIAL/RESOURCE IMPLICATIONS

Funding under the Resource and Performance Agreement would be met out of Council's Annual Sponsorship Budget.

RISK MANAGEMENT IMPLICATIONS

As part of the Resource and Performance Agreement, an overall Management Plan for the event will be required, as well as appropriate permits if required.

The three-year agreement will be disbursed in stages. At the end of each 12-month period a financial acquittal is required to be provided to Council for assessment. Funds will only be disbursed on the successful acquittal of the previous year's funding.

SUSTAINABILITY IMPLICATIONS

Economic: Event organisers would be expected to consider using local suppliers within the Douglas Shire, to provide goods and services required for the festival and events, wherever possible.

The economic impact of the festival has flow on effects in the community by procuring goods and services to run the event, as well as encouraging people to attend. Raising the profile of the event to draw visitors from outside the Shire provides potential economic benefits with overnight visitation supporting accommodation and food businesses, as well as tourism operators.

Funding will help the festival gain momentum and profile until attendance numbers enable to festival cover all costs and become sustainable.

Environmental: Event organisers would be expected to consider Council's Single Use Plastic-Free Policy and recycling at the festival and events.

Social: The event celebrates local communities and vibrancy, bringing people together to attend a wide range of events throughout the four-day festival.

With the financial and emotional impact of COVID-19, a festival to lift the spirits of the locals and visitors and generate vibrancy will aid in the recovery process.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future. We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from and enjoy our Shire.

We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

Goal 1 - *We will celebrate the diversity of our community and ensure that all infrastructure, programs, and services are underpinned with inclusiveness and accessibility.*

Goal 2 - *We will deliver programs and services that protect and enhance the liveability of our beautiful Shire.*

Goal 3 - *We will develop programs that promote health, well-being and safety in the community.*

Goal 4 - *We will promote arts and cultural programs and events that bring vibrancy to the community and compliment the tourist experience.*

Theme 2 - Fostering Sustainable Economic Growth

A robust economy is at the heart of a thriving community and enables investment in environmental protection. While our remoteness is a key attribute, it also presents challenges for attracting new business and investment. We must also meet the challenges of fierce competition in the tourism sector. Council will partner with industry to build, diversify and promote the Douglas economy. Council will design and deliver infrastructure, strategies and services that support the local economy and businesses.

Goal 2 - *We will work with partners to promote the Shire as the World's leading sustainable tropical destination and encourage business investment.*

Goal 3 - *We will develop strategies that seek to diversify the Shire's economic base.*

Theme 4 - Inclusive Engagement, Planning and Partnerships

In delivering for our communities, economy and environment, Douglas Shire will ensure open and transparent engagement and communication. We will develop robust strategic plans and we will partner with our community and key stakeholders.

Goal 3 - *We will recognise the critical role that our partners play in planning and delivering vital programs and services.*

Operational Plan 2020-2021 Actions:

1.4.2 - *Review Council's Event Strategy and implement actions that attract and encourage additional events to the Shire. Identify opportunities for new events either Council or Community run.*

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Funder Council often partly funds services, events or community organisations through grants, donations, subsidies and in-kind support. Council will apply robust governance to ensure that such funding is fair and appropriate.

CONSULTATION

Internal: Grants Officer
Tourism and Economic Development Officers

External: Hot and Steamy festival Organisers

COMMUNITY ENGAGEMENT

The Hot and Steamy festival organisers intend to engage the community to promote the event and engage with the business community for the continued delivery.

ATTACHMENTS

1. Event Funding Proposal [**5.2.1** - 4 pages]
2. Proposed Budget 2021 [**5.2.2**]
3. PR & Communications plan [**5.2.3** - 1 page]
4. Economic Impact Modelling - Festival [**5.2.4** - 2 pages]
5. Tourism Research Australia TRA - Douglas Shire [**5.2.5** - 2 pages]



Event Funding Proposal

Background to Festival

The inaugural Hot & Steamy Festival was created to fill a gap in the calendar in what is normally a very quiet time for tourism in the Port Douglas Daintree region. Furthermore, the Festival was formed to position itself as the premier LGBTQI+ festival in the region and also to act as a precursor to the Sydney Gay and Lesbian Mardi Gras.

With the support provided by the Douglas Shire Council via a one-off grant of \$4,000 (plus GST), the inaugural event in 2020 attracted nearly 1,000 people across 8 scheduled events and was rated a huge success by locals and visitors alike.

It is estimated that the number attending from outside the Douglas Shire was approximately 60%, with nearly 40% travelling from interstate, internationally or from southeast Queensland. Furthermore, the Port Douglas and Far North Queensland business community got fully behind it and 29 businesses agreed to sponsor the Festival.

Proposal

As the Festival is still in its infancy and in order to enable the gradual and continuous growth of the Hot & Steamy Festival and to ensure its long-term viability, organisers are requesting that a three-year, stepped-down funding cycle is provided by the Douglas Shire Council.

Furthermore, as a result of the COVID pandemic, organisers are now unable to focus on increasing the profile of the Festival in international markets (which was originally planned to be a primary target market in the coming years), additional monies are sought up-front from the Council.

This additional up-front money will also be used to help make the Festival a well-known and attended fixture on the domestic LGBTQI+ calendar, so that Council will no longer be required to provide funding support after the 2023 Festival.

The grant funding requested from the Council for the next three years is:

Year	Amount requested	Rationale
2021	\$7,000 (plus GST)	This level of funding will be used to: <ul style="list-style-type: none"> significantly increase the level of promotion of the Festival, helping to embed knowledge of the Festival across the Australian LGBTQI+ community engage well-known LGBTQI+ performers for the Festival to help with Festival attraction and awareness.
2022	\$4,000 (plus GST)	This funding will be used to help grow the range of Festival events, designed to cater to a wider variety of target markets, such as a street fair, cabaret performances etc.



Event Funding Proposal

Year	Amount requested	Rationale
2023	\$2,000 (plus GST)	This funding will be used to help integrate the Festival into the 2023 WorldPride event being held in Sydney around the same time as the Festival.

See Attachment A for the draft 2021 budget (which includes the requested Council contribution of \$7,000) and Attachment B for the 2021 PR & Communications Plan.

In-kind Council contribution sought

The following in kind support from the Council is also sought for 2021:

- complimentary hire of the Sugar Wharf for Friday 19 February
- use of the mobile notice boards promoting Hot & Steamy in the lead up to the Festival (as was provided in 2020).

2023 World Pride

WorldPride Sydney 2023 is the international LGBTQI pride festival being held in Sydney, New South Wales in Australia in 2023. InterPride, the organization that governs WorldPride, confirmed the city in October 2019; it will be the first time the event will be held in the Southern Hemisphere.

Although early days, it is hoped that the Hot & Steamy Festival will be able to be a key part of WorldPride 2023 and we plan to use this opportunity to market the Festival to an international market.

If additional funding is required to manage and promote to this potential audience, it is planned that the Queensland Government / TEQ will be approached to financially support.

Expected ticket sales and guests

For the 2020 inaugural Festival 955 people attended 8 events (one event was non-ticketed). For 2021, two new events are planned:

- Sunset Cruise on Saturday 20 February
- Beach day on Monday 22 February.

Based on the incredible feedback from guests at our inaugural event, we believe that we will have a very high return rate. Furthermore, it is believed that there has been strong 'word of mouth' about the Festival, which is expected to increase numbers, both locally, regionally and interstate.



Event Funding Proposal

Aligned to a strong domestic market promotion and the planned engagement of some high-profile LGBTQI+ performers, the following numbers are expected for the 2021 Festival (expected 75% increase):

Event	Date	2020 numbers	2021 numbers
Taste in the Tropics Lunch	Friday 19 February	80	120
Sunset T-Dance	Friday 19 February	156	250
After Party	Friday 19 February	90	100
Sunset Cruise	Saturday 20 February	0	150
Get Lei'd Luau	Saturday 20 February	232	300
Hello Sailor! Dance Party	Saturday 20 February	150	250
Recovery Brunch (non-ticketed)	Sunday 21 February	65	100
Queer Train to the Pool Party	Sunday 21 February	63	100
Soaked Pool Party	Sunday 21 February	119	200
Beach party	Monday 22 February	0	100
Total		955	1670

The above figure is attendance at all events and it is estimated that approximately 400 individuals attended the Festival (with guests attending multiple events).

For 2021 signification growth from all regions is expected (except international due to COVID-19) and approximately 600 individuals are expected to attend at least one Hot & Steamy Festival event:

Event	2020 numbers*	2021 numbers
Local	160	200
Regional	80	100
State	30	50
Interstate	130	250
International	2	0
Total	402	600

* The exact number is not known as the event held at Zinc did not ask for guest address details.

It is believed that these numbers are very achievable if significant monies are spent on promotion and on engagement of high-profile performers (which Council funding will be used for). An example of this is the now high profile Broken Heel Festival that attracts thousands of guests every year (although it has only been operational since 2015).

Community benefit and engagement

As this Festival is held in a very quiet tourist time for the Port Douglas Daintree region, the benefit to the community is enormous and includes:

- bringing in significant new tourism dollars and guests that otherwise would not have travelled to Port Douglas
- helping to bring life and energy to Port Douglas and the region during a very quiet period
- to provide local businesses that normally close in February with a reason to stay open



Event Funding Proposal

- helping to make Port Douglas and the region a welcoming destination for LGBTQI+ travellers, not just for the Festival but for the whole year
- by creating a world-class festival helps to build the economic stability of the region, making it a year-round attractive destination
- to celebrate the local LGBTQI+ community and to provide a platform for celebrating diversity and inclusion in the Douglas Shire, where everyone is welcome.

Thank you for reviewing our proposal. If you have any queries, please contact me on 0403 340 478 or via email ceo@arpa.org.au

Nathan Clarke
Festival Director
Hot & Steamy Festival



Hot & Steamy Festival 2021

PR and Marketing Plan

Festival description and purpose: to celebrate the LGBTIQ+ community, to stimulate visitation in quiet tourism period and to raise the destination profile of Port Douglas to a high yield market.

The target audience for the festival is:

- LGBTIQ+ persons who reside in Far North Queensland
- LGBTIQ+ persons looking for a tropical holiday during the Australian summer
- LGBTIQ+ persons who would travel overseas around this time, however due to COVID-19 are looking for a warm LGBTIQ+ friendly destination
- LGBTIQ+ persons with a high disposable income, typically 35 – 65 years of age
- friends and family of the above.

Leveraging key partnerships and alliances: The Hot & Steamy Festival plan to work again with:

- a range of Australian LGBTIQ+ organisations to help promote the Festival, including: JoyFM, GLOBE, Sydney Mardi Gras Festival, Chillout Festival, Broken Heel Festival, Sydney Star Observer, FNQ Magazine, Australian Pride Network, QN News, Cairns Pride, Turtle Cove Resort and the Victorian Pride Centre
- Tourism Port Douglas Daintree, the Douglas Shire Council and Tourism Tropical North Queensland.

The Festival has existing and strong links with all of the above organisations and this year we again plan to utilise effectively.

Utilising local PR expertise: The Hot & Steamy Festival will again appoint Inkslinger Communications to manage all PR and communications activities for the Festival.

Advertising	Social Media Plan	Media Releases	Other planned PR activities	Festival Launch
<p>We plan to advertise the Festival via:</p> <ul style="list-style-type: none"> • social media advertising to our target market (see right) • local media organisations such as Newsport Port Douglas (who also have a strong online presence) • DNA Magazine (Australia's preeminent LGBTIQ+ publication). 	<p>The Hot & Steamy Festival plans a massive increase in its social media spend this year, with \$1,000 per month planned on Facebook advertising across Australia on our target market for approximately 5 months. This significant increase in funding will help ensure that knowledge of the Festival is high within our target market, in particular in the Melbourne, Brisbane and Sydney markets.</p>	<p>A range of media releases will be developed and distributed from around September 2020 to February 2021, such as:</p> <ul style="list-style-type: none"> • Notification of funding sources • Confirmation of Festival dates, venues & events • Details of confirmed sponsors • Details of performers, DJ and entertainers booked. 	<p>Other PR activities the Hot & Steamy Festival are planning are:</p> <ul style="list-style-type: none"> • interviews on local radio stations such as ABC, FABFM etc. in the lead up to the Festival • TV news items on the 3 local TV stations, pre and post Festival • Presenting at GLOBE events in Melbourne on the Festival • Competitions for free tickets and accommodation • Purchasing a booth at Midsumma Festival in Melbourne in Jan 2021 • Manning a booth at the Cairns Pride Festival in October • Entering a float in the 2021 Port Douglas Carnivale • Entering a float in the 2021 Sydney Mardi Gras 	<p>A launch of the Festival is planned to be held in early February 2021 in Port Douglas. The invite list will include all funding providers, tourism bodies, sponsors, VIPs, local media bodies and other relevant stakeholders. The purpose of the launch is to provide all guests with an update on Festival and expected numbers and to generate excitement about the event.</p>

Events are very important contributors to local and regional economies. A successful well run event can provide significant value to an area by adding jobs and money to the local economy and providing additional cultural and social benefits. Alternatively, the wrong event may have considerable negative impacts such as a loss of money or reputation.

The event impact calculator has been developed to enable Douglas Shire Council to calculate the potential economic impact of a proposed event. This can be used in conjunction with other methods to help Douglas Shire Council select the most appropriate events to support. This calculator alone cannot predict which events will be successful, however it can indicate the potential economic impact a successful event may have across a range of economic measures such as output, employment, wages and salaries and local jobs.

This tool uses input/output estimates to calculate the impact of an event based on the average spend per day by visitors to the event. Simply enter the type of event, the significance of the event, the duration of the event and the average spend per day to calculate the potential economic impact.

As events can also contribute to an area in other ways, such as socially, culturally and environmentally, it is important that other tools or methods are also used to evaluate the potential or benefit of an event.

Event Impact Summary

Douglas Shire Council - Hot & Steamy Festival - Modelling the effect of \$278,000 from a Arts and Heritage event with Region significance

	Output (\$)	Value-added (\$)	Local Jobs (annual jobs)	Resident Jobs (annual jobs)
Direct impact	239,080	121,479	2.8	--
Industrial impact	44,565	19,120	0.2	--
Consumption impact	21,964	11,147	0.1	--
Total impact on Douglas Shire Council economy	305,610	151,746	3.1	--

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2019. Compiled and presented in economy.id by [.id](#), the population experts.

Note: All \$ values are expressed in 2016/17 base year dollar terms.

The proposed Hot & Steamy Festival event is planned to start on the 19/02/2021 and run for 4 days. It is an event of Region significance. It is estimated to attract 250 visitors per day over the 4 days, with an average spend per person per day of \$278. This equals a total visitor spend of \$278,000 attributed to this event. Assuming the event will be held in Douglas Shire Council, it is calculated to have the following potential impact:

Impact on Output

The total visitor spend of \$278,000 attributed to staging the Hot & Steamy Festival would lead to a direct impact on output of \$239,080. This additional direct output from the economy would also lead to an increase in indirect demand for intermediate goods and services across related industry sectors. These indirect industrial impacts (Type 1) are estimated to be an additional \$44,565 in Output.

There would be an additional contribution to Douglas Shire Council economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in Output of \$21,964.

The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$305,610 in Douglas Shire Council economy.

Impact on value added and GRP

The impact of an additional of \$278,000 spend to the local economy as a result of running Hot & Steamy Festival in Douglas Shire would lead to a corresponding direct increase in value added of \$121,479. A further \$19,120 in value added would be generated from related intermediate industries.

There would be an additional contribution to Douglas Shire economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in value added of \$11,147.

The combination of all direct, industrial and consumption effects would result in an estimated addition in value added of \$151,746 in Douglas Shire economy.

Value added by industry represents the industry component of Gross Regional Product (GRP). The impact on Douglas Shire's GRP as a result of staging this event is directly equivalent to the change in value added outlined above.

In summary, GRP in Douglas Shire is estimated to increase by \$151,746.

Impact on Employment (local jobs, 12mth jobs)

The employment impact of an event is expressed in local jobs. For example, an event that generates 4 weeks of work for 13 people (52 weeks of work in total), would have an employment impact equivalent to 1.0 annual local job.

The direct addition of \$278,000 spend to the local economy as a result of staging the Hot & Steamy Festival event in Douglas Shire is estimated to lead to a corresponding direct increase of employment equivalent to 2.8 annual local jobs across a range of industries. From this direct expansion in the economy it is anticipated that there would be flow on effects into other related intermediate industries, creating an additional employment equivalent to 0.2 annual local jobs.

This addition of employment in the local economy would lead to a corresponding increase in wages and salaries, a proportion of which would be spent on local goods and services, creating a further increase equivalent to 0.1 annual local jobs through consumption impacts.

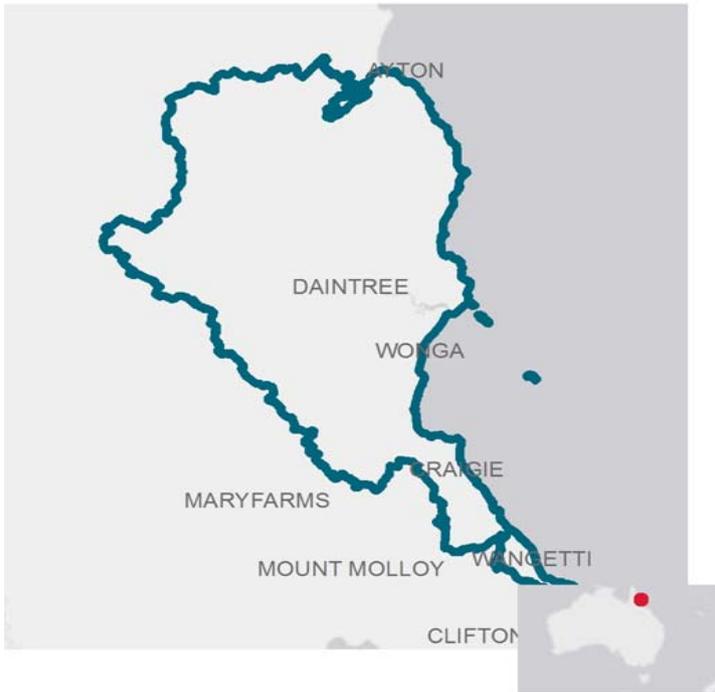
The combination of all direct, industrial and consumption effects would result in a total estimated increase of employment equivalent to 3.1 annual local jobs located in Douglas Shire.



LOCAL GOVERNMENT AREA PROFILES, 2018*

DOUGLAS (S), QUEENSLAND

AREA POPULATION[^]: 12,257



TOURISM BUSINESSES [^]	TOTAL
Non-employing	108
1 to 4 employees	114
5 to 19 employees	65
20 or more employees	25
Total	321

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United States of America	20	101
United Kingdom	19	102
New Zealand	14	101

KEY TOURISM METRICS FOR DOUGLAS (S)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	101	324	262	688
Nights ('000)	623	1,729	-	2,352
Average stay (nights)	6	5	-	6
Spend (\$m)	94	455	25	574
Average spend per trip (\$)	930	1,402	94	834
Average spend per night (\$)	151	263	-	233
Average spend (commercial accommodation) per night (\$)	166	278	-	249

TOURISM STATISTICS FOR DOUGLAS (\$)

Attachment 5.2.5 VISITORS TO DOUGLAS (\$)	INTERNATIONAL	26 of 87	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)					
Holiday	97		265	179	541
Visiting friends or relatives	3		33	np	np
Business	np		np	np	np
Other	np		np	np	np
Travel party type (visitors '000)					
Unaccompanied	31		30	-	61
Couple	46		115	-	161
Family group	12		81	-	93
Friends/relatives travelling together	12		83	-	95
Accommodation (nights '000)					
Hotel or similar	246		1,003	-	1,249
Home of friend or relative	49		146	-	196
Commercial camping/caravan park	42		np	-	np
Backpacker	111		np	-	np
Other	175		512	-	687

KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2018[^]

Visitors ('000)	8,524		105,600	206,051	320,174
Percentage change	▲ 5		▲ 9	▲ 7	▲ 8
Nights ('000)	273,793		376,087	-	649,881
Percentage change	▲ 4		▲ 7	-	▲ 6
Average stay (nights)	32		4	-	6
Percentage change	▬ -1		▼ -1	-	▼ -2
Spend (\$m)	43,918		72,705	22,526	139,150
Percentage change	▲ 7		▲ 13	▲ 10	▲ 11

KEY TOURISM METRICS FOR QUEENSLAND, 2018[^]

Visitors ('000)	2,763		24,086	44,716	71,566
Percentage change	▲ 2		▲ 11	▲ 10	▲ 10
Nights ('000)	55,052		94,732	-	149,785
Percentage change	▲ 4		▲ 9	-	▲ 7
Average stay (nights)	20		4	-	6
Percentage change	▲ 1		▬ -1	-	▼ -2
Spend (\$m)	5,994		18,263	5,209	29,466
Percentage change	▲ 13		▲ 16	▲ 20	▲ 16

* Data is based on a four year average from 2015 to 2018.

'np' = the estimate is unreliable and cannot be published. '-' = not available.

[^] Data for 2018. Percentage change: compares previous year data.

Note: Data may not match totals due to rounding. For the purposes of confidentiality, Tourism Businesses data has been perturbed, therefore data may not match totals.

Sources:

Regional Population Growth - cat. no. 3218.0, ABS.

Counts of Australian Businesses - cat. no. 8165.0, ABS.

International Visitor Survey, Tourism Research Australia.

National Visitor Survey, Tourism Research Australia.

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