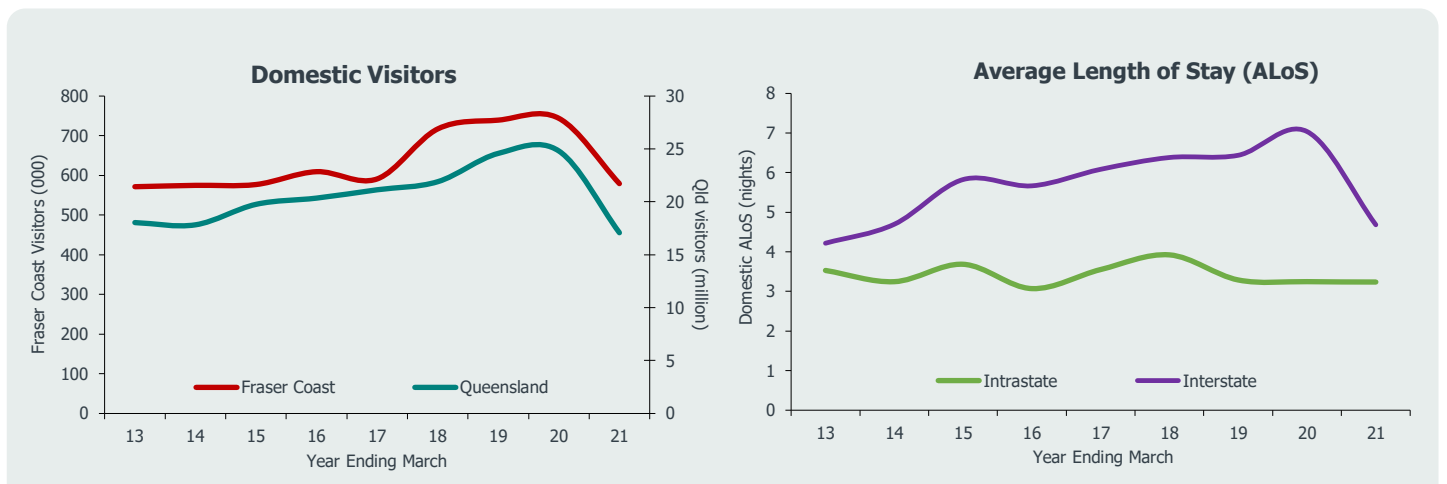


## Year Ending March 2021

Eco Marine Tours, Hervey Bay		Visitors	Holiday	VFR	Business	Expenditure (\$m)
	<b>Domestic Overnight</b>	<b>579,000</b>	<b>294,000</b>	<b>199,000</b>	<b>n/p</b>	<b>\$330.2m</b>
	3-yr trend % change <sup>2</sup>	▼ -6.3%	▼ -10.4%	▼ -3.5%	n/p	▼ -7.6%
	<b>TOTAL OVERNIGHT</b>	<b>579,000</b>	<b>294,000</b>	<b>199,000</b>	<b>n/p</b>	<b>\$330.2m</b>
	3-yr trend % change	▼ -10.8%	▼ -16.4%	▼ -4.8%	n/p	▼ -10.0%

**Total Overnight Visitors**

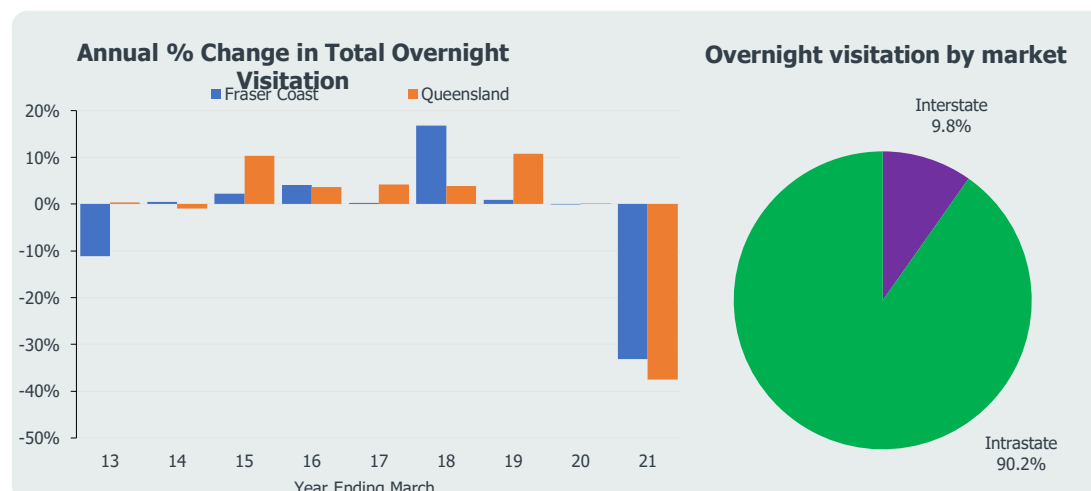
- In the year ending March 2021, the Fraser Coast welcomed a total of 579,000 total (domestic and international) overnight visitors (down 10.8 per cent on average over the past three years) who spent \$330.2 million, down 10.0 per cent on average over this period.
- Total overnight visitation includes international visitors as well as domestic, but with Australia's borders closed to most countries over the year international results are not being reported on their own.



### Domestic Overnight Visitors

The year ending March 2021 (i.e. 1 April 2020 – 31 March 2021) reflects the full year impacts of COVID-19 on domestic travel that have occurred since the border closures, lockdowns and restrictions that began in late March 2020.

- Annual domestic overnight visitor expenditure on the Fraser Coast decreased by 7.6 per cent on average over the past three years to \$330.2m in the year ending March 2021. This was on the back of visitation which decreased by 6.3 per cent on average over this period to 579,000 and the average length of stay decreasing by 9.1 per cent on average to 3.4 nights. As a result, total nights decreased by 13.9 per cent on average to 2.0m. Spend per night increased by 9.4 per cent on average to \$169 per night.
- Holiday visitation decreased by 10.4 per cent on average to 294,000 while Visiting Friends and Relatives (VFR) travel declined by 3.5 per cent on average over the three-year period to 199,000. Business travel to Fraser Coast does not have a large enough sample size to publish.
- The decrease in visitation has been led by the interstate market, which now has too small a sample size to publish.
- The number of intrastate visitors decreased by 1.1 per cent annually on average over the past three years to March 2021 to 523,000, representing 90 per cent of domestic visitors to the region. Intrastate holiday visitation fell by 3.7 per cent on average over the past three years and VFR trips were steady (down 0.8 per cent) at 170,000.
- Fraser Coast's largest source market is Brisbane with 243,000 visitors, up by 3.5 per cent on average annually over the past three years.



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

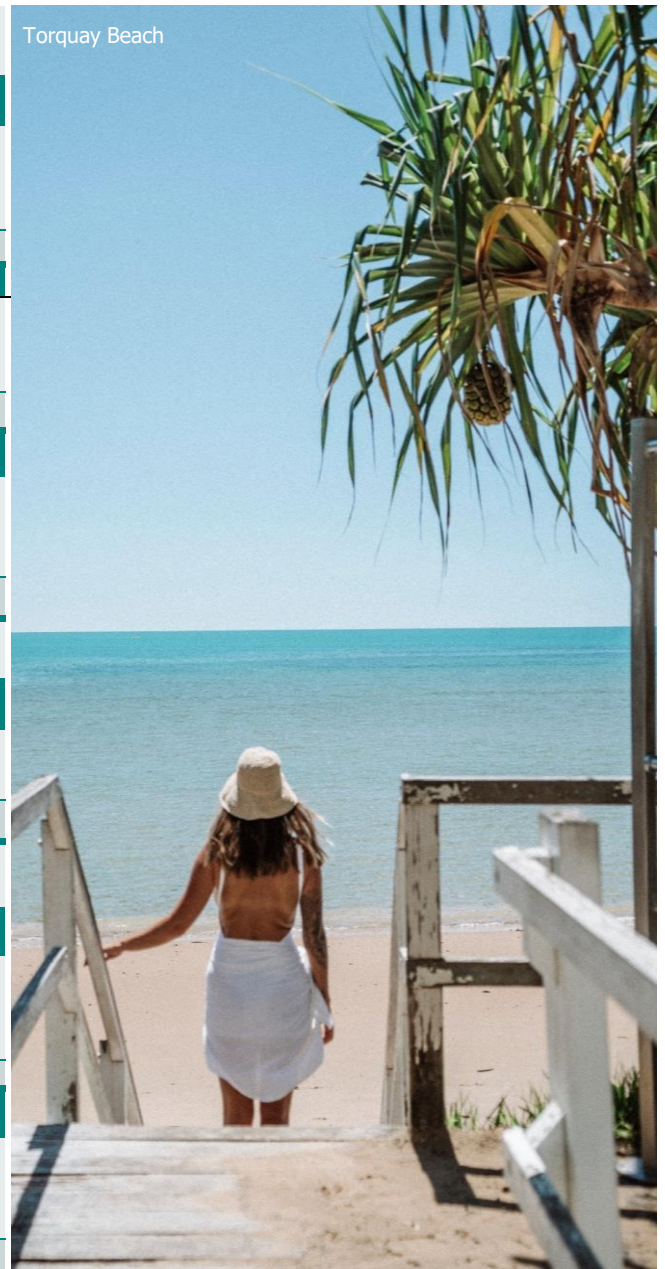
For tourism region definitions, click here

## Year Ending March 2021

### Domestic visitors to Fraser Coast

	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	294,000	-10.4%	1,094,000	-15.5%	3.7	-1.9
VFR	199,000	-3.5%	618,000	-14.3%	3.1	0.0
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Domestic<sup>3</sup></b>	<b>579,000</b>	<b>-6.3%</b>	<b>1,957,000</b>	<b>-13.9%</b>	<b>3.4</b>	<b>-0.8</b>
<b>Intrastate</b>						
Holiday	275,000	-3.7%	1,019,000	-6.2%	3.7	-0.7
VFR	170,000	-0.8%	477,000	-16.3%	2.8	0.4
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Intrastate</b>	<b>523,000</b>	<b>-1.1%</b>	<b>1,692,000</b>	<b>-7.3%</b>	<b>3.2</b>	<b>0.0</b>
<b>Interstate</b>						
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
<b>Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>

Torquay Beach

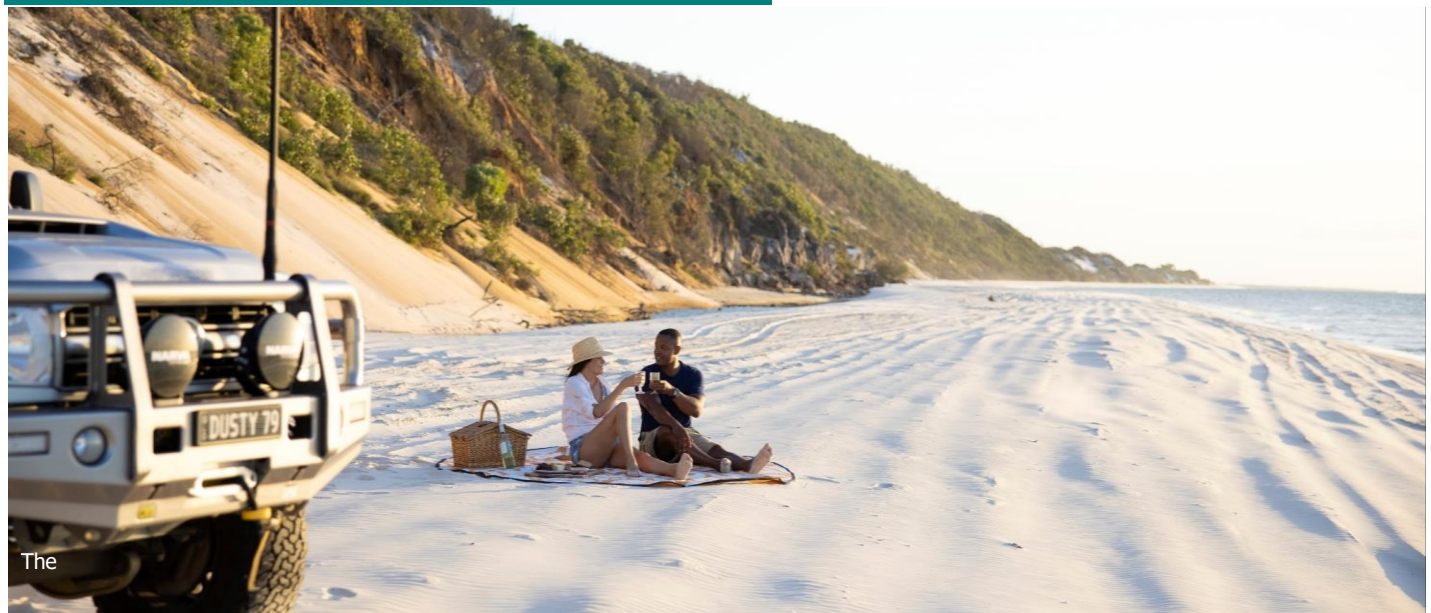


### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Fraser Coast	398,000	-56.8%	\$48.8m	-48.6%
Queensland	39,106,000	-22.1%	\$4,066.4m	-29.7%
<b>Australia</b>	<b>158,468,000</b>	<b>-33.6%</b>	<b>\$16,742.5m</b>	<b>-35.3%</b>

### State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	17,087,000	-31.1%	68,773,000	-30.2%
NSW	24,920,000	-33.1%	86,514,000	-26.7%
Victoria	13,351,000	-52.8%	45,933,000	-43.6%
<b>Australia</b>	<b>72,805,000</b>	<b>-35.2%</b>	<b>281,126,000</b>	<b>-30.6%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	6,848,000	-28.3%	27,906,000	-32.5%
NSW	10,414,000	-24.6%	37,579,000	-19.6%
Victoria	5,996,000	-49.5%	20,604,000	-42.9%
<b>Australia</b>	<b>31,330,000</b>	<b>-28.0%</b>	<b>118,884,000</b>	<b>-28.2%</b>



The

# Regional Comparison



Year Ending March 2021

## Domestic overnight 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	4,631,000	-41.1%	-43.4%	13,885,000	-38.9%	-41.4%	3.0	0.1	0.1	29%	44%	17%	27%
Gold Coast	2,445,000	-37.7%	-41.8%	8,050,000	-46.4%	-51.4%	3.3	-0.5	-0.6	50%	36%	10%	14%
TNQ	1,487,000	-31.9%	-32.9%	7,288,000	-34.2%	-34.9%	4.9	-0.2	-0.1	48%	21%	25%	9%
Sunshine Coast	3,137,000	-17.9%	-22.5%	10,955,000	-23.8%	-24.7%	3.5	-0.3	-0.1	59%	31%	6%	18%
SGBR	1,830,000	-19.0%	-21.0%	7,386,000	-14.4%	-18.4%	4.0	0.2	0.1	36%	29%	26%	11%
SQC	1,773,000	-17.7%	-20.5%	5,662,000	3.1%	-4.0%	3.2	0.6	0.5	28%	38%	25%	10%
Townsville	731,000	-40.4%	-43.7%	3,025,000	-32.7%	-36.8%	4.1	0.5	0.4	38%	29%	24%	4%
Outback*	855,000	-23.6%	-25.7%	4,397,000	-26.5%	-28.0%	5.1	n/p	-0.2	28%	19%	43%	5%
Whitsundays*	528,000	-15.3%	-16.3%	2,202,000	-18.0%	-21.0%	4.2	n/p	-0.3	67%	16%	11%	3%
<b>Fraser Coast*</b>	<b>579,000</b>	<b>-22.1%</b>	<b>-24.5%</b>	<b>1,957,000</b>	<b>-37.0%</b>	<b>-36.1%</b>	<b>3.4</b>	<b>n/p</b>	<b>-0.6</b>	<b>51%</b>	<b>34%</b>	<b>6%</b>	<b>3%</b>
Mackay*	874,000	-20.5%	-17.8%	3,778,000	-11.5%	-13.7%	4.3	n/p	0.2	16%	14%	61%	5%
<b>Total Queensland</b>	<b>17,087,000</b>	<b>-31.1%</b>	<b>-34.1%</b>	<b>68,773,000</b>	<b>-30.2%</b>	<b>-33.2%</b>	<b>4.0</b>	<b>0.1</b>	<b>0.1</b>	<b>40%</b>	<b>34%</b>	<b>20%</b>	<b>100%</b>

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

### 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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