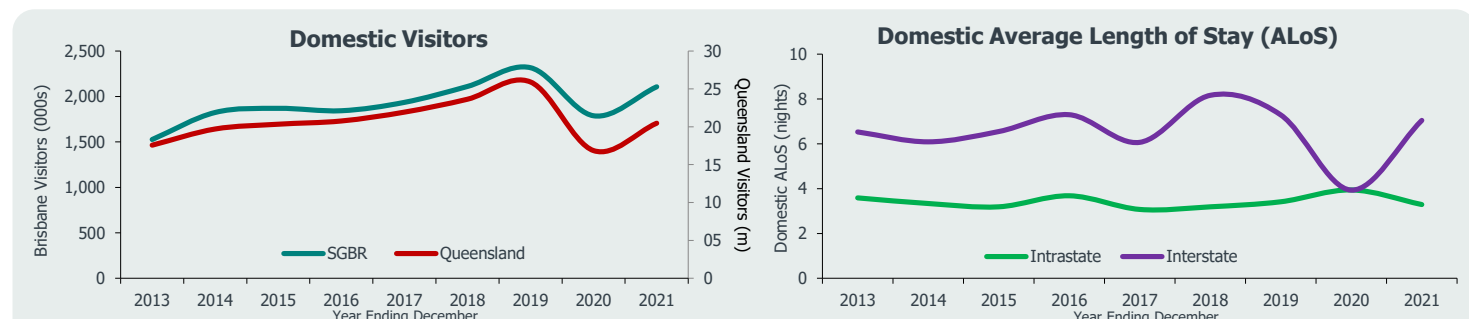


Year Ending December 2021

PUMPIKIN ISLAND, CAPRICORN		Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight		2,107,000	901,000	547,000	514,000	\$1,256.2m
Annual % change ¹		▲ 17.8%	▲ 51.9%	▲ 6.4%	▲ 3.6%	▲ 29.4%
3-yr trend % change ²		● -0.1%	▲ 8.0%	▲ 1.5%	▼ -9.2%	▲ 3.4%
Change vs Dec 2019		▼ -9.1%	▲ 22.5%	▼ -21.1%	▼ -31.4%	▲ 4.9%
TOTAL OVERNIGHT		2,107,000	901,000	548,000	514,000	\$1,257.1m
Annual % change ¹		▲ 16.4%	▲ 47.6%	▲ 5.8%	▲ 3.6%	▲ 28.4%
3-yr trend % change ²		▼ -2.3%	▲ 2.3%	● 0.3%	▼ -9.4%	● 0.2%
Change vs Dec 2019		▼ -14.2%	▲ 6.7%	▼ -23.1%	▼ -31.9%	▼ -3.0%



Total Overnight Visitors

• In the year ending December 2021, total OVE decreased by 3.0 per cent compared with the pre-COVID year ending December 2019 to \$1.3b reflecting a 14.2 per cent reduction in total visitation to 2.1m.

• 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) the domestic market accounted for essentially 100 per cent of visitation and OVE to the region. International results are not being reported on their own.

Domestic Visitors

The year ending December 2021 (i.e. 1 January 2021 – 31 December 2021) reflects six months (December 2020 to June 2021) where Queensland's borders were open to interstate travellers with intermittent outbreaks of COVID-19 causing border closures and lockdowns. *From 23 June 2021 Queensland had its borders closed to Greater Sydney; to all of New South Wales from 22 July and Victoria since 17 July 2021 until 13 December 2021.*

Domestic change against Year Ending December 2019

• Domestic OVE increased by 4.9 per cent compared with 2019 to \$1.3b. This occurred because visitors spent 24.8 per cent more per night (to \$165 per night). The increase in spend per night offset visitation decreasing 9.1 per cent to 2.1m.

• Visitors shortened their average length of stay by 0.3 nights to 3.6 nights. Combining the shorter stay with less visitation meant that nights decreased 16.0 per cent to 7.6m.

• Holiday visitation grew by 22.5 per cent compared to 2019 to a record 901,000. The decrease in total visitation was due to less VFR (down 21.1 per cent to 547,000) and business (down 31.4 per cent to 514,000) visitors.

• There were a record 832,000 intrastate holiday visitors (up 39.3 per cent). However, total intrastate visitation was still down 4.7 per cent compared to 2019 (to 1.9m) due to declines in VFR and Business. SGBR welcomed a record number of visitors from the Sunshine Coast (up 49.2 per cent to 231,000). Visitation from Brisbane was steady (down 0.1 per cent) at 631,000. The decrease in overall intrastate visitation was driven by declining intraregional travel (down 31.3 per cent to 452,000).

• Reflecting ongoing border closures interstate visitation was down 39 per cent to 180,000. This made up the majority of the decrease in visitation.

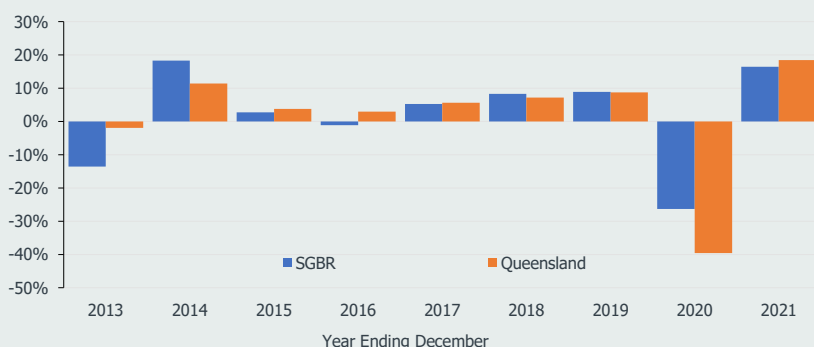
Domestic annual change

• Compared with 2020, OVE increased 29.4 per cent, visitation increased by 17.8 per cent and nights increased 7.9 per cent.

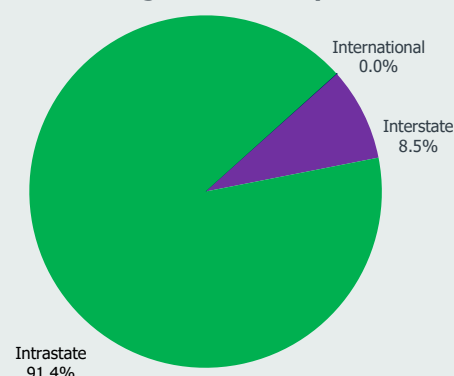
Domestic quarterly change

• In the December quarter 2021 visitation was down 4.3 per cent compared to the December quarter 2019 and nights were down 19.6 per cent. Intrastate visitation increased 7.2 per cent, interstate visitation was not reportable due to small sample sizes.

Annual % change in Total Overnight Visitation



Overnight visitation by market



Year Ending December 2021

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	901,000	51.9%	22.5%	3,550,000	73.4%	20.9%	3.9	0.5	-0.1
VFR	547,000	6.4%	-21.1%	1,917,000	-13.1%	-31.2%	3.5	-0.8	-0.5
Business	514,000	3.6%	-31.4%	1,761,000	-15.0%	-40.9%	3.4	-0.7	-0.6
Domestic³	2,107,000	17.8%	-9.1%	7,603,000	7.9%	-16.0%	3.6	-0.3	-0.3
Intrastate									
Holiday	832,000	46.8%	39.3%	3,042,000	56.7%	49.3%	3.7	0.2	0.2
VFR	475,000	2.4%	-21.9%	1,394,000	-31.2%	-28.4%	2.9	-1.4	-0.3
Business	486,000	-0.3%	-29.6%	1,598,000	-20.7%	-39.3%	3.3	-0.8	-0.5
Intrastate	1,927,000	13.7%	-4.7%	6,336,000	-5.1%	-8.1%	3.3	-0.7	-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	180,000	n/p	-39.0%	1,267,000	n/p	-41.1%	7.0	n/p	-0.2

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	2,640,000	6.8%	-9.4%	\$453.5m	23.6%	-5.5%
Queensland	38,445,000	-2.1%	-27.3%	\$4,207.4m	-1.0%	-27.9%
Australia	160,469,000	-2.3%	-35.4%	\$18,284.0m	4.9%	-30.6%

State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	20,474,000	21.5%	-21.0%	83,071,000	25.5%	-19.3%
NSW	24,352,000	-0.4%	-37.5%	86,355,000	3.1%	-29.5%
Victoria	17,951,000	28.6%	-39.7%	56,951,000	23.2%	-31.8%
Australia	82,074,000	13.2%	-30.1%	321,109,000	16.6%	-23.2%
Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	8,946,000	39.1%	-10.6%	40,305,000	56.6%	-7.1%
NSW	10,325,000	6.5%	-30.2%	36,945,000	6.4%	-27.1%
Victoria	8,508,000	45.7%	-31.7%	28,001,000	42.1%	-21.9%
Australia	36,929,000	25.6%	-20.1%	147,544,000	32.6%	-14.7%

December quarterly Data

	SGBR	Queensland
Overnight Visitors	528,000	5,273,000
Change over the year	-0.8%	3.1%
Change vs 2019	-4.3%	-22.0%
Nights	1,634,000	20,292,000
Change over the year	-23.2%	2.2%
Change vs 2019	-19.6%	-22.8%



AGNES WATERS, GLADSTONE

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LADY MUSGRAVE ISLAND, BUNDEBERG



Regional Comparison

Year Ending December 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	5,287,000	14.3%	-35.3%	16,095,000	18.7%	-32.0%	3.0	0.1	0.1	32%	43%	16%	26%
Gold Coast	3,239,000	45.8%	-22.9%	11,213,000	47.2%	-32.3%	3.5	0.0	-0.5	58%	30%	9%	16%
TNQ	1,982,000	36.9%	-10.6%	10,177,000	45.5%	-9.0%	5.1	0.3	0.1	54%	18%	21%	10%
Sunshine Coast	3,515,000	15.8%	-13.2%	12,814,000	21.7%	-11.9%	3.6	0.2	0.1	59%	31%	6%	17%
SGBR	2,107,000	17.8%	-9.1%	7,603,000	7.9%	-16.0%	3.6	-0.3	-0.3	43%	26%	24%	10%
SQC	2,101,000	23.6%	-5.8%	6,227,000	24.1%	5.6%	3.0	0.0	0.3	35%	37%	20%	10%
Townsville North Queensland	1,049,000	31.7%	-19.1%	4,222,000	52.0%	-11.8%	4.0	0.5	0.3	39%	31%	23%	5%
Outback Queensland *	933,000	0.8%	-19.0%	4,391,000	-3.6%	-28.1%	4.7	n/p	-0.6	30%	16%	44%	5%
Whitsundays *	791,000	8.4%	25.4%	3,439,000	6.0%	23.3%	4.3	n/p	-0.1	66%	13%	17%	4%
Fraser Coast *	696,000	-2.8%	-9.3%	2,610,000	-5.8%	-14.8%	3.8	n/p	-0.2	49%	37%	10%	3%
Mackay *	1,106,000	3.1%	4.0%	4,065,000	0.6%	-7.2%	3.7	n/p	-0.4	24%	14%	51%	5%
Total Queensland	20,474,000	21.5%	-21.0%	83,071,000	25.5%	-19.3%	4.1	0.1	0.1	44%	32%	19%	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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