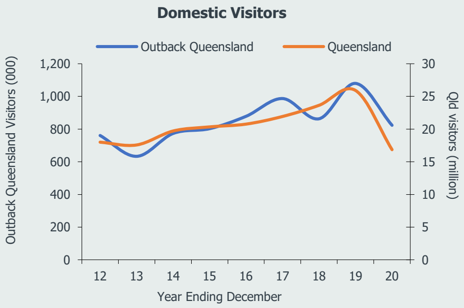
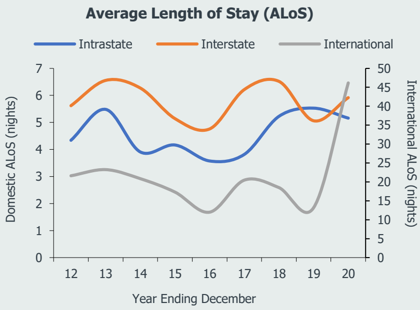
Outback Queensland Regional Snapshot

Year Ending December 2020

Cobbold Gorge

	Visitors	Holiday	VFR	Business	Expenditure ($m)
Domestic Overnight	**823,000**	**230,000**	**134,000**	**387,000**	**$463.2m**
3-yr trend % change[2]	▼ -5.6%	▼ -8.2%	▼ -9.5%	▼ -3.7%	▼ -9.2%
International Overnight	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**
3-yr trend % change	n/p	n/p	n/p	n/p	n/p
TOTAL	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**
3-yr trend % change	n/p	n/p	n/p	n/p	n/p





Domestic Visitation

The year ending December 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders were reopened to all states except Victoria on 10 July but were reclosed to New South Wales and ACT a month after. Borders reopened to ACT as of 25 September, all of regional NSW by 3 November and Victoria and Greater Sydney on 1 December. Restrictions were put in place on Greater Sydney again on 20 December.

- Over the three years ending December 2020, annual domestic overnight visitor expenditure in the Outback decreased by 9.2 per cent on average to $463.2 million on the back of visitation decreasing by 5.6 per cent on average to 823,000 visitors and spend per night decreasing by 11.2 per cent on average to $107 per night.

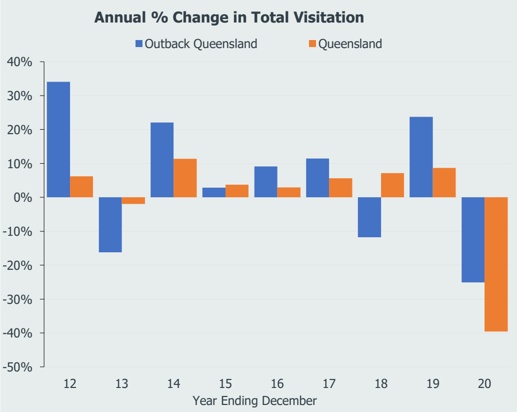
- The average length of stay grew by 6.1 per cent on average over the period to 5.2 nights, so when combined with a decrease in visitation, total nights was steady (up 0.5 per cent) on average over the past three years at 4.3m.

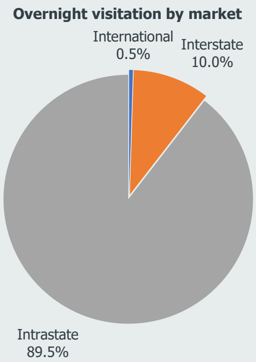
- The domestic market represented almost all of the visitation to the region due to the closure of international borders. Business travel accounted for nearly half (47 per cent) of these visitors, decreasing by 3.7 per cent on average over the past three years to 387,000. In comparison, over the same period, Visiting Friends and Relatives (VFR) decreased by 9.5 per cent on average to 134,000 and holiday visitation decreased 8.2 per cent to 230,000.

- Over the past three years, the intrastate market made up 90 per cent of domestic visitors to the region (down 2.1 per cent on average over the past three years to 741,000). The largest intrastate market is Brisbane, up 2.2 per cent on average over this period to 197,000.

NOTE: International Visitor Survey (IVS) interviews are not reportable due to small sample size.

Normanton Railway Station





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Outback Queensland Regional Snapshot

Year Ending December 2020

Domestic visitors to Outback Queensland

	Visitors	Trend % Chg[1]	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	230,000	-8.2%	1,269,000	-4.5%	5.5	0.7
VFR	134,000	-9.5%	482,000	-7.1%	3.6	-0.9
Business	387,000	-3.7%	2,247,000	3.4%	5.8	-0.4
Domestic[3]	**823,000**	**-5.6%**	**4,311,000**	**0.5%**	**5.2**	**-0.2**
Intrastate						
Holiday	215,000	7.2%	1,237,000	26.4%	5.7	1.7
VFR	127,000	n/p	453,000	n/p	3.6	-1.2
Business	345,000	-5.0%	1,849,000	0.6%	5.4	-1.0
Intrastate	**741,000**	**-2.1%**	**3,822,000**	**7.2%**	**5.2**	**-0.4**
Interstate	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**

State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	16,851,000	-35.0%	66,194,000	-35.7%
NSW	24,447,000	-37.3%	83,772,000	-31.6%
Victoria	13,963,000	-53.1%	46,232,000	-44.6%
Australia	**72,514,000**	**-38.3%**	**275,404,000**	**-34.1%**
Holiday Visitors	**Visitors**	**Year % Chg**	**Nights**	**Year % Chg**
Queensland	6,433,000	-35.7%	25,737,000	-40.7%
NSW	9,699,000	-34.4%	34,735,000	-31.4%
Victoria	5,839,000	-53.1%	19,708,000	-45.0%
Australia	**29,391,000**	**-36.4%**	**111,252,000**	**-35.7%**

International visitors to Outback Queensland

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	n/p	n/p	n/p	n/p	n/p	n/p
Total[3]	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**

Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

If you have any questions or comments, please email research@queensland.com.

For tourism region definitions, please see https://www.tra.gov.au/Regional/tourism-regions.

State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	493,000	-82.3%	12,361,000	-77.5%
NSW	839,000	-80.9%	24,428,000	-74.7%
Victoria	615,000	-80.4%	19,599,000	-73.2%
Australia	**1,705,000**	**-80.4%**	**68,973,000**	**-74.9%**
Holiday Visitors	**Visitors**	**Year % Chg**	**Nights**	**Year % Chg**
Queensland	302,000	-83.9%	4,365,000	-80.9%
NSW	428,000	-82.5%	6,001,000	-79.2%
Victoria	307,000	-81.9%	3,647,000	-79.4%
Total	**847,000**	**-82.0%**	**17,471,000**	**-79.3%**

Boodjamulla National Park

Regional Comparison

Year Ending December 2020

Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	4,727,000	-42.8%	14,016,000	-41.4%	3.0	0.1	26%	44%	19%	28%
Gold Coast	2,222,000	-47.1%	7,619,000	-54.0%	3.4	-0.5	49%	37%	10%	13%
TNQ	1,448,000	-34.7%	6,993,000	-37.5%	4.8	-0.2	48%	22%	25%	9%
Sunshine Coast	3,034,000	-25.1%	10,527,000	-27.6%	3.5	-0.1	58%	32%	7%	18%
SGBR	1,788,000	-22.8%	7,044,000	-22.2%	3.9	0.0	33%	29%	28%	11%
SQC	1,646,000	-25.0%	4,718,000	-20.0%	2.9	0.2	31%	35%	26%	10%
Townsville	797,000	-38.6%	2,778,000	-42.0%	3.5	-0.2	35%	27%	28%	5%
Outback*	**823,000**	**-5.6%**	**4,311,000**	**0.5%**	**5.2**	**n/p**	**28%**	**16%**	**47%**	**5%**
Whitsundays*	532,000	-0.4%	2,124,000	-4.4%	4.0	n/p	62%	18%	14%	3%
Fraser Coast *	575,000	-4.5%	1,905,000	-11.4%	3.3	n/p	47%	37%	8%	3%
Mackay*	939,000	3.8%	3,905,000	0.6%	4.2	n/p	15%	13%	63%	6%
Total Queensland	**16,851,000**	**-35.0%**	**66,194,000**	**-35.7%**	**3.9**	**0.0**	**38%**	**34%**	**22%**	**100%**

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

International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	273,000	-81.6%	6,306,000	-77.2%	23.1	4.5	46%	31%	8%	55%
Gold Coast	173,000	-84.0%	2,348,000	-76.0%	13.6	4.5	74%	18%	2%	35%
TNQ	133,000	-83.5%	1,451,000	-78.8%	10.9	2.5	89%	7%	2%	27%
Sunshine Coast	56,000	-83.0%	634,000	-77.7%	11.3	2.7	76%	23%	2%	11%
SGBR	23,000	-83.9%	254,000	-87.8%	11.2	-3.6	76%	16%	0%	5%
SQC*	10,000	-24.5%	281,000	-24.1%	28.7	n/p	36%	48%	7%	2%
Townsville	23,000	-81.7%	239,000	-83.5%	10.3	-1.1	75%	16%	2%	5%
Outback*	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**	**n/p**
Whitsundays	43,000	-80.4%	232,000	-83.1%	5.4	-0.8	95%	2%	1%	9%
Fraser Coast	26,000	-80.3%	168,000	-73.2%	6.5	1.7	89%	9%	1%	5%
Mackay*	7,000	-27.8%	65,000	-28.4%	9.2	n/p	64%	31%	0%	1%
Total Queensland	**493,000**	**-82.3%**	**12,361,000**	**-77.5%**	**25.1**	**5.3**	**61%**	**29%**	**6%**	**100%**

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 refelect 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.