

## Year Ending September 2020



Wild cassowary

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>822,000</b>	<b>278,000</b>	<b>241,000</b>	<b>214,000</b>	<b>\$552.8m</b>
Annual % change <sup>1</sup>	▼ -39.9%	▼ -34.7%	▼ -41.1%	▼ -46.7%	▼ -30.1%
3-yr trend % change <sup>2</sup>	▼ -5.7%	▼ -5.9%	▼ -1.3%	▼ -10.1%	▼ -7.2%
<b>International Overnight</b>	<b>61,000</b>	<b>50,000</b>	<b>n/p</b>	<b>n/p</b>	<b>\$62.1m</b>
Annual % change	▼ -51.6%	▼ -52.0%	n/p	n/p	▼ -23.6%
3-yr trend % change	▼ -18.2%	▼ -17.4%	n/p	n/p	▼ -19.8%
<b>TOTAL</b>	<b>883,000</b>	<b>328,000</b>	<b>n/p</b>	<b>n/p</b>	<b>\$614.9m</b>
Annual % change	▼ -40.9%	▼ -38.1%	n/p	n/p	▼ -29.5%
3-yr trend % change	▼ -7.0%	▼ -8.4%	n/p	n/p	▼ -8.5%



### Domestic Visitors

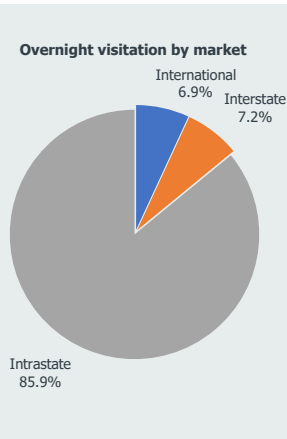
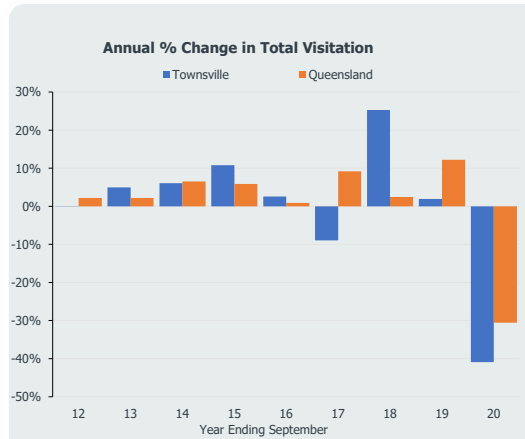
The year ending September 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders were reopened to all states except Victoria on 10 July. Borders were closed again to Greater Sydney on 1 August, then to New South Wales and ACT more broadly on 8 August and remained closed until the end of the quarter.

- Domestic visitation in the September quarter 2020 was 45.6 per cent lower compared to September quarter 2019 while nights declined 45.5 per cent. Intrastate visitation was 30.6 per cent lower in the September quarter 2020 compared to the previous year.
- In the year ending September 2020, domestic overnight visitor expenditure in Townsville decreased by 30.1 per cent to \$552.8m, reflecting a 39.9 per cent decrease in visitation to 822,000.
- Average Length of Stay (ALoS) increased by 0.6 nights to 3.9 nights over the year so that total nights decreased by 29.7 per cent to 3.2m. Spend per night was steady (down 0.6 per cent) at \$173 per night.
- Sharp declines were recorded across all purposes of visitation. Holiday visitation decreased by 34.7 per cent over the year to 278,000; visiting friends and relatives decreased by 41.1 per cent to 241,000 and business visitation decreased by 46.7 per cent to 214,000.
- Intrastate visitation decreased by 31.0 per cent to 759,000. Intraregional travel is Townsville's largest domestic market and fell by 40.0 per cent to 251,000 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 from previous IVS interviews.

- In the year ending September 2020, international visitor expenditure decreased by 23.6 per cent to \$62.1m reflecting that while total visitation decreased by 51.6 per cent to 61,000, spend per visitor grew by 58.0 per cent to \$1,022 per visitor. The ALoS increased by 3.5 nights to 13.3 nights, however, total nights decreased by 34.1 per cent to 806,000.
- Holiday visitation to the region decreased by 52.0 per cent to 50,000 visitors, still over the period it made up 82% of international visitors to the region.



### September quarter 2020

Domestic	Townsville	Queensland
Visitors	208,000	4,686,000
Change vs June 2019	-45.6%	-29.1%
Nights	699,000	19,213,000
Change vs June 2019	-45.5%	-33.0%

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

# Townsville Regional Snapshot

Year Ending September 2020

Domestic visitors to Townsville						
	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	278,000	-34.7%	881,000	-29.4%	3.2	0.2
VFR	241,000	-41.1%	885,000	-36.5%	3.7	0.3
Business	214,000	-46.7%	675,000	-46.4%	3.2	0.0
<b>Domestic<sup>3</sup></b>	<b>822,000</b>	<b>-39.9%</b>	<b>3,203,000</b>	<b>-29.7%</b>	<b>3.9</b>	<b>0.6</b>
Intrastate						
Holiday	245,000	-20.8%	753,000	17.9%	3.1	1.0
VFR	218,000	-34.3%	738,000	-18.0%	3.4	0.7
Business	205,000	-39.2%	643,000	-32.9%	3.1	0.3
<b>Intrastate</b>	<b>759,000</b>	<b>-31.0%</b>	<b>2,809,000</b>	<b>-9.0%</b>	<b>3.7</b>	<b>0.9</b>
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
<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>

Domestic day trip visitors				
Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Townsville	1,302,000	-19.3%	\$158.5m	-25.6%
Queensland	40,179,000	-20.5%	\$4,491.1m	-18.9%
<b>Australia</b>	<b>178,723,000</b>	<b>-24.2%</b>	<b>\$19,058.8m</b>	<b>-24.6%</b>

State comparison - Domestic				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	18,494,000	-28.0%	72,621,000	-28.6%
NSW	26,644,000	-30.5%	88,811,000	-25.5%
Victoria	17,241,000	-41.4%	54,525,000	-33.6%
<b>Australia</b>	<b>80,265,000</b>	<b>-30.6%</b>	<b>300,037,000</b>	<b>-26.8%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	6,854,000	-30.3%	27,237,000	-37.6%
NSW	9,886,000	-32.6%	33,969,000	-32.5%
Victoria	6,977,000	-43.8%	23,205,000	-34.6%
<b>Australia</b>	<b>30,797,000</b>	<b>-32.9%</b>	<b>115,869,000</b>	<b>-33.0%</b>

Domestic visitors to Townsville				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Holiday	50,000	-52.0%	526,000	-22.3%
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
<b>Total<sup>3</sup></b>	<b>61,000</b>	<b>-51.6%</b>	<b>806,000</b>	<b>-34.1%</b>

State comparison - International				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	1,269,000	-54.1%	25,481,000	-53.9%
NSW	2,073,000	-52.8%	46,147,000	-52.8%
Victoria	1,501,000	-52.1%	36,976,000	-50.3%
<b>Australia</b>	<b>4,142,000</b>	<b>-52.2%</b>	<b>134,459,000</b>	<b>-51.2%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	849,000	-54.2%	10,561,000	-53.9%
NSW	1,137,000	-54.3%	13,044,000	-56.1%
Victoria	798,000	-52.7%	8,289,000	-53.0%
<b>Total</b>	<b>2,201,000</b>	<b>-53.0%</b>	<b>39,790,000</b>	<b>-53.4%</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>



Texas Longhorn Tours

# Regional Comparison

Year Ending September 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	5,486,000	-30.9%	16,273,000	-29.5%	3.0	0.1	26%	43%	21%	30%
Gold Coast	2,638,000	-36.0%	9,029,000	-44.8%	3.4	-0.5	49%	37%	10%	14%
TNQ	1,551,000	-29.1%	7,598,000	-31.5%	4.9	-0.2	49%	23%	24%	8%
Sunshine Coast	3,186,000	-19.8%	11,319,000	-20.6%	3.6	0.0	57%	34%	7%	17%
SGBR	1,807,000	-21.9%	6,948,000	-22.1%	3.8	0.0	32%	29%	31%	10%
SQC	1,682,000	-28.3%	4,867,000	-21.5%	2.9	0.2	28%	39%	26%	9%
<b>Townsville</b>	<b>822,000</b>	<b>-39.9%</b>	<b>3,203,000</b>	<b>-29.7%</b>	<b>3.9</b>	<b>0.6</b>	<b>34%</b>	<b>29%</b>	<b>26%</b>	<b>4%</b>
Outback*	852,000	-4.0%	4,341,000	4.0%	5.1	n/p	24%	14%	53%	5%
Whitsundays*	504,000	2.4%	2,229,000	-0.5%	4.4	n/p	57%	20%	20%	3%
Fraser Coast*	568,000	-1.0%	2,086,000	-9.4%	3.7	n/p	48%	35%	10%	3%
Mackay*	1,024,000	3.9%	4,362,000	6.9%	4.3	n/p	18%	16%	58%	6%
<b>Total Queensland</b>	<b>18,494,000</b>	<b>-28.0%</b>	<b>72,621,000</b>	<b>-28.6%</b>	<b>3.9</b>	<b>0.0</b>	<b>37%</b>	<b>35%</b>	<b>23%</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	690,000	-52.3%	12,593,000	-55.4%	18.2	-1.3	53%	30%	9%	54%
Gold Coast	476,000	-54.8%	4,503,000	-55.2%	9.5	-0.1	78%	16%	3%	38%
TNQ	364,000	-56.8%	3,257,000	-52.1%	8.9	0.9	91%	6%	2%	29%
Sunshine Coast	151,000	-52.7%	1,362,000	-52.5%	9.0	0.0	77%	21%	3%	12%
SGBR	62,000	-54.4%	752,000	-62.0%	12.1	-2.4	78%	14%	3%	5%
SQC*	26,000	-14.1%	781,000	-13.6%	30.6	n/p	39%	43%	9%	2%
<b>Townsville</b>	<b>61,000</b>	<b>-51.6%</b>	<b>806,000</b>	<b>-34.1%</b>	<b>13.3</b>	<b>3.5</b>	<b>82%</b>	<b>13%</b>	<b>2%</b>	<b>5%</b>
Outback*	12,000	-22.2%	266,000	-23.9%	21.8	n/p	57%	25%	7%	1%
Whitsundays	112,000	-49.3%	647,000	-50.2%	5.8	-0.1	93%	4%	1%	9%
Fraser Coast	66,000	-47.2%	300,000	-54.6%	4.5	-0.7	90%	10%	1%	5%
Mackay*	19,000	-19.0%	122,000	-24.9%	6.4	n/p	78%	19%	0%	1%
<b>Total Queensland</b>	<b>1,269,000</b>	<b>-54.1%</b>	<b>25,481,000</b>	<b>-53.9%</b>	<b>20.1</b>	<b>0.1</b>	<b>67%</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.

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### 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.