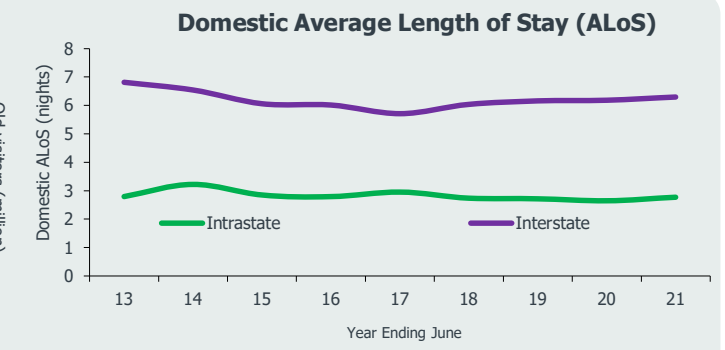
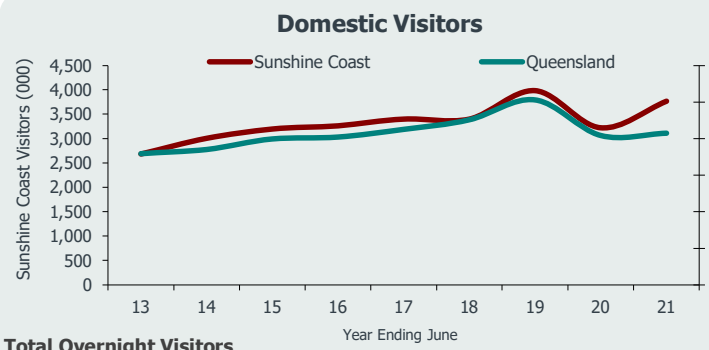


Year Ending June 2021



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	3,766,000	2,278,000	1,144,000	215,000	\$2,745.4m
Annual % change ¹	▲ 17.0%	▲ 37.0%	▼ -4.8%	▼ -17.7%	▲ 24.5%
3-yr trend % change ²	▲ 3.4%	▲ 6.7%	● 0.1%	▼ -5.0%	▲ 7.7%
Change vs Dec 2019	▼ -7.0%	▲ 3.0%	▼ -18.1%	▼ -40.2%	● 0.0%
TOTAL OVERNIGHT*	3,769,000	2,278,000	1,145,000	216,000	\$2,746.8m
Annual % change	▲ 9.1%	▲ 23.7%	▼ -8.4%	▼ -19.4%	▲ 14.2%
3-yr trend % change	▲ 0.5%	▲ 2.3%	▼ -1.6%	▼ -5.6%	▲ 4.0%
Change vs Dec 2019	▼ -13.9%	▼ -7.4%	▼ -21.8%	▼ -41.3%	▼ -9.3%



Total Overnight Visitors

- In the year ending June 2021, the Sunshine Coast welcomed 3.8 million total overnight visitors (down 13.9 per cent compared to the benchmark pre-COVID-19 year ending December 2019 period) who spent \$2.7 billion (down 9.3 per cent compared to the year ending December 2019).
- Total overnight visitation includes international visitors as well as domestic, but with Australia's borders closed to most countries over the year (except for a New Zealand travel bubble during the June quarter 2021), international results are not being reported on their own.

Domestic Visitors

The year ending June 2021 (i.e. 1 July 2020 – 31 June 2021) reflects the period since initial COVID-19 restrictions began to ease after Australia's nationwide COVID-19 restrictions were put in place. Queensland reopened its borders to New South Wales and Victoria from 1 December 2020, but there were subsequent restrictions put in place during different time periods due to COVID-19 outbreaks through to the year ending June 2021.

Domestic change against Year Ending December 2019

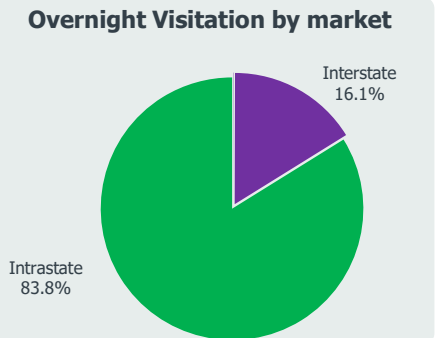
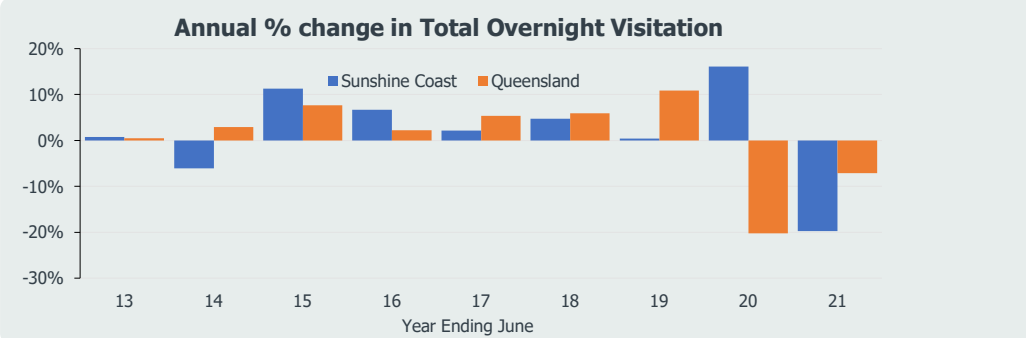
- In the year ending June 2021, total domestic Overnight Visitor Expenditure (OVE) on the Sunshine Coast was steady (0.0 per cent change) at a record \$2.7b compared to the year ending December 2019. This was while visitation was 7.0 per cent lower than the year ending December 2019 at 3.8 million which was offset by an 8.6 per cent increase in spend per night to \$205.
- The average length of stay was steady (down 1.0 per cent) at 3.6 nights compared to the year ending December 2019, so total nights were down 7.9 per cent to 13.4 million.
- Holiday travel accounts for more than half (60 per cent) of domestic visitation to the Sunshine Coast region and increased by 3.0 per cent compared to the year ending December 2019 to a record 2.3m visitors. This was offset by an 18.1 per cent reduction in Visiting Friends and Relatives (VFR) visitation to 1.1 million and a 40.2 per cent reduction in business visitation to 215,000.
- Despite overall visitation decreasing, intrastate visitation grew by 7.8 per cent to a record 3.2 million compared to the year ending December 2019, which included a record 1.9 million holiday visitors (up by 27.4 per cent compared to the year ended December 2019). As a result, the share of visitors from intrastate grew 28 percentage points to 84 per cent. The largest intrastate market was Brisbane (up 15.8 per cent to a record 2.0 million).
- Interstate travel has seen sharp declines due to various restrictions put in place over the year along with consumer preference to travel within their own state. Interstate visitation decreased by 45.6 per cent to 607,000 compared to the year ending December 2019, which includes 283,000 visitors from New South Wales (down 50.1 per cent) and 214,000 visitors from Victoria (down 45.5 per cent).

Domestic annual change

- Compared to the year ending June 2020, domestic overnight visitor expenditure was up by 24.5 per cent, domestic visitation was up by 17.0 per cent and domestic visitor nights were up by 11.2 per cent.

Domestic quarterly change

- In total, visitation in the June quarter 2021 was up by 3.3 per cent compared to the June quarter 2019 and visitor nights were up by 3.5 per cent. In the June quarter 2021 when interstate borders were mostly open, intrastate visitation was steady (up 0.8 per cent) compared to the June quarter 2019 while interstate visitation was up by 11.2 per cent.



Sunshine Coast Regional Snapshot

Year Ending June 2021

Domestic overnight visitors to Sunshine 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	2,278,000	37.0%	3.0%	9,023,000	28.9%	0.8%	4.0	-0.2	-0.1
VFR	1,144,000	-4.8%	-18.1%	3,188,000	-19.5%	-24.9%	2.8	-0.5	-0.3
Business	215,000	-17.7%	-40.2%	565,000	-23.5%	-45.1%	2.6	-0.2	-0.2
Domestic³	3,766,000	17.0%	-7.0%	13,393,000	11.2%	-7.9%	3.6	-0.2	0.0
Intrastate									
Holiday	1,934,000	70.8%	27.4%	6,736,000	91.6%	46.7%	3.5	0.4	0.5
VFR	956,000	-0.1%	-11.9%	2,125,000	-6.6%	-10.1%	2.2	-0.2	0.0
Business	159,000	-16.4%	-40.8%	393,000	-21.5%	-43.6%	2.5	-0.2	-0.1
Intrastate	3,159,000	35.0%	7.8%	9,797,000	50.6%	24.5%	3.1	0.3	0.4
Interstate									
Holiday	343,000	-35.2%	-50.4%	2,286,000	-34.4%	-47.5%	6.7	0.1	0.4
VFR	188,000	-23.3%	-39.7%	1,064,000	-37.0%	-43.5%	5.7	-1.2	-0.4
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	607,000	-30.9%	-45.6%	3,596,000	-35.1%	-46.1%	5.9	-0.4	-0.1

June quarterly Data		
	Sunshine Coast	Queensland
Overnight Visitors	960,000	5,823,000
Change over the year	190.5%	170.6%
Change vs 2019	3.3%	-11.0%
Nights	3,195,000	21,990,000
Change over the year	321.6%	179.0%
Change vs 2019	3.5%	-9.7%

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
Sunshine Coast	6,338,000	-9.8%	-19.7%	\$666.9m	8.3%	-5.2%
Queensland	41,674,000	-5.4%	-21.2%	\$4,499.7m	-11.2%	-22.9%
Australia	173,829,000	-15.8%	-30.0%	\$18,943.1m	-15.2%	-28.1%

State comparison - Domestic Overnight						
All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	20,758,000	1.6%	-19.9%	82,880,000	0.9%	-19.5%
NSW	30,155,000	-0.5%	-22.6%	103,511,000	4.7%	-15.5%
Victoria	16,611,000	-26.8%	-44.2%	53,898,000	-20.5%	-35.5%
Australia	87,359,000	-5.1%	-25.6%	333,652,000	-2.3%	-20.2%
Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	8,971,000	20.9%	-10.4%	37,953,000	15.6%	-12.5%
NSW	13,374,000	25.1%	-9.6%	47,110,000	25.9%	-7.0%
Victoria	7,682,000	-16.9%	-38.3%	25,253,000	-12.3%	-29.5%
Australia	39,554,000	15.6%	-14.4%	151,289,000	13.4%	-12.6%



GLASS HOUSE MOUNTAINS, SUNSHINE COAST

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For tourism region definitions, [click here](#)



PERREGIAN BEACH, SUNSHINE COAST

Year Ending June 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	5,622,000	-10.9%	-31.2%	16,675,000	-8.6%	-29.6%	3.0	0.1	0.1	31%	42%	18%	27%
Gold Coast	3,180,000	2.8%	-24.3%	11,373,000	-2.5%	-31.3%	3.6	-0.2	-0.4	55%	33%	9%	15%
TNQ	1,928,000	8.6%	-13.1%	9,405,000	0.1%	-15.9%	4.9	-0.4	-0.2	54%	20%	21%	9%
Sunshine Coast	3,766,000	17.0%	-7.0%	13,393,000	11.2%	-7.9%	3.6	-0.2	0.0	60%	30%	6%	18%
SGBR	2,099,000	12.3%	-9.4%	7,891,000	5.2%	-12.8%	3.8	-0.3	-0.1	39%	30%	23%	10%
SQC	2,077,000	10.8%	-6.9%	6,176,000	21.4%	4.7%	3.0	0.3	0.3	32%	36%	23%	10%
Townsville	939,000	-5.7%	-27.6%	3,908,000	3.2%	-18.4%	4.2	0.4	0.5	42%	29%	23%	5%
Outback*	1,006,000	8.4%	-12.7%	4,946,000	11.0%	-19.0%	4.9	n/p	-0.4	29%	18%	43%	5%
Whitsundays*	726,000	38.6%	15.0%	3,051,000	27.6%	9.4%	4.2	n/p	-0.2	66%	15%	14%	3%
Fraser Coast*	725,000	16.1%	-5.6%	2,447,000	-11.8%	-20.2%	3.4	n/p	-0.6	54%	31%	7%	3%
Mackay*	907,000	-13.0%	-14.7%	3,372,000	-21.2%	-23.0%	3.7	n/p	-0.4	24%	18%	48%	4%
Total Queensland	20,758,000	1.6%	-19.9%	82,880,000	0.9%	-19.5%	4.0	0.0	0.0	43%	33%	19%	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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