

Townsville Regional Snapshot

Year Ending December 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	797,000	275,000	212,000	224,000	\$515.2m
Annual % change ¹	▼ -38.6%	▼ -31.8%	▼ -46.5%	▼ -40.5%	▼ -34.8%
3-yr trend % change ²	▼ -7.7%	▼ -6.2%	▼ -5.8%	▼ -11.7%	▼ -10.5%
International Overnight	23,000	17,000	n/p	n/p	n/p
Annual % change	▼ -81.7%	▼ -83.5%	n/p	n/p	n/p
3-yr trend % change	▼ -30.1%	▼ -29.7%	n/p	n/p	n/p
TOTAL	820,000	292,000	n/p	n/p	n/p
Annual % change	▼ -42.4%	▼ -42.4%	n/p	n/p	n/p
3-yr trend % change	▼ -9.9%	▼ -11.3%	n/p	n/p	n/p



Domestic Visitors

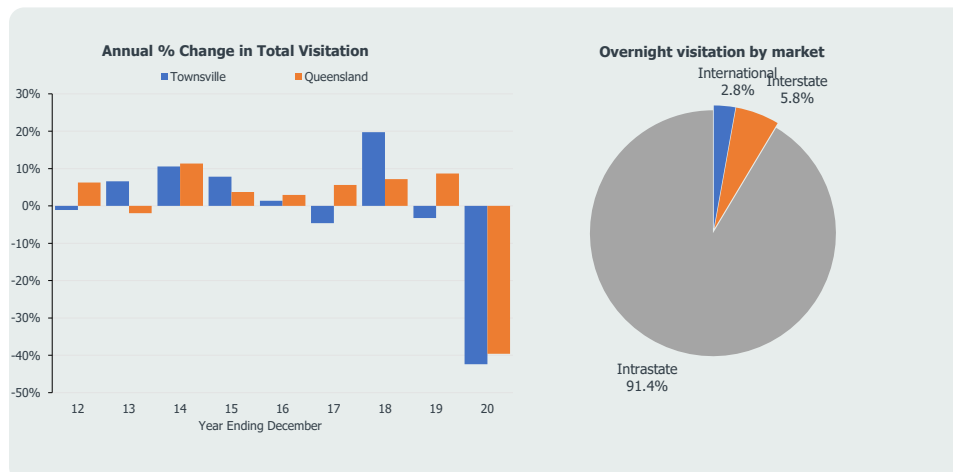
The year ending December 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders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

- Domestic visitation in the December quarter 2020 was 9.6 per cent lower compared to the December quarter 2019 while nights declined 29.8 per cent. Intrastate visitation was 4.2 per cent lower in the December quarter 2020 compared to the previous year.
- In the year ending December 2020, domestic overnight visitor expenditure in Townsville decreased by 34.8 per cent to \$515.2 million, reflecting a 38.6 per cent decrease in visitation to 797,000.
- Average Length of Stay (ALoS) decreased by 0.2 nights to 3.5 nights over the year so that total nights decreased by 42.0 per cent to 2.8m. Spend per night increased by 12.4 per cent to \$185 per night.
- Sharp declines were recorded across all purposes of visitation. Holiday visitation decreased by 31.8 per cent over the year to 275,000; visiting friends and relatives decreased by 46.5 per cent to 212,000 and business visitation decreased by 40.5 per cent to 224,000.
- Intrastate visitation accounts for 94 per cent of domestic overnight visitation to the region and decreased by 29.6 per cent year on year to 749,000. Intra-regional travel is Townsville's largest domestic market and fell by 36.3 per cent to 250,000 visitors.

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 to previous IVS interviews.

- In the year ending December 2020, international visitation decreased by 81.7 per cent to 23,000. The ALoS decreased by 1.1 nights to 3.5 nights, while total nights decreased by 83.5 per cent to 239,000.
- Holiday visitation accounts for nearly three quarters (74 per cent) of international visitation to the region and over the year it decreased by 83.5 per cent to 17,000 visitors.



December quarter 2020

Domestic	Townsville	Queensland
Visitors	241,000	5,112,000
Change vs December 2019	-9.6%	-24.3%
Nights	1,005,000	19,855,000
Change vs December 2019	-29.8%	-24.5%

To stay up to date with the latest research updates, sign up to TEQ's industry newsletter, Eye on Q.

Townsville Regional Snapshot

Year Ending December 2020

Domestic visitors to Townsville

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	275,000	-31.8%	875,000	-30.4%	3.2	0.1
VFR	212,000	-46.5%	899,000	-36.3%	4.2	0.7
Business	224,000	-40.5%	825,000	-28.5%	3.7	0.6
Domestic³	797,000	-38.6%	2,778,000	-42.0%	3.5	-0.2
Intrastate						
Holiday	252,000	-16.1%	761,000	10.2%	3.0	0.7
VFR	192,000	-40.3%	668,000	-30.3%	3.5	0.5
Business	218,000	-32.9%	816,000	-4.9%	3.7	1.1
Intrastate	749,000	-29.6%	2,423,000	-27.9%	3.2	0.1
Interstate						
Holiday	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
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	n/p	n/p	n/p	n/p	n/p	n/p

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Townsville	1,195,000	-23.2%	\$126.1m	-46.6%
Queensland	39,272,000	-25.7%	\$4,247.9m	-27.2%
Australia	164,192,000	-33.9%	\$17,433.1m	-33.8%

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%

Domestic visitors to Townsville

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Holiday	17,000	-83.5%	84,000	-91.0%
VFR	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	n/p
Total³	23,000	-81.7%	239,000	-83.5%

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%

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>.



Texas Longhorn Tours

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%
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			% 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%
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 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.

Disclaimer:
By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

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.