

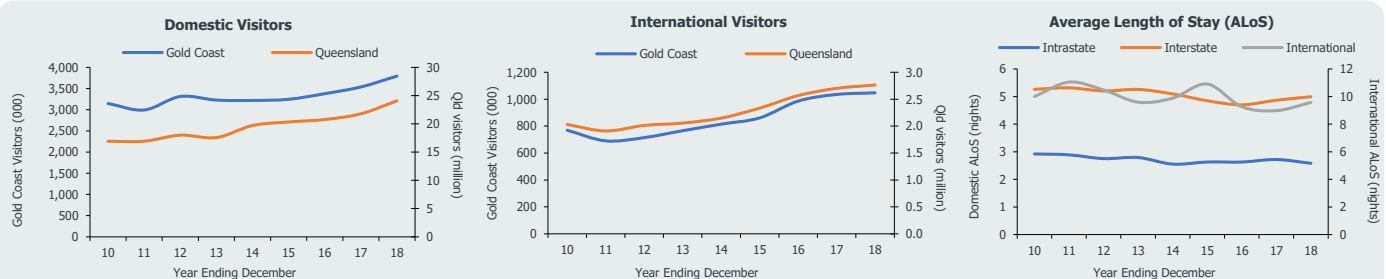
# Gold Coast Regional Snapshot



## Year Ending December 2018



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>3,795,000</b>	<b>2,048,000</b>	<b>1,064,000</b>	<b>542,000</b>	<b>\$3,517.7m</b>
Annual % change <sup>1</sup>	▲ 7.2%	▲ 5.2%	▼ -3.5%	▲ 37.8%	▲ 19.7%
3-yr trend % change <sup>2</sup>	▲ 5.4%	▲ 3.9%	▲ 3.3%	▲ 17.3%	▲ 7.9%
<b>International Overnight</b>	<b>1,047,000</b>	<b>819,000</b>	<b>158,000</b>	<b>42,000</b>	<b>\$1,417.9m</b>
Annual % change	▲ 1.2%	▼ -0.9%	▲ 5.3%	▲ 16.8%	▲ 17.9%
3-yr trend % change	▲ 6.5%	▲ 6.3%	▲ 5.4%	▲ 14.8%	▲ 6.7%
<b>TOTAL</b>	<b>4,842,000</b>	<b>2,868,000</b>	<b>1,221,000</b>	<b>584,000</b>	<b>\$4,935.6m</b>
Annual % change	▲ 5.9%	▲ 3.4%	▼ -2.4%	▲ 36.0%	▲ 19.2%
3-yr trend % change	▲ 5.6%	▲ 4.6%	▲ 3.5%	▲ 17.1%	▲ 7.6%



### Domestic Visitors

The Gold Coast welcomed a record 3.8m domestic overnight visitors in the year ending December 2018, representing growth of 7.2% over the past year. Visitors spent a record \$3.5bn in the region as expenditure grew strongly, up by 19.7%, driven by 9.0% growth in nights to 14.7 million and a 9.8% increase in average spend per night to \$240.

The region saw strong growth in business travel, with visitation up by 37.8% to a record 542,000 visitors and business nights were up 53.1% to 1.6 million nights. Some of this growth may be related to preparations for the Gold Coast Commonwealth Games in April 2018 as well as travel during the games. Interstate business travel drove this growth, increasing by 55.2% to a record 370,000 visitors. Intrastate business travel increased by 11.0% to 172,000.

Holiday visitation increased by 5.2% to 2.0 million, with growth from both the interstate and intrastate markets. Intrastate holiday visitation increased by 3.3% to 984,000 and interstate holiday visitation increased by 7.0% to 1.1 million. Visiting friends and relatives (VFR) travel declined by 3.5% to 1.1 m visitors.

Visitors average length of stay (ALoS) in the region increased slightly, by 0.1 nights to 3.9 nights. VFR and Business ALoS both increased by 0.3 nights to 3.4 and 3.1 nights respectively. Holiday ALoS decreased by 0.4 night over the year to 4.0 nights.

Just over half (53%) of visitors were interstate travellers, with visitation from this market growing by 13.2% to 2.0m in the year ending December 2018. The Gold Coast saw strong visitation growth from regional New South Wales (up 44.4%). The intrastate market grew by 1.1% to 1.8m visitors, with an 11.4% increase in overnight visitors from the Gold Coast's largest intrastate market, Brisbane, to 1.2m.

### International Visitors

Just over 1.0m international travellers visited the Gold Coast in the year ending December 2018, up 1.2% on the previous year. These visitors spent a record \$1.4 billion in the region, up 17.9% year on year.

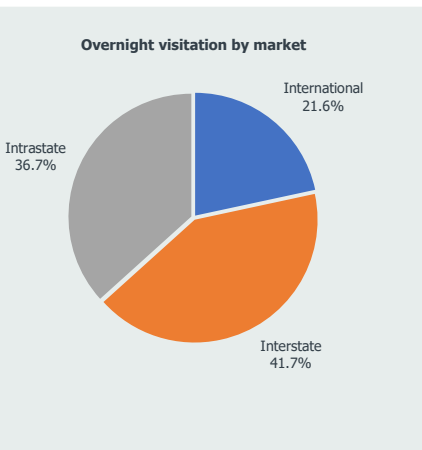
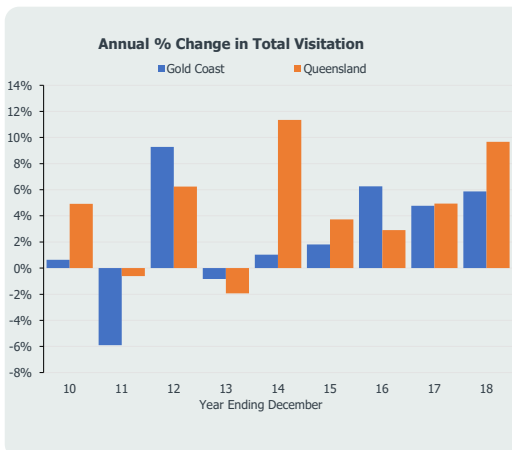
Growth in expenditure was driven by an increase in visitor nights, and visitors spending more per night in the region. The number of nights spent in the region increased by 7.8% to 10.0 million. Average length of stay on the Gold Coast was 9.6 nights, up by 0.6 nights and spend per night was up 9.4% to \$142.

The growth in nights spent in the region was driven by an increase in education visitors. The number of education visitors increased by 20.3% to a record 24,000, with education visitor nights increasing by 32.6% to a record 2.5 million. Education visitors stay longer than other visitor types with an average length of stay of 103.3 nights, up by 9.6 nights over the year.

VFR visitation increased by 5.3% to 158,000 and business travel grew by 16.8% to 42,000. Meanwhile holiday visitation was steady at 819,000 (-0.9%).

The Gold Coast remains the most popular Queensland destination among Chinese travellers, with the region welcoming 269,000 visitors (down 13.0%). China also remains the region's largest international source market, accounting for 25.7% of all international visitors to the Gold Coast. Chinese visitors increased their average length of stay by 1.8 nights to 7.4 nights, so that total nights increased by 16.1%.

Visitation from New Zealand, the region's second largest market, increased by 11.5% to a record 213,000. Among the Gold Coast's other top visitor markets, Japan grew 5.2% to 68,000, USA grew 10.2% to 41,000, while the UK was down 10.9% to 60,000 visitors. Outside of the top five markets, the Gold Coast experienced strong growth in visitation from Canada (up 28.5% to 21,000); India (up 19.1% to 38,000) and Singapore (up 18.5% to 34,000).



**Accommodation**  
Demand growth for commercial accommodation outpaced supply on the Gold Coast in the year ending December 2018. As a result, accommodation average daily rate (ADR) was up by 7.1% in the year ending December 2018 (source: STR). This combined with visitation and nights growth might have assisted total overnight expenditure on the Gold Coast in achieving growth of 19.2% to a record \$4.9 billion in the year ending

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

# Gold Coast Regional Snapshot

## Domestic visitation Year Ending December 2018

### Domestic visitors to the Gold Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	2,048,000	5.2%	8,193,000	-3.8%	4.0	-0.4
VFR	1,064,000	-3.5%	3,582,000	4.5%	3.4	0.3
Business	542,000	37.8%	1,653,000	53.1%	3.0	0.3
<b>Domestic<sup>3</sup></b>	<b>3,795,000</b>	<b>7.2%</b>	<b>14,664,000</b>	<b>9.0%</b>	<b>3.9</b>	<b>0.1</b>
<b>Intrastate</b>						
Holiday	984,000	3.3%	2,530,000	-16.7%	2.6	-0.6
VFR	563,000	-6.8%	1,204,000	-2.7%	2.1	0.1
Business	172,000	11.0%	565,000	44.7%	3.3	0.8
<b>Intrastate</b>	<b>1,776,000</b>	<b>1.1%</b>	<b>4,586,000</b>	<b>-4.0%</b>	<b>2.6</b>	<b>-0.1</b>
<b>Interstate</b>						
Holiday	1,065,000	7.0%	5,663,000	3.3%	5.3	-0.2
VFR	501,000	0.6%	2,378,000	8.5%	4.7	0.3
Business	370,000	55.2%	1,089,000	57.8%	2.9	0.0
<b>Interstate</b>	<b>2,018,000</b>	<b>13.2%</b>	<b>10,078,000</b>	<b>16.2%</b>	<b>5.0</b>	<b>0.1</b>

### Domestic day trip visitors

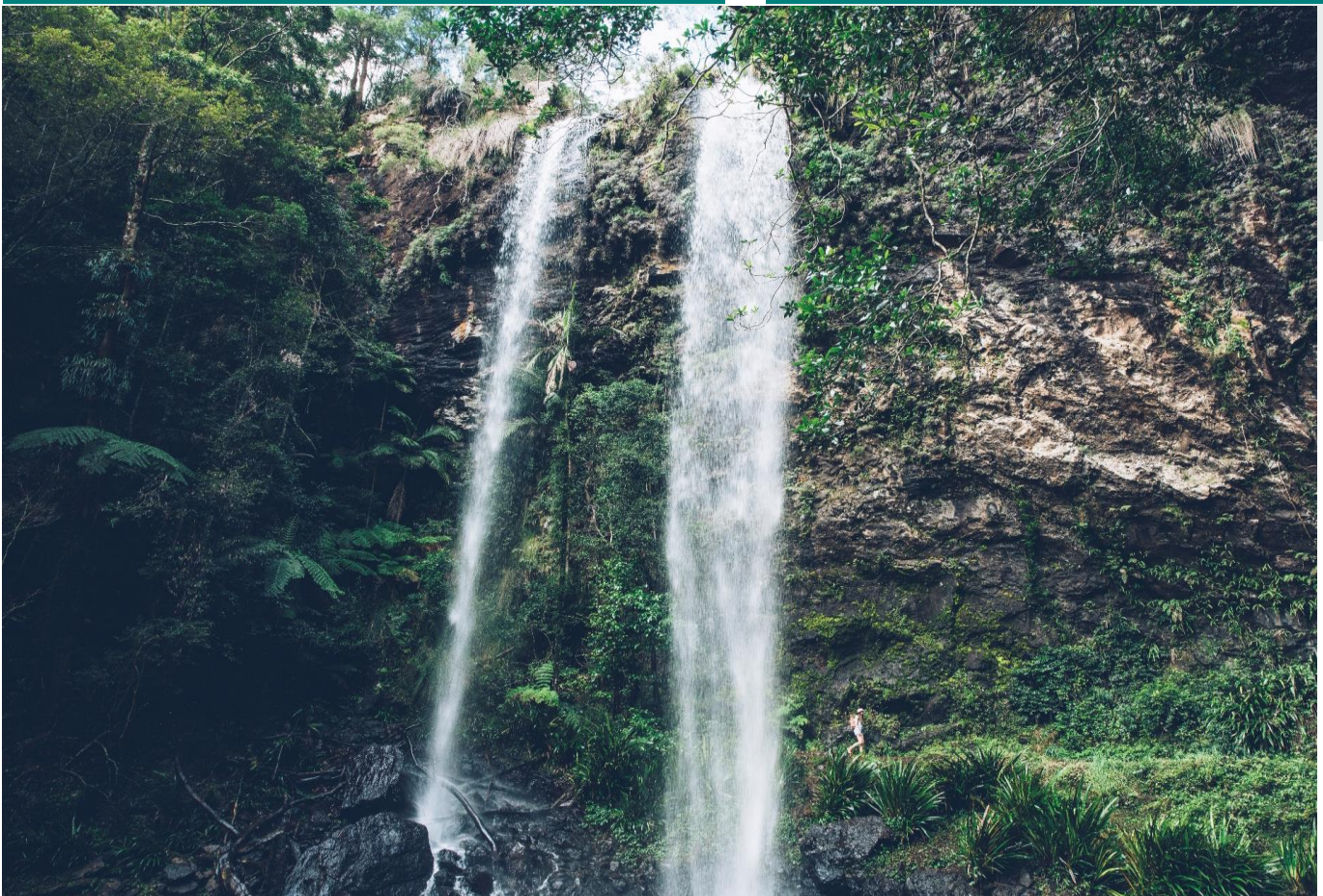
Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Gold Coast	7,718,000	19.6%	\$784.3m	23.5%
Queensland	44,716,000	9.9%	\$5,208.8m	20.0%
<b>Australia</b>	<b>206,051,000</b>	<b>7.4%</b>	<b>\$22,526.1m</b>	<b>10.2%</b>

### Key domestic source markets to the Gold Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	1,254,000	11.0%	2,871,000	1.4%
Regional Qld	523,000	-16.6%	1,715,000	-11.8%
Sydney	607,000	6.5%	2,570,000	6.5%
Regional NSW	625,000	36.7%	2,351,000	17.0%
Melbourne	381,000	0.9%	2,039,000	2.8%
Regional Vic	172,000	29.8%	1,167,000	35.7%

### State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	24,086,000	10.6%	94,732,000	9.5%
NSW	34,554,000	9.4%	107,413,000	7.3%
Victoria	25,687,000	5.0%	73,873,000	4.9%
<b>Australia</b>	<b>105,600,000</b>	<b>8.6%</b>	<b>376,087,000</b>	<b>7.2%</b>
<b>Holiday Visitors</b>				
Queensland	9,426,000	9.8%	41,575,000	5.0%
NSW	13,648,000	9.0%	46,347,000	7.1%
Victoria	10,987,000	3.3%	32,481,000	0.6%
<b>Australia</b>	<b>42,364,000</b>	<b>7.6%</b>	<b>160,059,000</b>	<b>3.6%</b>



# Gold Coast Regional Snapshot

## International visitation Year Ending December 2018

### International visitors to the Gold Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	819,000	-0.9%	4,740,000	5.3%	5.8	0.3
VFR	158,000	5.3%	2,001,000	-10.3%	12.7	-2.2
Business	42,000	16.8%	239,000	-5.2%	5.7	-1.3
<b>Total<sup>3</sup></b>	<b>1,047,000</b>	<b>1.2%</b>	<b>10,021,000</b>	<b>7.8%</b>	<b>9.6</b>	<b>0.6</b>

### State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,763,000	2.3%	55,052,000	3.7%
NSW	4,370,000	3.0%	96,204,000	2.4%
Victoria	3,039,000	5.4%	72,872,000	11.2%
<b>Australia</b>	<b>8,524,000</b>	<b>4.8%</b>	<b>273,793,000</b>	<b>3.8%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,867,000	1.0%	22,708,000	-1.5%
NSW	2,479,000	3.3%	28,113,000	1.4%
Victoria	1,606,000	6.2%	16,697,000	3.8%
<b>Total</b>	<b>4,623,000</b>	<b>5.8%</b>	<b>82,392,000</b>	<b>1.1%</b>



### Top 10 source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
China	269,000	-13.0%	1,982,000	16.1%
New Zealand	213,000	11.5%	1,526,000	1.6%
Japan	68,000	5.2%	911,000	3.6%
United Kingdom	60,000	-10.9%	805,000	17.9%
USA	41,000	10.2%	500,000	1.8%
India	38,000	19.1%	214,000	-9.9%
Korea	35,000	5.7%	472,000	45.4%
Hong Kong	34,000	-3.9%	293,000	35.1%
Singapore	34,000	18.5%	253,000	33.5%
Taiwan	32,000	-9.9%	409,000	18.3%

For technical reasons, some data may not be publishable (n/p), however the markets will still appear in order.

### Top 10 holiday source markets

Holiday	Visitors	Year % Chg	Nights	Year % Chg
China	240,000	-17.0%	628,000	-17.2%
New Zealand	129,000	9.3%	883,000	14.9%
Japan	51,000	7.9%	513,000	-14.0%
United Kingdom	44,000	-3.2%	389,000	5.8%
India	34,000	19.5%	119,000	33.7%
Korea	31,000	0.6%	275,000	15.2%
USA	30,000	28.6%	227,000	53.2%
Singapore	30,000	26.4%	160,000	13.3%
Hong Kong	29,000	-11.0%	164,000	21.7%
Taiwan	27,000	-13.3%	258,000	44.0%

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>

*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.

# Regional Comparison



Year Ending December 2018

## 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	7,517,000	8.2%	21,883,000	5.8%	2.9	-0.1	29%	39%	24%	31%
<b>Gold Coast</b>	<b>3,795,000</b>	<b>7.2%</b>	<b>14,664,000</b>	<b>9.0%</b>	<b>3.9</b>	<b>0.1</b>	<b>54%</b>	<b>28%</b>	<b>14%</b>	<b>16%</b>
TNQ	2,065,000	13.5%	10,548,000	15.7%	5.1	0.1	51%	24%	21%	9%
Sunshine Coast	3,684,000	8.6%	12,896,000	4.8%	3.5	-0.1	54%	35%	9%	15%
SGBR	2,176,000	13.6%	8,286,000	22.8%	3.8	0.3	35%	25%	33%	9%
SQC	2,205,000	12.7%	5,893,000	6.5%	2.7	-0.2	27%	41%	24%	9%
Townsville	1,378,000	28.3%	4,797,000	33.3%	3.5	0.1	34%	30%	27%	6%
Outback *	884,000	3.1%	4,876,000	12.2%	5.5	np	35%	16%	45%	4%
Whitsundays *	651,000	11.8%	2,995,000	14.3%	4.6	np	62%	12%	25%	3%
Fraser Coast *	772,000	9.5%	3,135,000	11.7%	4.1	np	53%	33%	10%	3%
Mackay *	1,046,000	9.5%	4,133,000	13.4%	4.0	np	21%	21%	54%	4%
<b>Total Queensland</b>	<b>24,086,000</b>	<b>10.6%</b>	<b>94,732,000</b>	<b>9.5%</b>	<b>3.9</b>	<b>0.0</b>	<b>39%</b>	<b>33%</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	1,400,000	6.3%	28,718,000	9.7%	20.5	0.6	52%	31%	10%	51%
<b>Gold Coast</b>	<b>1,047,000</b>	<b>1.2%</b>	<b>10,021,000</b>	<b>7.8%</b>	<b>9.6</b>	<b>0.6</b>	<b>78%</b>	<b>15%</b>	<b>4%</b>	<b>38%</b>
TNQ	863,000	-2.7%	6,288,000	-1.6%	7.3	0.1	91%	6%	3%	31%
Sunshine Coast	311,000	3.6%	2,778,000	-9.6%	8.9	-1.3	76%	22%	2%	11%
SGBR	146,000	-2.1%	1,710,000	-33.8%	11.7	-5.6	78%	15%	4%	5%
SQC *	56,000	7.7%	1,501,000	-3.0%	27.0	np	38%	33%	15%	2%
Townsville	136,000	-6.9%	1,264,000	-6.2%	9.3	0.1	85%	13%	2%	5%
Outback *	29,000	-0.2%	541,000	2.3%	18.5	np	71%	16%	6%	1%
Whitsundays	234,000	-1.1%	1,294,000	5.6%	5.5	0.4	96%	3%	0%	8%
Fraser Coast	130,000	-12.7%	510,000	-26.7%	3.9	-0.8	93%	6%	1%	5%
Mackay *	56,000	10.5%	418,000	-14.5%	7.4	np	77%	20%	4%	2%
<b>Total Queensland</b>	<b>2,763,000</b>	<b>2.3%</b>	<b>55,052,000</b>	<b>3.7%</b>	<b>19.9</b>	<b>0.3</b>	<b>68%</b>	<b>26%</b>	<b>8%</b>	<b>100%</b>

### Notes/Sources:

This release of year ending December 2018 data includes purpose-of-visit information and revisions to IVS estimates from 2005 to 2018. Please note results have been revised back to 2005 and are not to be used or compared to previously published data

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.

In 2014, TRA moved to a new methodology for the NVS that included mobile phone interviewing as part of a dual frame overlap survey. This initiative was part of TRA's continuous improvement program. The inclusion of mobile phone users ultimately delivers greater domestic tourism data accuracy as it better reflects the Australian resident population and phone ownership.

The 2014 and 2015 NVS data, including the data for the year ending June 2016, has been back-cast by TRA.

Please visit [tra.gov.au](http://tra.gov.au) for more information on the methodology, back-casting process and impact on results.

'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.