

International Snapshot

Year ending September 2020

Process Overview

- Usually the International Visitor Survey (IVS) produces international visitation estimates using a combination of airport interviews, immigration data taken from visa applications/passports, previous travel records and sampled incoming passenger cards.
- Due to COVID-19 and the introduction of international border restrictions, interviewing has not been possible since late March 2020.
- Since the June quarter 2020 IVS results have been produced by using more extensive immigration (administrative data) and incoming passenger card information (all cards are currently being processed rather than sampled) while spend has been imputed based on spend characteristics from previous IVS interviews.

Restriction Timeline:



September 2020 quarterly results

- Overnight visitor expenditure (OVE) and visitation decreased due to the closure of the Australia's borders on 20 March 2020. Only a very small number of international travellers were allowed to arrive in Australia in the September quarter. Total visitation to both Queensland and Australia decreased by more than 99 per cent in the September quarter 2020 compared to the September quarter 2019.
- Visitation decreased by more than 99 per cent for all travel purposes in the September quarter 2020 compared to the September quarter 2019, except for employment which decreased by 95.0 per cent for Queensland and 96.4 per cent for Australia.

International visitation, by purpose

	Queensland			Australia		
	Sep qtr 2020	Sep qtr 2019	Change over the year	Sep qtr 2020	Sep qtr 2019	Change over the year
Holiday*	57	461,000	-100.0%	194	1,079,000	-100.0%
VFR	654	194,000	-99.7%	3,386	749,000	-99.5%
Business	359	57,000	-99.4%	1,368	275,000	-99.5%
Employment	605	12,000	-95.0%	1,711	48,000	-96.4%
Education	45	39,000	-99.9%	226	202,000	-99.9%
Leisure	711	603,000	-99.9%	3,580	1,592,000	-99.8%
Total visitation	2,590	710,000	-99.6%	9,310	2,064,000	-99.5%

*Includes working holiday makers

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International Overnight Visitor Expenditure, by purpose

	Queensland			Australia		
	Sep qtr 2020	Sep qtr 2019	Change over the year	Sep qtr 2020	Sep qtr 2019	Change over the year
Holiday	\$0.3m	\$739.9m	-100.0%	\$1.5m	\$2,438.1m	-99.9%
VFR	\$3.8m	\$203.9m	-98.1%	\$28.7m	\$1,010.5m	-97.2%
Business	\$1.7m	\$89.1m	-98.1%	\$9.8m	\$521.3m	-98.1%
Employment	\$3.3m	\$69.1m	-95.2%	\$15.3m	\$366.5m	-95.8%
Education	\$0.5m	\$487.2m	-99.9%	\$3.9m	\$3,625.9m	-99.9%
<i>Leisure</i>	\$4.1m	\$943.8m	-99.6%	\$30.2m	\$3,448.6m	-99.1%
Total purpose	\$13.8m	\$1,600.8m	-99.1%	\$130.8m	\$11,108.4m	-98.8%

Year ended September 2020 results

In the year ending September 2020, Queensland's total international visitor expenditure decreased by \$3,030.3m compared to the year ending September 2019, to \$2,976.1m (down by 50.5%). This was on the back of the total visitation decreasing by 1,494,000 visitors to 1.27m visitors (down by 54.1%).

International overnight visitor expenditure and visitation

	Spend \$m			Total visitors	Visitors	
	Total \$m	Annual % change ¹	3yr trend		Annual % change	3yr trend
Queensland	\$2,976.1m	-50.5%	-13.1%	1,269,000	-54.1%	-16.7%
New South Wales	\$5,108.3m	-55.4%	-15.8%	2,073,000	-52.8%	-16.2%
Victoria	\$4,423.6m	-49.7%	-12.4%	1,501,000	-52.1%	-14.6%
Western Australia	\$1,117.9m	-52.5%	-18.0%	516,000	-47.8%	-15.3%
South Australia	\$620.9m	-44.7%	-14.2%	262,000	-44.3%	-13.7%
Tasmania	\$314.3m	-41.4%	-9.9%	160,000	-45.5%	-12.0%
ACT	\$239.3m	-60.2%	-16.8%	114,000	-58.0%	-15.5%
Northern Territory	\$213.5m	-54.5%	-17.9%	141,000	-54.6%	-16.2%
Australia	\$15,014.0m	-52.1%	-14.4%	4,142,000	-52.2%	-15.4%

Visitor expenditure, by purpose

	Queensland			Australia		
	Expenditure	Annual % change	3yr trend	Expenditure	Annual % change	3yr trend
Holiday	\$1,320.4m	-53.5%	-16.0%	\$4,996.0m	-52.9%	-15.0%
VFR	\$403.0m	-49.8%	-12.6%	\$2,408.4m	-46.9%	-14.5%
Business	\$124.1m	-55.6%	-14.7%	\$802.9m	-61.6%	-19.2%
Employment	\$116.8m	-52.3%	-20.0%	\$777.3m	-50.7%	-21.9%
Education	\$947.9m	-46.7%	-7.5%	\$5,775.1m	-52.5%	-12.0%
<i>Leisure</i>	<i>\$1,723.4m</i>	<i>-52.7%</i>	<i>-15.3%</i>	<i>\$7,404.4m</i>	<i>-51.1%</i>	<i>-14.8%</i>
Total purpose	\$2,976.1m	-50.5%	-13.1%	\$15,014.0m	-52.1%	-14.4%

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Visitation, by purpose

	Queensland			Australia		
	Total visitors	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Holiday	849,000	-54.2%	-16.8%	2,201,000	-53.0%	-15.4%
VFR	349,000	-53.6%	-15.6%	1,716,000	-48.9%	-14.6%
Business	87,000	-55.5%	-15.8%	440,000	-57.6%	-17.0%
Employment	23,000	-50.4%	-22.1%	106,000	-50.1%	-24.9%
Education	55,000	-54.3%	-17.2%	288,000	-55.8%	-16.5%
<i>Leisure</i>	1,104,000	-54.2%	-16.8%	3,343,000	-51.7%	-15.2%
Total purpose	1,269,000	-54.1%	-16.7%	4,142,000	-52.2%	-15.4%

Visitation and expenditure by source market

	Queensland				Australia			
	Visitors	Annual Change	Spend \$m	Annual Change	Visitors	Annual Change	Spend \$m	Annual Change
New Zealand	199,000	-58.6%	\$254.9m	-56.8%	582,000	-54.4%	\$754.5m	-53.3%
Total Asia	524,000	-57.5%	\$1,568.7m	-52.0%	1,845,000	-57.4%	\$9,165.6m	-54.6%
China	185,000	-62.7%	\$658.1m	-57.6%	487,000	-63.4%	\$4,096.2m	-60.0%
Japan	102,000	-52.8%	\$207.8m	-55.8%	215,000	-52.9%	\$613.7m	-50.5%
Singapore	28,000	-60.2%	\$62.3m	-59.9%	173,000	-58.6%	\$450.6m	-59.0%
Malaysia	18,000	-63.9%	\$65.0m	-26.2%	133,000	-61.3%	\$449.6m	-53.7%
Korea	43,000	-39.3%	\$129.4m	-44.4%	117,000	-53.4%	\$506.8m	-52.4%
India	35,000	-57.8%	\$87.6m	-37.7%	184,000	-49.4%	\$722.0m	-43.0%
Hong Kong	27,000	-59.5%	\$101.0m	-48.3%	130,000	-54.1%	\$472.5m	-52.3%
Indonesia	13,000	-46.6%	\$29.0m	-44.5%	83,000	-57.3%	\$352.7m	-45.6%
Taiwan	36,000	-53.5%	\$110.9m	-44.9%	75,000	-58.0%	\$342.1m	-53.3%
Thailand	8,000	-58.7%	\$26.5m	-41.3%	39,000	-57.7%	\$199.2m	-47.2%
Other Asia	31,000	-50.7%	\$91.1m	-31.7%	209,000	-50.8%	\$960.3m	-38.6%
North America	154,000	-49.7%	\$350.5m	-38.4%	503,000	-47.2%	\$1,374.1m	-45.4%
USA	118,000	-50.8%	\$258.1m	-38.9%	400,000	-48.1%	\$1,086.4m	-45.2%
Canada	37,000	-45.8%	\$92.4m	-36.9%	103,000	-43.2%	\$287.7m	-46.2%
Total Europe	300,000	-45.8%	\$557.2m	-49.7%	938,000	-39.8%	\$2,691.9m	-48.2%
UK	122,000	-43.6%	\$196.6m	-48.6%	424,000	-36.7%	\$1,032.5m	-43.6%
Germany	43,000	-46.9%	\$84.4m	-45.9%	114,000	-41.9%	\$377.2m	-45.6%
France	26,000	-46.6%	\$56.3m	-34.8%	73,000	-46.4%	\$239.9m	-52.5%
Scandinavia	25,000	-46.6%	\$51.6m	-63.2%	66,000	-37.5%	\$202.2m	-51.6%
Italy	12,000	-59.3%	\$23.3m	-58.1%	37,000	-49.3%	\$131.0m	-58.0%
Switzerland	7,000	-63.6%	\$14.2m	-61.5%	30,000	-43.4%	\$104.8m	-56.9%
Netherlands	13,000	-45.6%	\$27.0m	-47.4%	35,000	-40.9%	\$112.6m	-44.8%
Other Europe	52,000	-40.7%	\$103.8m	-47.9%	158,000	-39.6%	\$491.6m	-50.5%
Other Markets	91,000	-51.5%	\$244.8m	-48.2%	274,000	-49.2%	\$1,027.9m	-43.8%
All Markets	1,269,000	-54.1%	\$2,976.1m	-50.5%	4,142,000	-52.2%	\$15,014.0m	-52.1%

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Regional overview

	Spend \$m			Visitation		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Brisbane	\$1,520.2m	-45.8%	-9.2%	690,000	-52.3%	-14.4%
Gold Coast	\$623.1m	-53.6%	-14.4%	476,000	-54.8%	-17.3%
TNQ	\$448.9m	-58.5%	-19.0%	364,000	-56.8%	-19.5%
Sunshine Coast	\$126.5m	-55.5%	-13.4%	151,000	-52.7%	-14.9%
Whitsundays	\$82.5m	-47.0%	-19.3%	112,000	-49.3%	-18.1%
Townsville	\$62.1m	-23.6%	-19.8%	61,000	-51.6%	-18.2%
SGBR	\$27.0m	-72.4%	-21.7%	62,000	-54.4%	-20.6%
Fraser Coast	\$25.0m	-43.3%	-4.8%	66,000	-47.2%	-19.1%
Mackay*	\$5.4m	-72.0%	np	19,000	-59.9%	-19.0%
SQC*	np	np	np	26,000	-53.1%	-14.1%
Outback*	np	np	np	12,000	-43.8%	-22.2%
Queensland	\$2,976.1m	-50.5%	-13.1%	1,269,000	-54.1%	-16.7%

* due to small sample sizes for SQC, Mackay and Outback, annual % change needs to be treated with caution.

Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior
2. Avg stay = average length of stay expressed in nights
3. Total includes those visitors classified as 'Other'. Therefore, the sum of Holiday, VFR, Business and Education visitors may not equal to 'Total'
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia
5. North America includes United States of America and Canada
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe
7. Visiting friends or relatives (VFR)
8. All expenditure figures include package expenditure
9. SGBR -Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions
10. SQC -Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions
11. To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year on year comparison
12. Visitation does not add to the total as some visitors will make stopovers in more than one state/region.
13. "Total purpose" includes: holiday, visiting friends or relatives (VFR), business, and other reasons for visiting.

Other notes:

- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from ABS Tourism Regions