

## Year Ending December 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>3,034,000</b>	<b>1,760,000</b>	<b>983,000</b>	<b>203,000</b>	<b>\$1,953.0m</b>
Annual % change <sup>1</sup>	▼ -25.1%	▼ -20.4%	▼ -29.6%	▼ -43.7%	▼ -28.9%
3-yr trend % change <sup>2</sup>	▼ -3.4%	▼ -1.4%	▼ -5.1%	▼ -7.1%	▼ -1.2%
<b>International Overnight</b>	<b>56,000</b>	<b>43,000</b>	<b>13,000</b>	<b>n/p</b>	<b>\$58.0m</b>
Annual % change	▼ -83.0%	▼ -83.0%	▼ -81.1%	n/p	▼ -79.5%
3-yr trend % change	▼ -25.9%	▼ -26.1%	▼ -24.7%	n/p	▼ -23.2%
<b>TOTAL</b>	<b>3,090,000</b>	<b>1,803,000</b>	<b>996,000</b>	<b>n/p</b>	<b>\$2,011.0m</b>
Annual % change	▼ -29.4%	▼ -26.8%	▼ -31.9%	n/p	▼ -33.6%
3-yr trend % change	▼ -5.1%	▼ -4.0%	▼ -6.1%	n/p	▼ -3.3%



### Domestic Visitors

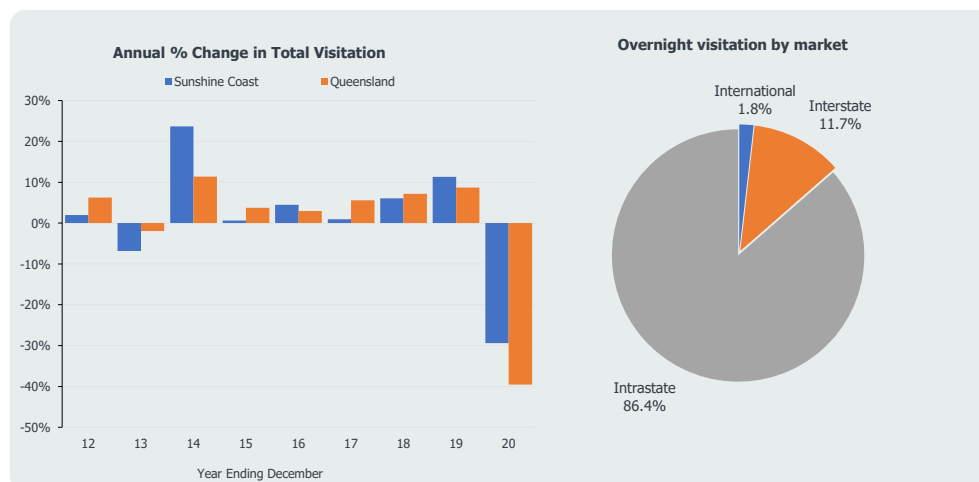
The year ending December 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders 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.

- Visitation in the December quarter 2020 was 13.3 per cent lower than in the December quarter 2019 while nights declined by 19.0 per cent. Encouragingly, intrastate visitation in the September quarter 2020 was 11.4 per cent higher than in 2019.
- In the year ending December 2020, total domestic overnight visitor expenditure in the Sunshine Coast decreased by 28.9 per cent to \$2.0 billion on the back of visitation decreasing by 25.1 per cent to 3.0 million; average spend per night decreased 1.7 per cent to \$186 per night.
- The Average Length of Stay (ALoS) declined by 0.1 nights to 3.5 nights and total visitor nights decreased by 27.6 per cent overall to 10.5m nights.
- Holiday travel accounts for more than half (58 per cent) of domestic visitation to the Sunshine Coast region. Holiday visitation decreased 20.4 per cent to 1.8m, Visiting Friends and Relatives (VFR) visitation decreased 29.6 per cent to 983,000 and business visitation decreased 43.7 per cent to 203,000.
- Almost nine in ten (88 per cent) of domestic visitors to the region were from the intrastate market. Intrastate visitation decreased 8.9 per cent to 2.7m. Brisbane is the Sunshine Coast's largest market, with visitation from Brisbane decreasing by 2.2 per cent to 1.8m in the year ending December 2020.
- Interstate visitation decreased by 67.5 per cent to 363,000, driven by visitation from New South Wales (down 71.2 per cent to 164,000) and Victoria (down 63.8 per cent to 142,000).

### International Visitors

NOTE: International Visitor Survey (IVS) interviews have been paused due to border closures in late March 2020. As a result, from June 2020 the IVS has been produced using more extensive immigration and incoming passenger card information and spend has been imputed from previous IVS interviews.

- In the year ending December 2020, international overnight visitor expenditure to the Sunshine Coast decreased by 79.5 per cent to \$58.0m due to visitation decreasing by 83.0 per cent to 56,000.
- International visitors' ALoS declined by 31.4 per cent to 11.3 nights. Total nights decreased by 77.7 per cent to 634,000. At the same time spend per night decreased by 7.9 per cent to \$92 per night.
- Holiday visitation to the region decreased by 83.0 per cent to 43,000 while VFR visitation decreased by 81.1 per cent to 13,000.



### December quarter 2020

Domestic	Sunshine Coast	Queensland
Visitors	987,000	5,112,000
Change vs December 2019	-13.3%	-24.3%
Nights	3,385,000	19,855,000
Change vs December 2019	-19.0%	-24.5%

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# Sunshine Coast Regional Snapshot

Year Ending December 2020

## Domestic visitors to Sunshine Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	1,760,000	-20.4%	6,553,000	-26.8%	3.7	-0.3
VFR	983,000	-29.6%	2,947,000	-30.6%	3.0	0.0
Business	203,000	-43.7%	483,000	-53.1%	2.4	-0.5
<b>Domestic<sup>3</sup></b>	<b>3,034,000</b>	<b>-25.1%</b>	<b>10,527,000</b>	<b>-27.6%</b>	<b>3.5</b>	<b>-0.1</b>
<b>Intrastate</b>						
Holiday	1,582,000	4.2%	5,246,000	14.2%	3.3	0.3
VFR	851,000	-21.6%	2,107,000	-10.8%	2.5	0.3
Business	159,000	-40.7%	363,000	-48.0%	2.3	-0.3
<b>Intrastate</b>	<b>2,671,000</b>	<b>-8.9%</b>	<b>8,204,000</b>	<b>4.2%</b>	<b>3.1</b>	<b>0.4</b>
<b>Interstate</b>						
Holiday	178,000	-74.3%	1,307,000	-70.0%	7.3	1.0
VFR	132,000	-57.4%	840,000	-55.3%	6.4	0.3
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>363,000</b>	<b>-67.5%</b>	<b>2,324,000</b>	<b>-65.2%</b>	<b>6.4</b>	<b>0.4</b>

## Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Sunshine Coast	6,286,000	-20.4%	\$603.1m	-14.3%
Queensland	39,272,000	-25.7%	\$4,247.9m	-27.2%
<b>Australia</b>	<b>164,192,000</b>	<b>-33.9%</b>	<b>\$17,433.1m</b>	<b>-33.8%</b>

## 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%
<b>Australia</b>	<b>72,514,000</b>	<b>-38.3%</b>	<b>275,404,000</b>	<b>-34.1%</b>
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%
<b>Australia</b>	<b>29,391,000</b>	<b>-36.4%</b>	<b>111,252,000</b>	<b>-35.7%</b>

## International visitors to Sunshine Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Holiday	43,000	-83.0%	356,000	-75.2%
VFR	13,000	-81.1%	187,000	-79.0%
Business	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	np
<b>Total<sup>3</sup></b>	<b>56,000</b>	<b>-83.0%</b>	<b>634,000</b>	<b>-77.7%</b>

## 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%
<b>Australia</b>	<b>1,705,000</b>	<b>-80.4%</b>	<b>68,973,000</b>	<b>-74.9%</b>
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%
<b>Australia</b>	<b>847,000</b>	<b>-82.0%</b>	<b>17,471,000</b>	<b>-79.3%</b>

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](http://www.teq.queensland.com).

If you have any questions or comments, please email [research@queensland.com](mailto:research@queensland.com).

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

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Mooloolaba Beach

# 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			% Share of Total Visitors
							Holiday %	VFR %	Business %	
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%
<b>Sunshine Coast</b>	<b>3,034,000</b>	<b>-25.1%</b>	<b>10,527,000</b>	<b>-27.6%</b>	<b>3.5</b>	<b>-0.1</b>	<b>58%</b>	<b>32%</b>	<b>7%</b>	<b>18%</b>
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%
<b>Total Queensland</b>	<b>16,851,000</b>	<b>-35.0%</b>	<b>66,194,000</b>	<b>-35.7%</b>	<b>3.9</b>	<b>0.0</b>	<b>38%</b>	<b>34%</b>	<b>22%</b>	<b>100%</b>

\* Three-year trend change %<sup>2</sup>

## International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
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%
<b>Sunshine Coast</b>	<b>56,000</b>	<b>-83.0%</b>	<b>634,000</b>	<b>-77.7%</b>	<b>11.3</b>	<b>2.7</b>	<b>76%</b>	<b>23%</b>	<b>2%</b>	<b>11%</b>
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%
<b>Total Queensland</b>	<b>493,000</b>	<b>-82.3%</b>	<b>12,361,000</b>	<b>-77.5%</b>	<b>25.1</b>	<b>5.3</b>	<b>61%</b>	<b>29%</b>	<b>6%</b>	<b>100%</b>

### 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.