

## Year Ending March 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>2,126,000</b>	<b>633,000</b>	<b>840,000</b>	<b>506,000</b>	<b>\$735.6m</b>
Annual % change <sup>1</sup>	▼ -3.0%	▲ 10.2%	▼ -7.2%	▼ -7.8%	▼ -11.2%
3-yr trend % change <sup>2</sup>	▲ 3.9%	▲ 5.1%	▲ 5.2%	▲ 2.8%	▼ -1.6%
<b>International Overnight</b>	<b>52,000</b>	<b>21,000</b>	<b>21,000</b>	<b>n/p</b>	<b>\$71.1m</b>
3-yr trend % change	▲ 6.1%	▲ 7.2%	▲ 6.4%	n/p	▲ 9.9%
<b>TOTAL</b>	<b>2,178,000</b>	<b>654,000</b>	<b>861,000</b>	<b>n/p</b>	<b>\$806.7m</b>
3-yr trend % change	▲ 4.0%	▲ 5.1%	▲ 5.2%	n/p	▼ -0.7%



### Domestic Visitors

- In the year ending March 2020, domestic overnight visitor expenditure in Southern Queensland Country (SQC) decreased by 11.2 per cent to \$735.6m dollars. This is due to decreased visitation, down by 3.0 per cent to 2.1m combined with average length of stay decreasing by 0.2 night to 2.6 nights and spend per night decreasing 3.1 per cent to \$134 per night. The effect of the decrease in both visitation and average length of stay saw total domestic nights decrease by 8.4 per cent to 5.5m nights. The domestic market accounts for nearly all (98 per cent) of overnight visitation to SQC.

- Most of the decrease in visitation occurred in the March quarter 2020 and is attributed to the initial effects of COVID-19 and the peaks of the Australian bushfires. Domestic visitation in the March quarter 2020 was 14.8 per cent lower compared to March quarter 2019. The effects of bushfires in the March quarter were largely due to indirect travel sentiment as the bushfires occurred elsewhere. The SQC region's own bushfires largely occurred in the second half of 2019.

- In the year ending March 2020, the decrease in visitation was driven by visiting friends and relatives (VFR) (down 7.2 per cent to 840,000) and business (down 7.8 per cent to 506,000) visitors. Holiday visitation grew by 10.2 per cent to 633,000.

- The decrease in domestic visitation was due to the intrastate market, which accounts for eight in 10 (81 per cent) visitors to SQC. Intrastate visitation decreased by 4.8 per cent to 1.7m. The largest intrastate source market is Brisbane which decreased by 3.5 per cent to 851,000, while intraregional travel grew 3.3 per cent to 386,000.

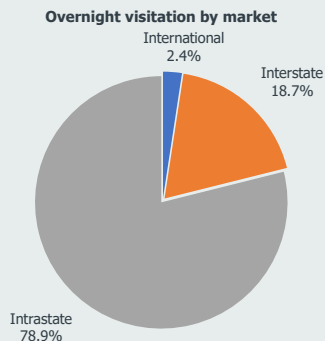
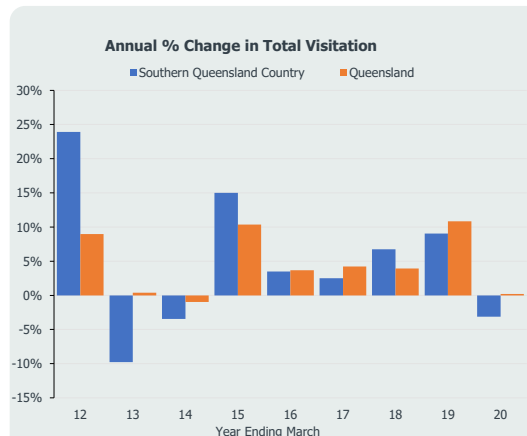
- Interstate visitation grew by 5.2 per cent to 407,000. The largest interstate market is New South Wales (down 3.0 per cent to 255,000).

### International Visitors

- Annual international visitor expenditure in SQC grew by 9.9 per cent on average over the past three years to \$71.1m in the year ending March 2020. This reflects total visitation which grew 6.1 per cent on average over this period to 52,000, along with an increase in spend per night (up 5.0 per cent on average to \$49 per night). The average length of stay was steady (down 0.9 per cent) over the past three years at 27.5 nights and total nights increased by 5.2 per cent on average to 1.4m.

- Annual holiday visitation grew by 7.2 per cent on average over the past three years to 21,000 and VFR visitation grew by 6.4 per cent on average to 21,000.

- Visitation from Asia increased by 2.7 per cent on average over the past three years to 12,000 and visitation from Europe (including the UK) increased by 5.7 per cent on average over the same period to 16,000.



### March Quarter 2020

	SQC	Queensland
Visitors	10,000	483,000
Change vs Mar 2019	-29.2%	-31.0%
Nights	281,000	11,755,000
Change vs Mar 2019	-30.1%	-22.1%

### Research Updates

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

# Southern Queensland Country Regional Snapshot

## Domestic visitation Year Ending March 2020

### Domestic visitors to Southern Queensland Country

	Visitors	Annual % Chg	Nights	Annual % Chg	Length of Stay	Year # Chg
Holiday	633,000	10.2%	1,558,000	-4.2%	2.5	-0.4
VFR	840,000	-7.2%	2,184,000	-1.7%	2.6	0.1
Business	506,000	-7.8%	1,415,000	-16.5%	2.8	-0.3
<b>Domestic<sup>3</sup></b>	<b>2,126,000</b>	<b>-3.0%</b>	<b>5,477,000</b>	<b>-8.4%</b>	<b>2.6</b>	<b>-0.2</b>
<b>Intrastate</b>						
Holiday	513,000	16.4%	1,134,000	-9.4%	2.2	-0.6
VFR	690,000	-10.6%	1,643,000	-7.7%	2.4	0.1
Business	411,000	-12.2%	1,164,000	-20.0%	2.8	-0.3
<b>Intrastate</b>	<b>1,719,000</b>	<b>-4.8%</b>	<b>4,192,000</b>	<b>-13.4%</b>	<b>2.4</b>	<b>-0.2</b>
<b>Interstate</b>						
Holiday	120,000	-10.3%	424,000	13.4%	3.5	0.7
VFR	150,000	12.7%	541,000	22.4%	3.6	0.3
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>407,000</b>	<b>5.2%</b>	<b>1,285,000</b>	<b>12.9%</b>	<b>3.2</b>	<b>0.2</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
SQC	3,860,000	-9.0%	\$500.6m	-10.5%
Queensland	50,211,000	7.5%	\$5,780.7m	10.8%
<b>Australia</b>	<b>238,745,000</b>	<b>9.3%</b>	<b>\$25,862.7m</b>	<b>9.9%</b>

### Key domestic source markets to Southern Queensland Country

All Visitors	Visitors	Annual % Chg	Nights	Annual % Chg
Brisbane	851,000	-3.5%	1,878,000	-20.0%
Regional Qld	868,000	-6.0%	2,314,000	-7.2%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	192,000	-1.3%	595,000	26.3%
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

### State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	24,809,000	0.9%	98,577,000	1.6%
NSW	37,243,000	4.6%	118,075,000	6.0%
Victoria	28,310,000	1.7%	81,399,000	3.1%
<b>Australia</b>	<b>112,285,000</b>	<b>3.0%</b>	<b>405,044,000</b>	<b>4.9%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	9,550,000	0.2%	41,364,000	-2.1%
NSW	13,815,000	-1.7%	46,760,000	-2.5%
Victoria	11,868,000	1.5%	36,104,000	7.9%
<b>Australia</b>	<b>43,537,000</b>	<b>-0.4%</b>	<b>165,520,000</b>	<b>0.7%</b>



## International visitation Year Ending March 2020

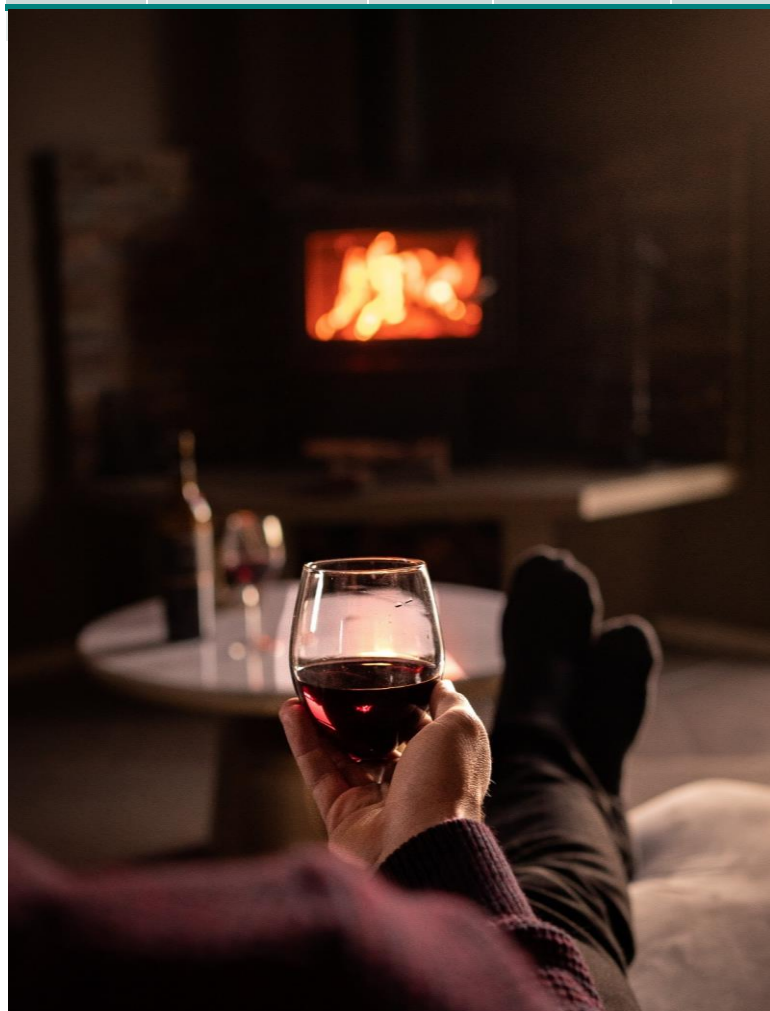
### International visitors to Southern Queensland Country

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	21,000	7.2%	478,000	0.5%	22.4	-6.1
VFR	21,000	6.4%	475,000	22.8%	22.6	6.8
Business	n/p	n/p	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	n/p	n/p	n/p
<b>Total<sup>3</sup></b>	<b>52,000</b>	<b>6.1%</b>	<b>1,439,000</b>	<b>5.2%</b>	<b>27.5</b>	<b>-0.3</b>

### State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,566,000	-6.3%	51,598,000	-5.1%
NSW	3,974,000	-8.6%	88,693,000	-9.0%
Victoria	2,830,000	-8.4%	68,973,000	-3.8%
<b>Australia</b>	<b>8,051,000</b>	<b>-5.7%</b>	<b>256,504,000</b>	<b>-5.2%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,696,000	-8.2%	21,370,000	-5.9%
NSW	2,166,000	-11.6%	26,546,000	-6.7%
Victoria	1,483,000	-10.0%	16,022,000	-5.7%
<b>Total</b>	<b>4,259,000</b>	<b>-8.0%</b>	<b>78,154,000</b>	<b>-5.8%</b>



### Top 10 source markets

Total	Visitors	Trend % Chg	Nights	Trend % Chg
New Zealand	12,000	19.3%	69,000	n/p

Due to sampling, some data may not be publishable (n/p)

### Top 10 holiday source markets

Holiday	Visitors	Trend % Chg	Nights	Trend % Chg
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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>

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# Regional Comparison

Year Ending March 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	7,942,000	4.2%	22,921,000	4.0%	2.9	0.0	28%	41%	24%	32%
Gold Coast	3,923,000	-2.0%	15,005,000	-4.9%	3.8	-0.1	52%	33%	12%	16%
TNQ	2,183,000	8.1%	11,068,000	3.0%	5.1	-0.3	54%	23%	20%	9%
Sunshine Coast	3,819,000	-0.9%	14,375,000	7.0%	3.8	0.3	54%	36%	8%	15%
SGBR	2,258,000	1.8%	8,625,000	3.3%	3.8	0.1	33%	30%	31%	9%
<b>SQC</b>	<b>2,126,000</b>	<b>-3.0%</b>	<b>5,477,000</b>	<b>-8.4%</b>	<b>2.6</b>	<b>-0.2</b>	<b>30%</b>	<b>39%</b>	<b>24%</b>	<b>9%</b>
Townsville	1,226,000	-14.1%	4,494,000	-7.9%	3.7	0.2	32%	30%	27%	5%
Outback*	1,057,000	4.1%	5,809,000	19.8%	5.5	n/p	29%	15%	53%	4%
Whitsundays*	624,000	8.9%	2,686,000	4.5%	4.3	n/p	60%	20%	19%	3%
Fraser Coast*	744,000	7.5%	3,108,000	7.9%	4.2	n/p	49%	35%	14%	3%
Mackay*	1,099,000	8.3%	4,269,000	9.4%	3.9	n/p	21%	18%	55%	4%
<b>Total Queensland</b>	<b>24,809,000</b>	<b>0.9%</b>	<b>98,577,000</b>	<b>1.6%</b>	<b>4.0</b>	<b>0.0</b>	<b>38%</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	1,365,000	-3.3%	25,490,000	-7.6%	18.7	-0.9	51%	32%	10%	53%
Gold Coast	990,000	-3.6%	9,459,000	-2.9%	9.6	0.1	78%	16%	3%	39%
TNQ	727,000	-14.4%	6,508,000	-2.1%	9.0	1.1	91%	6%	2%	28%
Sunshine Coast	311,000	0.5%	2,732,000	-5.3%	8.8	-0.5	76%	21%	2%	12%
SGBR	129,000	-7.3%	2,050,000	25.6%	15.8	4.2	77%	15%	3%	5%
<b>SQC*</b>	<b>52,000</b>	<b>6.1%</b>	<b>1,439,000</b>	<b>5.2%</b>	<b>27.5</b>	<b>n/p</b>	<b>41%</b>	<b>40%</b>	<b>11%</b>	<b>2%</b>
Townsville	120,000	-9.4%	1,295,000	-12.8%	10.8	-0.4	82%	13%	2%	5%
Outback*	25,000	-3.1%	463,000	2.2%	18.9	n/p	58%	19%	10%	1%
Whitsundays	204,000	-9.7%	1,133,000	-19.5%	5.5	-0.7	95%	4%	1%	8%
Fraser Coast	122,000	-4.3%	611,000	7.0%	5.0	0.5	89%	10%	1%	5%
Mackay*	44,000	-2.5%	415,000	-4.1%	9.5	n/p	75%	18%	4%	2%
<b>Total Queensland</b>	<b>2,566,000</b>	<b>-6.3%</b>	<b>51,598,000</b>	<b>-5.1%</b>	<b>20.1</b>	<b>0.3</b>	<b>66%</b>	<b>28%</b>	<b>8%</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.

### 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.