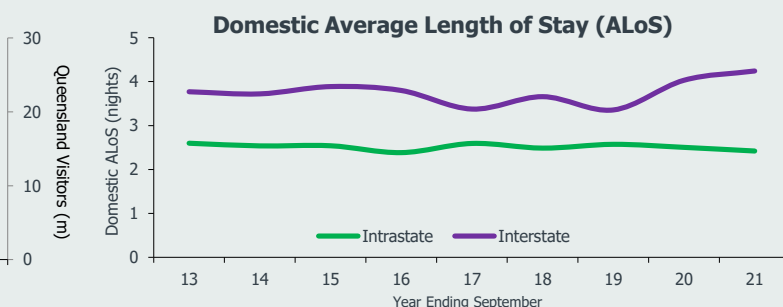
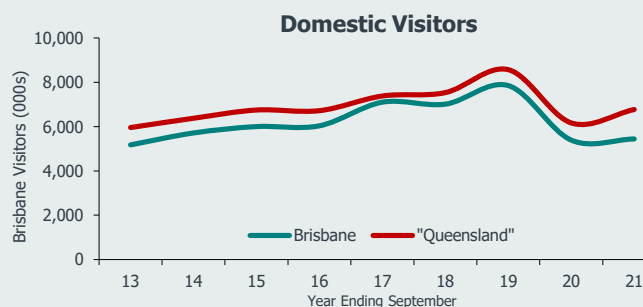


Year Ending September 2021



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	5,443,000	1,703,000	2,264,000	1,047,000	\$3,299.5m
Annual % change ¹	▲ 1.0%	▲ 19.3%	▼ -2.8%	▼ -5.6%	▲ 2.4%
3-yr trend % change ²	▼ -7.7%	▼ -5.7%	▼ -5.4%	▼ -15.2%	▼ -8.3%
Change vs Dec 2019	▼ -33.4%	▼ -27.9%	▼ -30.9%	▼ -49.3%	▼ -38.7%
TOTAL OVERNIGHT	5,486,000	1,707,000	2,287,000	1,051,000	\$3,412.6m
Annual % change	▼ -9.8%	▼ -4.7%	▼ -9.8%	▼ -10.3%	▼ -27.9%
3-yr trend % change	▼ -12.3%	▼ -13.9%	▼ -9.0%	▼ -16.8%	▼ -18.3%
Change vs Dec 2019	▼ -43.2%	▼ -45.6%	▼ -38.7%	▼ -52.3%	▼ -58.7%



Total Overnight Visitors

In the year ending September 2021, Brisbane welcomed 5.5 million total overnight visitors which is down 43.2 per cent compared to the pre-COVID-19 benchmark year ending December 2019. These visitors spent \$3.4 billion, down 58.7 per cent compared to the year ending December 2019.

Total overnight visitation includes international visitors as well as domestic. Due to Australia's borders being closed to most countries over the year (except for a New Zealand travel bubble during the June quarter 2021), international results are not being reported on their own.

Domestic Visitors

The year ending September 2021 (i.e. 1 October 2020 – 30 September 2021) reflects a year where international borders were closed and in the domestic market there were seven months (December 2020 to June 2021) where Queensland's borders were open to interstate travellers albeit with intermittent outbreaks causing border closures and lockdowns, prior to the Delta outbreaks. Since 23 June 2021 Queensland has had its borders closed to Greater Sydney; to all of New South Wales from 22 July and Victoria since 17 July 2021.

Domestic change against Year Ending December 2019

In the year ending September 2021, domestic overnight visitor expenditure in Brisbane decreased by 38.7 per cent (to \$3.3 billion) compared to the year ending December 2019. This was due to visitation decreasing by 33.4 per cent to 5.4 million and spend per night decreasing by 8.5 per cent to \$208 per night.

Visitors' average length of stay was unchanged compared to the year ending December 2019, which was 2.9 nights. Total nights were down by 32.9 per cent to 15.9 million.

The decline in visitation was seen across all purposes of travel, with business travel (49.3 per cent decrease from the year ending December 2019 to 1.0 million) hit particularly hard. In comparison, holiday visitation was down 27.9 per cent over the same period to 1.7 million and visiting friends and relatives visitation was down 30.9 per cent to 2.3 million.

Interstate travel has seen sharp declines due to various travel restrictions put in place over the year, along with consumer preference to travel within their own state. Total interstate visitation decreased by 58.6 per cent compared with the year ending December 2019 to 1.5 million, which included a 70.0 per cent decrease from Melbourne (to 196,000) and a 71.1 per cent decrease from Sydney (to 314,000). As a result, the interstate market's share of total visitation to Brisbane decreased by 17 percentage points since the year ending December 2019 to 27 per cent.

The intrastate market has been less affected than the interstate market and as a result it now accounts for 73 per cent of domestic overnight visitation to the Brisbane region. This market declined by 13.7 per cent compared with the year ending December 2019 to 4.0 million visitors. Brisbane's largest intrastate markets are intraregional travel (down 7.3 per cent to 1.3 million), the Gold Coast (up 17.3 per cent to 642,000), Sunshine Coast (down 25.8 per cent to 656,000) and Southern Queensland Country (down 22.2 per cent to 515,000).

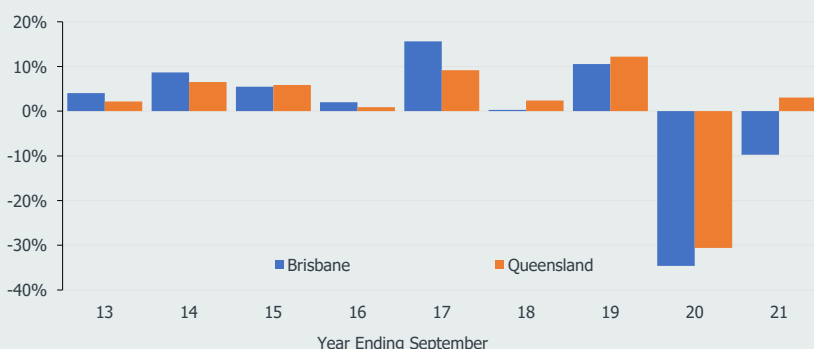
Domestic annual change

Over the year visitation was up 1.0 per cent and overnight visitor expenditure was up 2.4 per cent compared to the year ending September 2020.

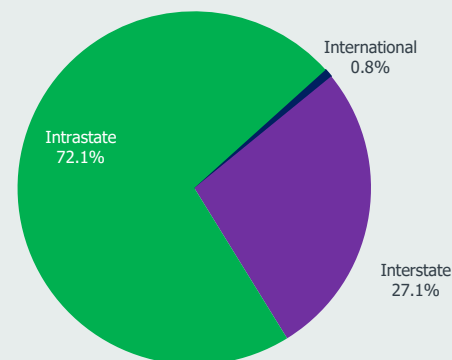
Domestic quarterly change

Looking specifically at the September quarter 2021, visitation was down 52.5 per cent compared to the September quarter 2019. Visitor nights were down by 51.1 per cent compared to the September quarter 2019. Intrastate visitation was down 26.3 per cent and intrastate nights were down 37.2 per cent.

Annual % change in Total Overnight Visitation



Overnight visitation by market



Brisbane Regional Snapshot

Year Ending September 2021

Domestic overnight visitors to Brisbane

	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	1,703,000	19.3%	-27.9%	4,999,000	26.4%	-22.4%	2.9	0.2	0.2
VFR	2,264,000	-2.8%	-30.9%	6,986,000	4.8%	-31.4%	3.1	0.2	0.0
Business	1,047,000	-5.6%	-49.3%	2,635,000	-13.3%	-48.3%	2.5	-0.2	0.1
Domestic³	5,443,000	1.0%	-33.4%	15,880,000	-1.2%	-32.9%	2.9	-0.1	0.0

Intrastate

Holiday	1,389,000	25.8%	-11.8%	3,554,000	36.5%	-2.6%	2.6	0.2	0.2
VFR	1,635,000	-3.8%	-20.6%	3,734,000	-2.5%	-23.9%	2.3	0.0	-0.1
Business	596,000	27.1%	-5.7%	1,408,000	11.1%	-18.6%	2.4	-0.3	-0.4
Intrastate	3,957,000	7.0%	-13.7%	9,575,000	3.4%	-18.6%	2.4	-0.1	-0.1

Interstate

Holiday	314,000	-3.1%	-60.1%	1,444,000	7.0%	-48.2%	4.6	0.4	1.1
VFR	629,000	0.0%	-48.3%	3,252,000	14.6%	-38.3%	5.2	0.7	0.8
Business	451,000	-29.6%	-68.5%	1,227,000	-30.8%	-63.5%	2.7	0.0	0.4
Interstate	1,486,000	-12.1%	-58.6%	6,305,000	-7.5%	-47.1%	4.2	0.2	0.9

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
Brisbane	14,979,000	-5.3%	-28.5%	\$1,569.3m	-3.9%	-26.3%
Queensland	40,045,000	-0.3%	-24.2%	\$4,559.5m	1.5%	-21.9%
Australia	165,015,000	-7.7%	-33.6%	\$18,256.5m	-4.2%	-30.7%

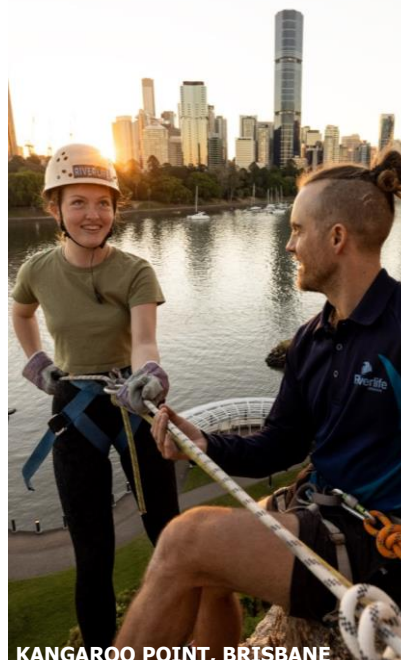
State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	20,313,000	9.8%	-21.6%	82,635,000	13.8%	-19.7%
NSW	25,750,000	-3.4%	-33.9%	91,560,000	3.1%	-25.3%
Victoria	17,334,000	0.5%	-41.7%	56,135,000	3.0%	-32.8%
Australia	82,685,000	3.0%	-29.6%	324,999,000	8.3%	-22.2%

Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	8,725,000	27.3%	-12.8%	39,109,000	43.6%	-9.9%
NSW	11,290,000	14.2%	-23.7%	40,733,000	19.9%	-19.6%
Victoria	8,192,000	17.4%	-34.2%	27,024,000	16.5%	-24.6%
Australia	37,460,000	21.6%	-19.0%	149,391,000	28.9%	-13.7%

September quarterly Data

	Brisbane	Queensland
Overnight Visitors	999,000	4,241,000
Change over the year	-15.2%	-9.5%
Change vs 2019	-52.5%	-35.9%
Nights	2,845,000	18,967,000
Change over the year	-21.9%	-1.3%
Change vs 2019	-51.1%	-33.9%



KANGAROO POINT, BRISBANE

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For tourism region definitions, click here



SOUTH BRISBANE, BRISBANE

Regional Comparison



Year Ending September 2021

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			% Share of Total Visitors
										Holiday %	VFR %	Business %	
Brisbane	5,443,000	1.0%	-33.4%	15,880,000	-1.2%	-32.9%	2.9	-0.1	0.0	31%	42%	19%	27%
Gold Coast	3,068,000	16.3%	-27.0%	11,092,000	22.9%	-33.0%	3.6	0.2	-0.3	55%	32%	10%	15%
TNQ	1,939,000	25.0%	-12.6%	10,235,000	34.7%	-8.5%	5.3	0.4	0.2	55%	19%	20%	10%
Sunshine Coast	3,601,000	13.0%	-11.1%	12,933,000	14.3%	-11.0%	3.6	0.0	0.0	58%	32%	6%	18%
SGBR	2,111,000	16.8%	-8.9%	8,096,000	16.5%	-10.5%	3.8	0.0	-0.1	40%	28%	25%	10%
SQC	2,068,000	18.9%	-7.3%	6,190,000	25.4%	4.9%	3.0	0.2	0.3	33%	35%	23%	10%
Townsville North Queensland	1,039,000	26.3%	-19.9%	4,278,000	33.5%	-10.6%	4.1	0.2	0.4	39%	30%	24%	5%
Outback Queensland*	977,000	10.6%	-15.2%	4,769,000	6.7%	-21.9%	4.9	n/p	-0.4	31%	17%	43%	5%
Whitsundays*	720,000	42.8%	14.1%	2,945,000	32.1%	5.6%	4.1	n/p	-0.3	68%	13%	14%	4%
Fraser Coast*	699,000	23.0%	-8.9%	2,391,000	14.6%	-22.0%	3.4	n/p	-0.6	49%	34%	10%	3%
Mackay*	965,000	-5.8%	-9.3%	3,578,000	-18.0%	-18.3%	3.7	n/p	-0.4	24%	15%	52%	5%
Total Queensland	20,313,000	9.8%	-21.6%	82,635,000	13.8%	-19.7%	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.

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