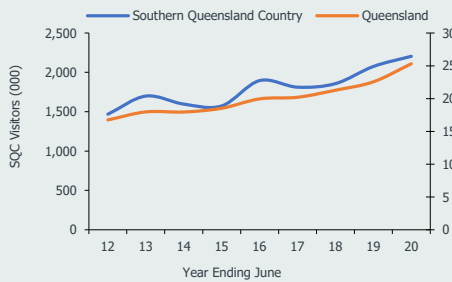


## Year Ending June 2020

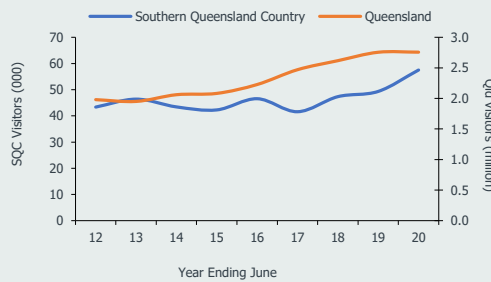


	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>1,834,000</b>	<b>490,000</b>	<b>737,000</b>	<b>473,000</b>	<b>\$598.0m</b>
Annual % change <sup>1</sup>	▼ -16.8%	▼ -19.5%	▼ -17.1%	▼ -15.0%	▼ -22.2%
3-yr trend % change <sup>2</sup>	● -0.4%	▼ -2.9%	▼ -0.9%	▲ 3.7%	▼ -4.9%
<b>International Overnight</b>	<b>39,000</b>	<b>16,000</b>	<b>15,000</b>	<b>n/p</b>	<b>\$56.1m</b>
3-yr trend % change	▼ -5.4%	▼ -6.2%	▼ -6.5%	n/p	● -0.4%
<b>TOTAL</b>	<b>1,873,000</b>	<b>506,000</b>	<b>752,000</b>	<b>n/p</b>	<b>\$654.1m</b>
3-yr trend % change	▼ -0.5%	▼ -3.1%	▼ -1.0%	n/p	▼ -4.5%

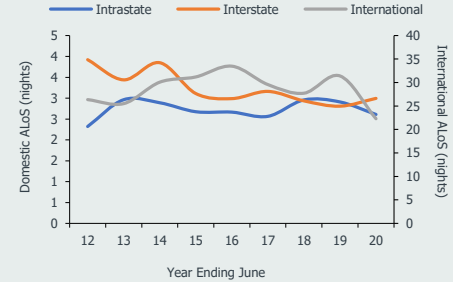
### Domestic Visitors



### International Visitors



### Average Length of Stay (ALoS)



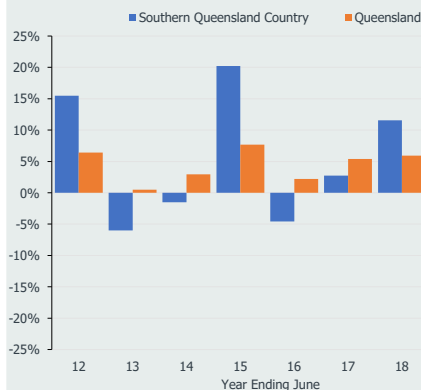
#### Domestic Visitors

- The most recent quarter (June 2020) contained the major impacts of COVID-19 restrictions on domestic travel. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Restrictions were eased slightly on 2 May, with day trips for recreational purposes allowed within 50km, which was then extended to 150km on 15 May. Intrastate overnight travel was permitted within Queensland from 1 June, as the state entered into Stage 2 of its Roadmap to Easing Restrictions.
- Domestic visitation in the June quarter 2020 was 50.5 per cent lower compared to June quarter 2019, the smallest drop of Queensland's tourism regions.
- In the year ending June 2020, domestic overnight visitor expenditure in Southern Queensland Country (SQC) decreased by 22.2 per cent to \$598.0m dollars due to visitation decreasing by 16.8 per cent to 1.8m and spend per night decreasing 9.0 per cent to \$118 per night. The Average Length of Stay (ALoS) was stable at 2.8 nights, so that total domestic nights decreased by 14.5 per cent to 5.0m nights. The domestic market accounts for nearly all (98 per cent) of overnight visitation to SQC.
- In the year ending June 2020, the decrease in visitation was seen across all purposes of travel; Visiting Friends and Relatives (VFR) (down 17.1 per cent to 737,000), holiday visitation was down by 19.5 per cent to 490,000 and business was down 15.0 per cent to 473,000.
- The decrease in domestic visitation was due to the intrastate market, which accounts for more than eight in 10 (84 per cent) visitors to SQC. Intrastate visitation decreased by 15.1 per cent to 1.5m. The largest intrastate source market is Brisbane which decreased by 6.0 per cent to 795,000, while intraregional travel fell by 16.8 per cent to 342,000.
- Interstate visitation fell by 24.8 per cent to 301,000. The largest interstate market is New South Wales (down 35.5 per cent to 175,000).

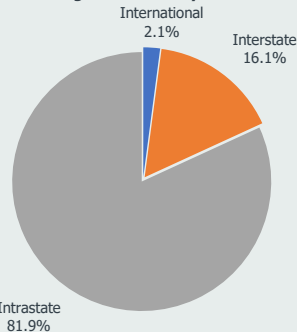
#### International Visitors

- International Visitor Survey (IVS) interviews have been paused due to border closures in late March. 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. Highline state level results have been released for the year ending June 2020, with more detailed results to be announced in the future.
- Annual international visitor expenditure in SQC remained stable (down 0.4 per cent) on average over the past three years at \$56.1m in the year ending June 2020. While total visitation fell by 5.4 per cent on average over this period to 39,000, this was offset by spend per night which increased 1.8 per cent on average to \$46 per night and ALoS increased by 4.4 per cent over the past three years to 31.3 nights. Total nights decreased by 2.2 per cent on average to 1.2m.
- Annual holiday visitation fell by 6.2 per cent on average over the past three years to 16,000 and VFR visitation decreased by 6.5 per cent on average to 15,000.

### Annual % Change in Total Visitation



### Overnight visitation by market



### June Quarter 2020

	SQC	Queensland
Domestic		
Visitors	287,000	2,152,000
Change vs June 2019	-50.5%	-67.1%
Nights	1,068,000	7,882,000
Change vs June 2019	-28.6%	-67.6%

### Research Updates

To receive an email alert whenever new tourism figures are released [click here](#)

## Domestic visitation Year Ending June 2020

Domestic visitors to Southern Queensland Country						
	Visitors	Annual % Chg	Nights	Annual % Chg	Length of Stay	Year # Chg
Holiday	490,000	-19.5%	1,196,000	-27.7%	2.4	-0.3
VFR	737,000	-17.1%	2,231,000	3.2%	3.0	0.6
Business	473,000	-15.0%	1,281,000	-26.3%	2.7	-0.4
<b>Domestic<sup>3</sup></b>	<b>1,834,000</b>	<b>-16.8%</b>	<b>5,049,000</b>	<b>-14.5%</b>	<b>2.8</b>	<b>0.1</b>
Intrastate						
Holiday	397,000	-17.5%	829,000	-36.3%	2.1	-0.6
VFR	630,000	-16.2%	1,763,000	3.7%	2.8	0.5
Business	408,000	-10.4%	1,068,000	-25.9%	2.6	-0.5
<b>Intrastate</b>	<b>1,533,000</b>	<b>-15.1%</b>	<b>3,950,000</b>	<b>-16.1%</b>	<b>2.6</b>	<b>0.0</b>
Interstate						
Holiday	93,000	-27.2%	366,000	4.5%	3.9	1.2
VFR	106,000	-21.6%	468,000	1.1%	4.4	1.0
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>301,000</b>	<b>-24.8%</b>	<b>1,100,000</b>	<b>-8.2%</b>	<b>3.7</b>	<b>0.7</b>

## Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
SQC	3,529,000	-9.4%	\$478.8m	-4.4%
Queensland	44,036,000	-9.2%	\$5,067.2m	-4.3%
<b>Australia</b>	<b>206,543,000</b>	<b>-9.1%</b>	<b>\$22,344.4m</b>	<b>-8.1%</b>

## State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	20,421,000	-19.3%	82,101,000	-17.9%
NSW	30,312,000	-18.6%	98,839,000	-14.8%
Victoria	22,701,000	-21.8%	67,813,000	-16.5%
<b>Australia</b>	<b>92,035,000</b>	<b>-18.8%</b>	<b>341,473,000</b>	<b>-14.7%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	7,419,000	-24.4%	32,836,000	-23.7%
NSW	10,690,000	-26.6%	37,408,000	-24.8%
Victoria	9,248,000	-25.1%	28,787,000	-18.7%
<b>Australia</b>	<b>34,226,000</b>	<b>-24.5%</b>	<b>133,458,000</b>	<b>-21.3%</b>

## International visitation Year Ending June 2020

International visitors to Southern Queensland Country				
All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg
Holiday	16,000	-6.2%	385,000	-8.3%
VFR	15,000	-6.5%	421,000	11.5%
Business	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	n/p
<b>Total<sup>3</sup></b>	<b>39,000</b>	<b>-5.4%</b>	<b>1,221,000</b>	<b>-2.2%</b>

## State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	1,976,000	-28.3%	40,420,000	-25.9%
NSW	3,051,000	-30.3%	69,747,000	-28.9%
Victoria	2,196,000	-29.2%	55,253,000	-24.2%
<b>Australia</b>	<b>6,196,000</b>	<b>-28.0%</b>	<b>203,007,000</b>	<b>-25.6%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	1,310,000	-29.3%	16,699,000	-26.8%
NSW	1,664,000	-32.7%	20,079,000	-31.9%
Victoria	1,144,000	-31.5%	12,826,000	-24.7%
<b>Total</b>	<b>3,280,000</b>	<b>-29.7%</b>	<b>60,997,000</b>	<b>-27.6%</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).

The tourism regions are defined by the Australian Bureau of Statistics (ABS) as a collection of Statistical Area Level 2s (SA2), please refer to the interactive map at <http://stat.abs.gov.au/itt/r.jsp?ABSMaps>



## Year Ending June 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	6,394,000	-17.4%	18,419,000	-19.1%	2.9	-0.1	27%	41%	24%	31%
Gold Coast	3,093,000	-25.9%	11,663,000	-28.8%	3.8	-0.2	48%	36%	12%	15%
TNQ	1,776,000	-12.9%	9,392,000	-9.3%	5.3	0.2	53%	22%	22%	9%
Sunshine Coast	3,220,000	-19.1%	12,047,000	-14.4%	3.7	0.2	52%	37%	8%	16%
SGBR	1,870,000	-20.2%	7,505,000	-15.1%	4.0	0.2	31%	29%	33%	9%
<b>SQC</b>	<b>1,834,000</b>	<b>-16.8%</b>	<b>5,049,000</b>	<b>-14.5%</b>	<b>2.8</b>	<b>0.1</b>	<b>27%</b>	<b>40%</b>	<b>26%</b>	<b>9%</b>
Townsville	996,000	-31.4%	3,787,000	-21.5%	3.8	0.5	33%	30%	25%	5%
Outback*	886,000	-0.8%	4,323,000	6.0%	4.9	n/p	26%	13%	55%	4%
Whitsundays*	524,000	0.9%	2,391,000	0.2%	4.6	n/p	60%	23%	18%	3%
Fraser Coast*	624,000	2.9%	2,774,000	4.3%	4.4	n/p	43%	38%	14%	3%
Mackay*	1,043,000	6.1%	4,280,000	8.0%	4.1	n/p	17%	16%	61%	5%
<b>Total Queensland</b>	<b>20,421,000</b>	<b>-19.3%</b>	<b>82,101,000</b>	<b>-17.9%</b>	<b>4.0</b>	<b>0.1</b>	<b>36%</b>	<b>35%</b>	<b>24%</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	1,058,000	-25.7%	20,088,000	-26.9%	19.0	-0.3	51%	31%	10%	54%
Gold Coast	734,000	-30.1%	7,373,000	-24.3%	10.0	0.8	78%	16%	3%	37%
TNQ	568,000	-33.1%	5,134,000	-25.1%	9.0	1.0	91%	6%	2%	29%
Sunshine Coast	236,000	-26.9%	2,029,000	-34.4%	8.6	-1.0	76%	20%	3%	12%
SGBR	100,000	-29.4%	1,276,000	-37.1%	12.8	-1.6	78%	14%	2%	5%
<b>SQC*</b>	<b>39,000</b>	<b>-5.4%</b>	<b>1,221,000</b>	<b>-2.2%</b>	<b>31.3</b>	<b>n/p</b>	<b>40%</b>	<b>39%</b>	<b>10%</b>	<b>2%</b>
Townsville	96,000	-27.7%	1,142,000	-14.5%	11.9	1.8	83%	13%	2%	5%
Outback*	20,000	-10.0%	415,000	-5.4%	20.3	n/p	59%	20%	11%	1%
Whitsundays	164,000	-27.7%	912,000	-33.0%	5.6	-0.4	94%	4%	1%	8%
Fraser Coast	99,000	-24.2%	438,000	-34.0%	4.4	-0.7	91%	9%	1%	5%
Mackay*	33,000	-7.3%	352,000	-6.6%	10.7	n/p	75%	18%	2%	2%
<b>Total Queensland</b>	<b>1,976,000</b>	<b>-28.3%</b>	<b>40,420,000</b>	<b>-25.9%</b>	<b>20.5</b>	<b>0.7</b>	<b>66%</b>	<b>27%</b>	<b>7%</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% mobile phone interview (from 50% mobile phone/50% 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.