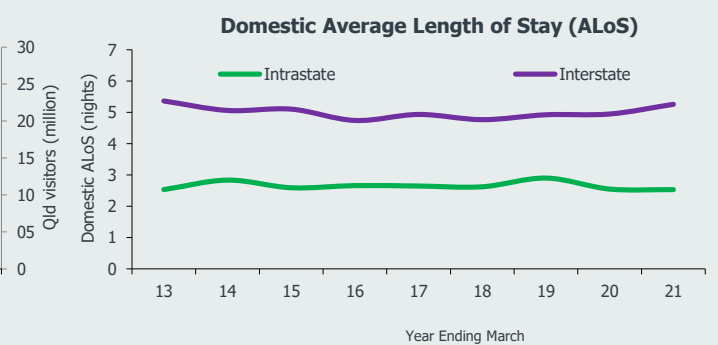
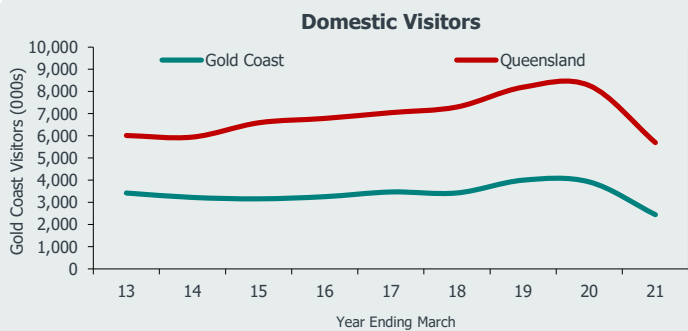


Year Ending March 2021



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	2,445,000	1,231,000	870,000	245,000	\$1,890.9m
Annual % change ¹	▼ -37.7%	▼ -39.5%	▼ -33.5%	▼ -46.7%	▼ -47.6%
3-yr trend % change ²	▼ -8.6%	▼ -10.0%	▼ -6.2%	▼ -10.9%	▼ -10.3%
Change vs Dec 2019	▼ -41.8%	▼ -43.1%	▼ -37.7%	▼ -51.2%	▼ -48.8%
TOTAL OVERNIGHT*	2,445,000	1,231,000	870,000	245,000	\$1,890.9m
Annual % change	▼ -50.2%	▼ -56.1%	▼ -40.6%	▼ -50.2%	▼ -61.2%
3-yr trend % change	▼ -14.1%	▼ -17.0%	▼ -9.3%	▼ -12.6%	▼ -16.7%
Change vs Dec 2019	▼ -53.7%	▼ -59.1%	▼ -44.4%	▼ -54.4%	▼ -62.4%



Total Overnight Visitors

• In the year ending March 2021, the Gold Coast welcomed 2.4 million total overnight visitors (down 50.2 per cent over the year) who spent \$1.9 billion (down 66.8 per cent over the year).

• This 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 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.

• In the year ending March 2021, domestic overnight visitor expenditure decreased by 47.6 per cent year on year to \$1.9b. This was the result of total visitation decreasing 37.7 per cent to 2.4m and visitors' average length of stay decreasing by 0.5 nights to 3.3 nights. Together this meant total nights decreased by 46.4 per cent to 8.1m. Average spend per night also decreased, down 2.4 per cent to \$235 per night.

• As the last fully unaffected year, the year ending December 2019 will be seen as the benchmark pre-COVID period. Compared to year ending December 2019, domestic expenditure was down 47.6 per cent, visitation was down 37.7 per cent and nights were down 46.4 per cent.

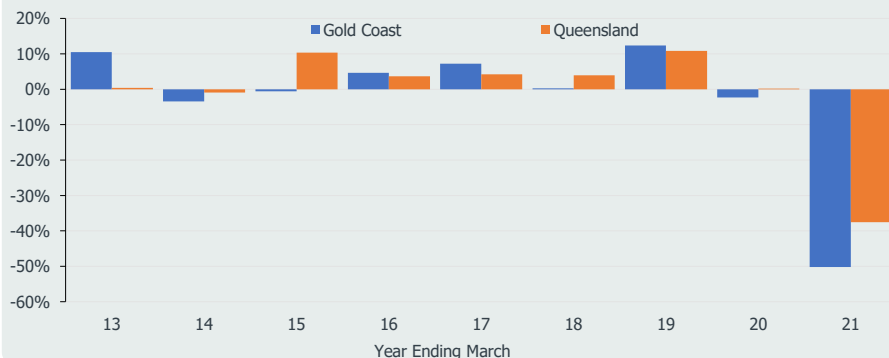
• Visitation decreased across all travel purposes, with the largest drop from business visitors (down 46.7 per cent to 245,000), followed by holiday visitors (down 39.5 per cent to 1.2m) and visiting friends and relatives (down 33.5 per cent to 870,000).

• Interstate travel led the fall in visitation (down 67.3 per cent to 682,000) due to various restrictions put in place over the year along with consumer preference to travel within their own state. This included an 80.1 per cent decrease from Victoria to 120,000 and a 60.7 per cent decrease from New South Wales to 476,000.

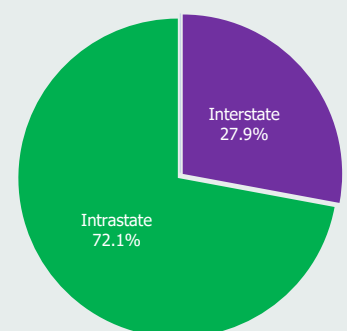
• The intrastate market is recovering better than the interstate market. Intradate visitation fell 4.0 per cent to 1.8m and visitation from the largest intrastate market, Brisbane, was up by 1.5 per cent to 1.3m. Intradate visitation has been particularly strong in the March quarter, up 71.1 per cent compared to the March quarter 2020 and up 9.8 per cent to March quarter 2019.

• Overall quarterly visitation in the March quarter 2021 was up by 29.7 per cent compared to March quarter 2020, but was 5.5 per cent lower than the March quarter 2019. Visitor nights were up by 13.9 per cent compared to March quarter 2020 but down 24.2 per cent compared March quarter 2019.

Annual % change in Total Overnight Visitation



Overnight visitation by market



Gold Coast Regional Snapshot

Year Ending March 2021

Domestic overnight visitors to the Gold Coast

	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	1,231,000	-39.5%	-43.1%	4,417,000	-49.8%	-53.1%	3.6	-0.7	-0.8
VFR	870,000	-33.5%	-37.7%	2,574,000	-40.1%	-40.3%	3.0	-0.3	-0.1
Business	245,000	-46.7%	-51.2%	591,000	-54.9%	-59.4%	2.4	-0.4	-0.5
Domestic³	2,445,000	-37.7%	-41.8%	8,050,000	-46.4%	-51.4%	3.3	-0.5	-0.6
Intrastate									
Holiday	911,000	0.4%	-6.8%	2,562,000	2.4%	-2.7%	2.8	0.1	0.1
VFR	639,000	-4.6%	-15.0%	1,444,000	2.3%	-10.0%	2.3	0.2	0.1
Business	176,000	0.8%	-17.4%	331,000	-21.5%	-35.1%	1.9	-0.5	-0.5
Intrastate	1,762,000	-4.0%	-13.0%	4,462,000	-4.6%	-23.1%	2.5	0.0	-0.3
Interstate									
Holiday	320,000	-71.6%	-73.0%	1,855,000	-70.5%	-72.7%	5.8	0.2	0.1
VFR	230,000	-63.8%	-64.3%	1,130,000	-60.9%	-58.3%	4.9	0.4	0.7
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	682,000	-67.3%	-68.6%	3,589,000	-65.2%	-66.6%	5.3	0.3	0.3

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
Gold Coast	6,013,000	-28.9%	-32.3%	\$571.8m	-36.3%	-36.8%
Queensland	39,106,000	-22.1%	-26.0%	\$4,066.4m	-29.7%	-30.3%
Australia	158,468,000	-33.6%	-36.2%	\$16,742.5m	-35.3%	-36.4%

State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	17,087,000	-31.1%	-34.1%	68,773,000	-30.2%	-33.2%
NSW	24,920,000	-33.1%	-36.1%	86,514,000	-26.7%	-29.4%
Victoria	13,351,000	-52.8%	-55.1%	45,933,000	-43.6%	-45.0%
Australia	72,805,000	-35.2%	-38.0%	281,126,000	-30.6%	-32.7%
Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	6,848,000	-28.3%	-31.6%	27,906,000	-32.5%	-35.7%
NSW	10,414,000	-24.6%	-29.6%	37,579,000	-19.6%	-25.8%
Victoria	5,996,000	-49.5%	-51.8%	20,604,000	-42.9%	-42.5%
Australia	31,330,000	-28.0%	-32.2%	118,884,000	-28.2%	-31.3%

March quarterly Data

	Gold Coast	Queensland
Overnight Visitors	975,000	5,137,000
Change over the year	29.7%	4.8%
Change vs 2019	-5.5%	-14.5%
Nights	3,525,000	21,822,000
Change over the year	13.9%	13.4%
Change vs 2019	-24.2%	-7.6%



Surfers Paradise

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](#)

Lamington National Park



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%
Fraser Coast*	579,000	-22.1%	-24.5%	1,957,000	-37.0%	-36.1%	3.4	n/p	-0.6	51%	34%	6%	3%
Mackay*	874,000	-20.5%	-17.8%	3,778,000	-11.5%	-13.7%	4.3	n/p	0.2	16%	14%	61%	5%
Total Queensland	17,087,000	-31.1%	-34.1%	68,773,000	-30.2%	-33.2%	4.0	0.1	0.1	40%	34%	20%	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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