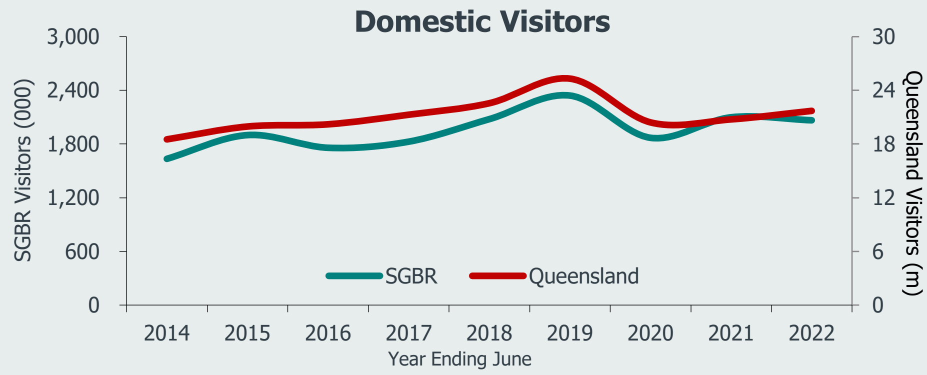
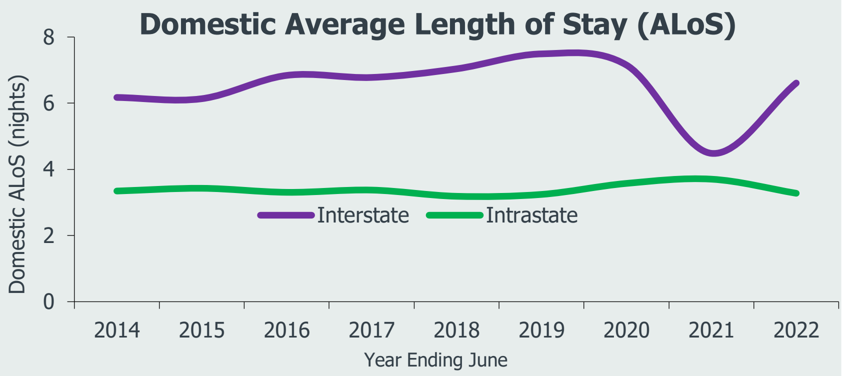
SGBR Regional Snapshot

Year Ending June 2022

	Visitors	Holiday	VFR	Business	Expenditure ($m)
Domestic Overnight	**2,065,000**	**800,000**	**576,000**	**523,000**	**$1,371.8m**
Annual % change[1]	▼ -1.6%	▼ -1.4%	▼ -7.3%	▲ 9.7%	▲ 15.4%
3-yr trend % change[2]	▼ -4.4%	▲ 2.2%	▼ -5.0%	▼ -12.8%	▲ 5.0%
Change vs Dec 2019	▼ -10.8%	▲ 8.8%	▼ -16.9%	▼ -30.1%	▲ 14.6%
TOTAL OVERNIGHT	**2,085,000**	**815,000**	**579,000**	**524,000**	**$1,389.0m**
Annual % change	▼ -0.7%	● 0.4%	▼ -7.0%	▲ 9.8%	▲ 16.7%
3-yr trend % change	▼ -6.1%	▼ -2.1%	▼ -5.8%	▼ -13.0%	▲ 2.3%
Change vs Dec 2019	▼ -15.2%	▼ -3.5%	▼ -18.8%	▼ -30.6%	▲ 7.2%





Total Overnight Visitors (Domestic and International)

• The year ending June 2022 (i.e. 1 July 2021 – 30 June 2022) includes a full two quarters where Queensland's borders were open to all interstate travellers after borders were reopened to Victoria and New South Wales on 13 December 2022. For most of the September and December quarter 2021 borders were closed to Queensland's largest domestic markets (Victoria and New South Wales) and some Queensland regions experienced lockdowns. With the international borders closed until 22 January 2022, the domestic market accounted for 99 per cent of visitors and overnight visitor expenditure (OVE) to the region.

• In the year ending June 2022, 2.1 million visitors travelled to the Southern Great Barrier Reef (SGBR) which was 15.2 per cent lower compared to the pre-COVID-19 year ending December 2019. However, visitors spent a record $1.4 billion (up 7.2 per cent).

• In the **June quarter 2022**, visitation was 8.8 per cent lower compared to the June quarter 2019 and nights were down 25.6 per cent. With the borders reopened, there were also signs of intrastate leakage, detailed below.

Domestic Visitors

Domestic - change against Year Ending December 2019

• Domestic OVE grew to a new record (up 14.6 per cent compared with 2019 to $1.4 billion) due to higher spend per night (up 40.2 per cent to $186) which offset the decline in visitation (down 10.8 per cent to 2.1 million) and nights (down 18.3 per cent to 7.4 million). Average length of stay was also lower by 0.3 to 3.6 nights.

• The biggest portion of the increase in spend was on accommodation costs in the region. STR data has shown that average daily rates increased significantly over the period. Visitors also spent more on food and drink.

• The largest impact on visitation came from the business market (down 30.1 per cent to 523,000) and visiting friends and relatives (VFR, down 16.9 per cent to 576,000), while the number of holiday visitors increased by 8.8 per cent to 800,000 visitors.

• Over the full year, the intrastate market performed better than the interstate market. However, total intrastate visitation was still 7.1 per cent lower to 1.9 million when compared to 2019. This was primarily due to declines in intraregional travel which was 4.9 per cent lower to 494,000. Over the same period, visitation from SGBR's largest domestic market, Brisbane, remained steady (up 0.1 per cent) at 632,000.

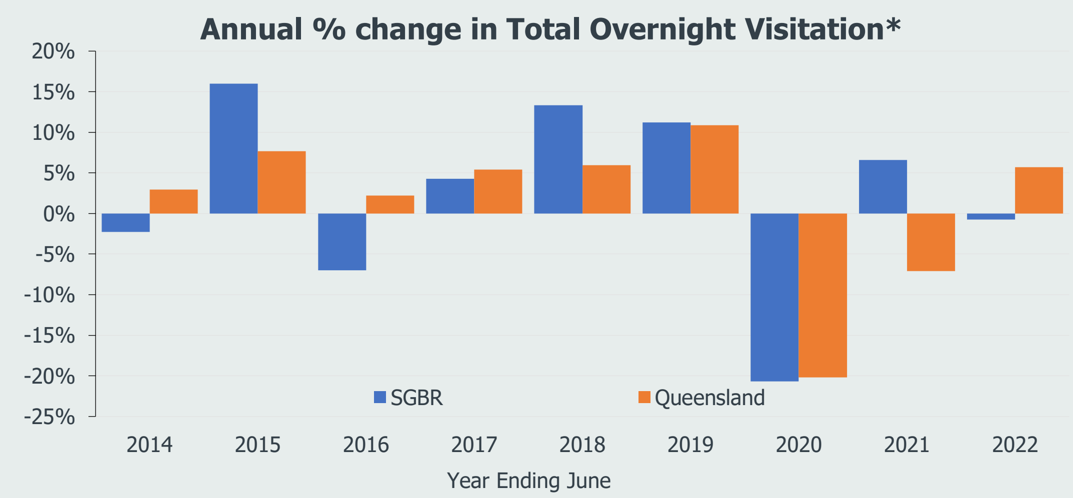
• Reflecting ongoing border closures in the first half of YE June 2022, interstate visitation was down 36.4 per cent to 188,000.

Domestic - change against year ending June 2021

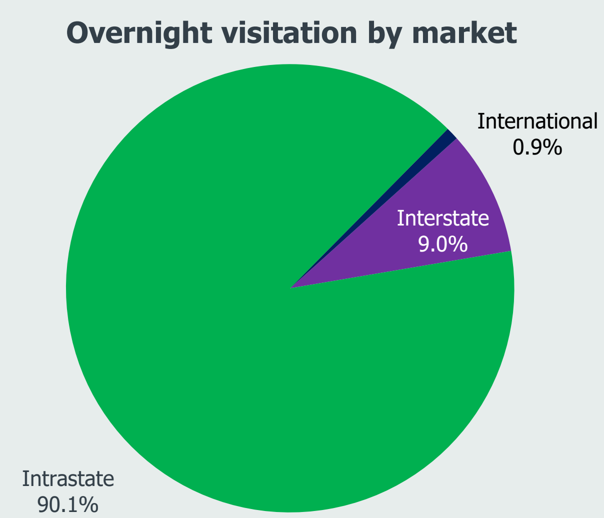
• Compared to the year ending June 2021, while OVE improved by 15.4 per cent, visitor numbers were slightly lower by 1.6 per cent and nights by a larger margin of 6.3 per cent.

Domestic - quarterly change compared to June quarter 2019

• In the June quarter 2022, the number of domestic visitors to SGBR was 6.8 per cent lower and nights were down 14.1 per cent per cent when compared to the same period 2019. The Brisbane market would have had an impact on this, with some residents opting to travel elsewhere once the interstate borders reopened. Signs of this can be seen in lower overall intrastate visitor numbers (down 13.2 per cent) and intrastate nights (down 19.8 per cent). Interstate visitation details were not reportable due to small sample sizes.



*Shows change compared to the immediately prior year



SGBR Regional Snapshot

Year Ending June 2022

Domestic overnight visitors to SGBR

	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019	Length of Stay	Year # Chg	Change vs YE Dec 2019
Holiday	800,000	-1.4%	8.8%	3,183,000	8.9%	8.4%	4.0	0.4	0.0
VFR	576,000	-7.3%	-16.9%	1,892,000	-22.0%	-32.1%	3.3	-0.6	-0.7
Business	523,000	9.7%	-30.1%	1,889,000	1.3%	-36.6%	3.6	-0.3	-0.4
Domestic[3]	**2,065,000**	**-1.6%**	**-10.8%**	**7,394,000**	**-6.3%**	**-18.3%**	**3.6**	**-0.2**	**-0.3**
Intrastate									
Holiday	719,000	-7.5%	20.4%	2,618,000	-6.7%	28.5%	3.6	0.0	0.2
VFR	507,000	-6.5%	-16.5%	1,465,000	-27.4%	-24.7%	2.9	-0.8	-0.3
Business	493,000	8.0%	-28.6%	1,696,000	-3.8%	-35.6%	3.4	-0.4	-0.4
Intrastate	**1,878,000**	**-3.7%**	**-7.1%**	**6,154,000**	**-14.8%**	**-10.8%**	**3.3**	**-0.4**	**-0.1**
Interstate									
Holiday	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
VFR	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	**188,000**	**25.6%**	**-36.4%**	**1,240,000**	**85.2%**	**-42.3%**	**6.6**	**2.1**	**-0.7**

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Change vs YE Dec 2019	Expenditure ($) million	Year % Chg	Change vs YE Dec 2019
SGBR	2,244,000	-23.4%	-23.0%	$549.7m	40.8%	14.6%
Queensland	37,732,000	-9.5%	-28.6%	$4,895.7m	8.8%	-16.1%
Australia	**160,896,000**	**-7.4%**	**-35.2%**	**$20,446.3m**	**7.9%**	**-22.4%**

State comparison - Domestic Overnight

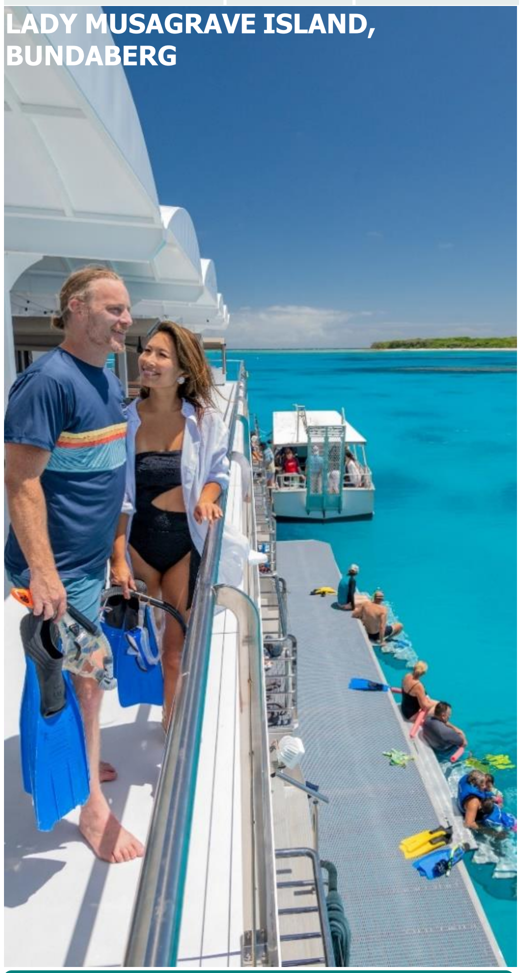
All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	21,709,000	4.6%	-16.2%	88,670,000	7.0%	-13.9%
NSW	24,887,000	-17.5%	-36.1%	85,357,000	-17.5%	-30.4%
Victoria	19,861,000	19.6%	-33.2%	61,350,000	13.8%	-26.5%
Australia	**85,828,000**	**-1.8%**	**-26.9%**	**327,173,000**	**-1.9%**	**-21.7%**

Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	9,393,000	4.7%	-6.2%	41,897,000	10.4%	-3.4%
NSW	10,501,000	-21.5%	-29.0%	37,601,000	-20.2%	-25.8%
Victoria	9,681,000	26.0%	-22.3%	30,816,000	22.0%	-14.0%
Australia	**38,480,000**	**-2.7%**	**-16.8%**	**151,770,000**	**0.3%**	**-12.3%**

June quarterly Data

	SGBR	Queensland
Overnight Visitors	575,000	6,763,000
Change over the year	15.3%	16.1%
Change vs 2019	-6.8%	3.4%
Nights	1,886,000	25,691,000
Change over the year	19.3%	16.8%
Change vs 2019	-14.1%	5.5%

LADY MUSAGRAVE ISLAND, BUNDABERG



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For tourism region definitions, click here

PUMPKIN ISLAND, CAPRICORN

Regional Comparison

Year Ending June 2022

Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Change vs 2019	Nights	Year % Chg	Change vs 2019	Length of stay	Nights change	Change vs 2019	% Proportion of Travel Purpose: Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	5,839,000	3.8%	-28.6%	18,213,000	9.2%	-23.1%	3.1	0.2	0.2	31%	42%	19%	27%
Gold Coast	3,196,000	0.5%	-23.9%	11,777,000	3.5%	-28.9%	3.7	0.1	-0.3	55%	31%	10%	15%
TNQ	2,061,000	6.9%	-7.0%	11,452,000	21.8%	2.4%	5.6	0.7	0.5	57%	19%	18%	9%
Sunshine Coast	3,870,000	2.7%	-4.4%	13,527,000	1.0%	-7.0%	3.5	-0.1	-0.1	59%	31%	6%	18%
SGBR	**2,065,000**	**-1.6%**	**-10.8%**	**7,394,000**	**-6.3%**	**-18.3%**	**3.6**	**-0.2**	**-0.3**	**39%**	**28%**	**25%**	**10%**
SQC	2,299,000	10.7%	3.1%	6,210,000	0.6%	5.3%	2.7	-0.3	0.1	34%	40%	20%	11%
Townsville North Queensland	1,156,000	23.1%	-10.9%	4,366,000	11.7%	-8.8%	3.8	-0.4	0.1	39%	27%	26%	5%
Outback Queensland *	796,000	-10.6%	-30.9%	3,990,000	-13.2%	-34.6%	5.0	n/p	-0.3	37%	18%	39%	4%
Whitsundays*	811,000	8.8%	28.5%	3,747,000	9.1%	34.4%	4.6	n/p	0.2	73%	n/p	n/p	4%
Fraser Coast*	762,000	0.6%	-0.7%	2,979,000	1.8%	-2.8%	3.9	n/p	-0.1	48%	35%	n/p	4%
Mackay*	1,189,000	3.0%	11.8%	4,797,000	3.6%	9.5%	4.0	n/p	-0.1	20%	13%	57%	5%
Total Queensland	**21,709,000**	**4.6%**	**-16.2%**	**88,670,000**	**7.0%**	**-13.9%**	**4.1**	**0.1**	**0.1**	**43%**	**33%**	**20%**	**100%**

** Three-year trend change %[2]*

Notes/Sources:

TNQ= Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

In 2012, the Australian Bureau of Statistics (ABS) changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), which represent one level of the ASGS, replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor Surveys (NVS & IVS) conducted by Tourism Research Australia (TRA). These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

Tourism Research Australia has transitioned NVS sampling to 100 per cent mobile phone interview (from 50 per cent mobile phone/50 per cent landline) to reflect current phone usage trends. The change in methodology has seen a break in series so please use caution when comparing 2019 to previous year's results.

2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

"n/p" indicates the data has not been published.

Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.

2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior. Trend change has been used to analyse changes for regions with small sample sizes.

3. This figure includes “Other” visitors.