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M&GSQ is the peak professional body for the public museum and gallery sector in Queensland, representing a network of more than 400 organisations across the State.

Tourists Love Queensland's Regional Galleries

Queensland's regional galleries are popular tourist destinations. A recent study by **Museum & Gallery Services Queensland (M&GSQ)** shows **40% of Queensland public gallery audiences are tourists.**

M&GSQ Executive Director, Rebekah Butler said, "The *Guess Who's Going to the Gallery? Queensland Report* shows Queensland public galleries are strong contributors to our State's tourism industry and to our local economies."

"At 40%, tourists make up a significant part of our galleries' audiences."

"Visiting a regional gallery often enhances a tourist's regional experience and understanding of our unique culture."

The Report showed **international tourists make up 7%** of Queensland public gallery audiences, rising to over 30% at some Queensland galleries. 42% of international visitors are under 34 years of age. By contrast, 64% of interstate tourists are in the 55+ age group.

97% of international visitors rated their gallery experience as 'terrific' or 'good' and **98% of interstate tourists gave the same rating.** These findings compare well with non-tourists' responses in which 99% afforded 'terrific' or 'good' ratings.

An important finding was that **59% of tourists who visit Queensland public galleries are staying four or more nights in the region.** This is substantially higher than the 2.5 night average stay. Though a proportion of tourists stay with family or friends, **61% are paying for their accommodation.** The on-flow to the local economy is highly significant.

Queenslanders are also seeking out regional gallery experiences, travelling more than 50 kilometres from home. The *Guess Who's Going to the Gallery? Queensland Report* shows **Queensland tourists make up a little over 1 in 5 visitors.** This rises to almost a third of visitors to galleries in South-East Queensland. They are also reporting high satisfaction levels with **99% rating their visitor experience as 'terrific' or 'good'.**

Guess Who's Going to the Gallery? Queensland Report is the result of a partnership between Museum & Gallery Services Queensland (M&GSQ) and Museums & Galleries NSW (M&G NSW). To read the key findings or to download the full Report of this major research study which collates over 3,000 responses across 18 regional galleries, visit M&GSQ's website http://www.magsq.com.au/01_cms/details.asp?ID=957. A webinar discussing the findings can be viewed from this web link. M&GSQ is also available to assist in interpreting the data.

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