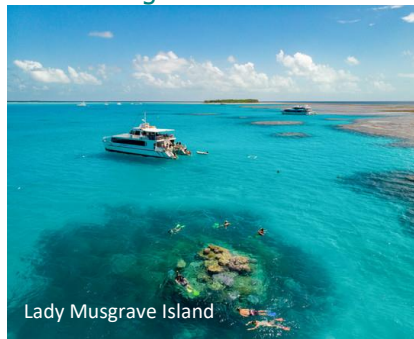
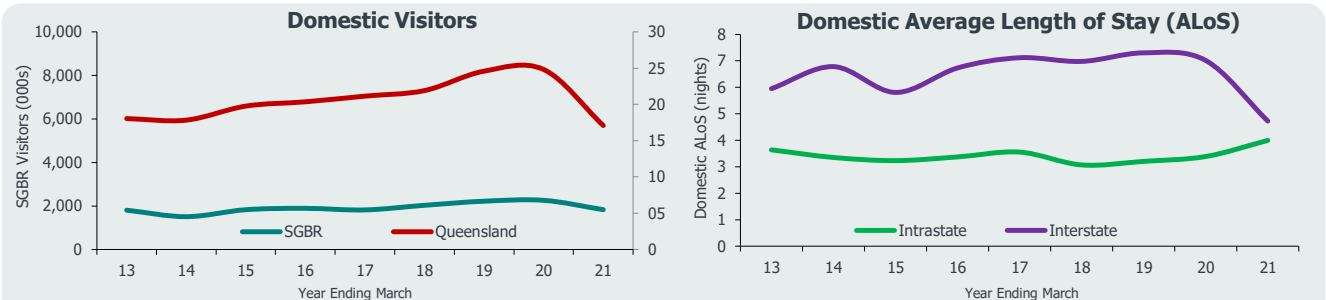


Year Ending March 2021



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	1,830,000	660,000	528,000	468,000	\$1,037.8m
Annual % change ¹	▼ -19.0%	▼ -12.6%	▼ -21.0%	▼ -33.6%	▼ -9.4%
3-yr trend % change ²	▼ -3.1%	▼ -1.1%	▼ -4.2%	▼ -5.4%	▼ -2.1%
Change vs Dec 2019	▼ -21.0%	▼ -10.3%	▼ -23.8%	▼ -37.5%	▼ -13.3%
TOTAL OVERNIGHT	1,830,000	660,000	528,000	468,000	\$1,037.8m
Annual % change	▼ -23.4%	▼ -22.8%	▼ -23.2%	▼ -34.1%	▼ -15.8%
3-yr trend % change	▼ -5.1%	▼ -5.7%	▼ -5.3%	▼ -5.8%	▼ -4.2%
Change vs Dec 2019	▼ -25.5%	▼ -21.9%	▼ -25.8%	▼ -38.0%	▼ -19.9%



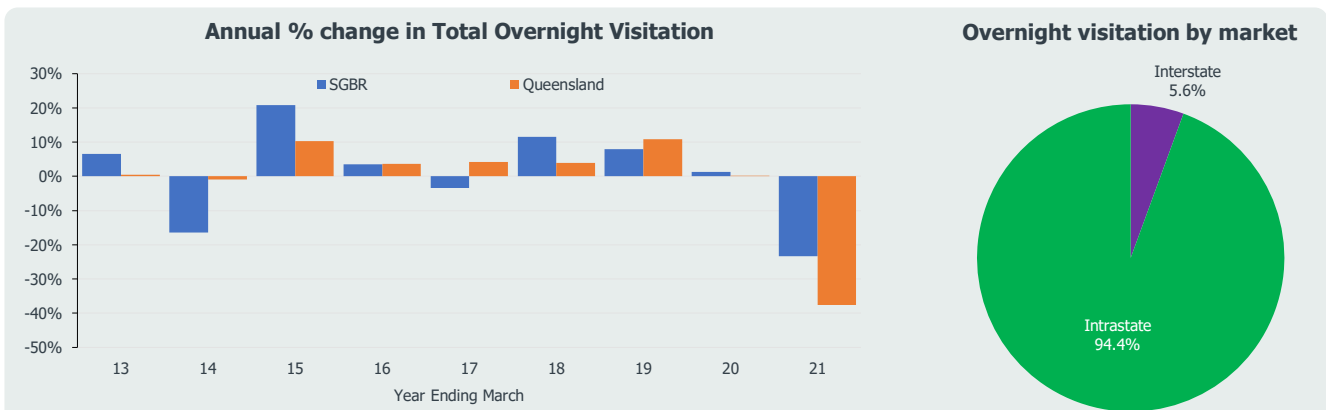
Total Overnight Visitors

- In the year ending March 2021, the Southern Great Barrier Reef (SGBR) welcomed 1.8 million total (domestic and international) overnight visitors (down 23.4 per cent over the year) who spent \$1.0 billion (down 15.8 per cent over the year).
- This includes international visitors as well as domestic, but with Australia's borders closed to most countries over the year international results are not being reported on their own.

Domestic Visitors

The year ending March 2021 (i.e. 1 April 2020 – 31 March 2021) reflects the full year impacts of COVID-19 on domestic travel that have occurred since the border closures, lockdowns and restrictions that began in late March 2020.

- Domestic Overnight Visitor Expenditure (OVE) decreased by 9.4 per cent over the year to \$1.0b in the Southern Great Barrier Reef region in the year ending March 2021. This was due to total domestic visitation decreasing by 19.0 per cent to 1.8m.
- The average length of stay grew by 0.2 nights to 4.0 nights, so that nights decreased slightly less than visitation (down 14.4 per cent to 7.4m nights). The spend per night grew by 5.7 per cent to \$140 per night.
- As the last fully unaffected year, the year ending December 2019 will be seen as the benchmark pre-COVID period. Compared to the year ending December 2019, total OVE was down 13.3 per cent, visitation was down 21.0 per cent and visitor nights were down 18.4 per cent.
- By purpose, business visitation decreased the most year on year (down 33.6 per cent to 468,000), visiting friends and relatives was down 21.0 per cent to 528,000 and holiday visitation was down 12.6 per cent to 660,000.
- The intrastate market has had a stronger recovery than the interstate market so now more than nine in 10 (94 per cent) domestic visitors to the region were from the intrastate market. Intrastate visitation decreased by 13.2 per cent to 1.7m visitors. The largest intrastate markets were Brisbane (down 11.8 per cent to 534,000) and intraregional travellers (down 20.4 per cent to 504,000).
- Interstate travel (down 62.0 per cent to 102,000) has seen sharp declines due to various restrictions put in place over the year along with consumer preference to travel within their own state.
- Looking specifically at the March quarter 2021, visitation was 8.6 per cent higher than in the March quarter 2020, but was 3.1 per cent lower than in the March quarter 2019. Visitor nights were up by 21.6 per cent year on year but down 4.0 per cent compared to March quarter 2019. Intrastate visitation was up by 7.3 per cent compared to March quarter 2020 and steady (up 0.1 per cent) compared to the March quarter 2019.



SGBR Regional Snapshot

Year Ending March 2021

Domestic overnight visitors to SGBR

	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	660,000	-12.6%	-10.3%	2,323,000	-17.4%	-20.9%	3.5	-0.2	-0.5
VFR	528,000	-21.0%	-23.8%	2,194,000	-14.5%	-21.3%	4.2	0.3	0.1
Business	468,000	-33.6%	-37.5%	2,220,000	-21.9%	-25.5%	4.7	0.7	0.8
Domestic³	1,830,000	-19.0%	-21.0%	7,386,000	-14.4%	-18.4%	4.0	0.2	0.1
Intrastate									
Holiday	643,000	2.6%	7.6%	2,273,000	17.0%	11.6%	3.5	0.4	0.1
VFR	460,000	-22.5%	-24.3%	1,856,000	-6.8%	-4.7%	4.0	0.7	0.8
Business	455,000	-30.4%	-34.1%	2,132,000	-14.1%	-19.1%	4.7	0.9	0.9
Intrastate	1,727,000	-13.2%	-14.5%	6,903,000	2.4%	0.1%	4.0	0.6	0.6
Interstate									
Holiday	n/p	n/p	np	n/p	n/p	np	n/p	n/p	np
VFR	n/p	n/p	np	n/p	n/p	np	n/p	n/p	np
Business	n/p	n/p	np	n/p	n/p	np	n/p	n/p	np
Interstate	102,000	-62.0%	-65.4%	483,000	-74.4%	-77.5%	4.7	-2.3	-2.6

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
SGBR	2,802,000	-0.4%	-3.9%	\$392.5m	-24.8%	-18.2%
Queensland	39,106,000	-22.1%	-26.0%	\$4,066.4m	-29.7%	-30.3%
Australia	158,468,000	-33.6%	-36.2%	\$16,742.5m	-35.3%	-36.4%

State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	17,087,000	-31.1%	-34.1%	68,773,000	-30.2%	-33.2%
NSW	24,920,000	-33.1%	-36.1%	86,514,000	-26.7%	-29.4%
Victoria	13,351,000	-52.8%	-55.1%	45,933,000	-43.6%	-45.0%
Australia	72,805,000	-35.2%	-38.0%	281,126,000	-30.6%	-32.7%
Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	6,848,000	-28.3%	-31.6%	27,906,000	-32.5%	-35.7%
NSW	10,414,000	-24.6%	-29.6%	37,579,000	-19.6%	-25.8%
Victoria	5,996,000	-49.5%	-51.8%	20,604,000	-42.9%	-42.5%
Australia	31,330,000	-28.0%	-32.2%	118,884,000	-28.2%	-31.3%

March quarterly Data

	SGBR	Queensland
Overnight Visitors	529,000	5,137,000
Change over the year	8.6%	4.8%
Change vs 2019	-3.1%	-14.5%
Nights	#####	21,822,000
Change over the year	21.6%	13.4%
Change vs 2019	-4.0%	-7.6%



Canarvon Gorge

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Kemp Beach

Regional Comparison



Year Ending March 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	4,631,000	-41.1%	-43.4%	13,885,000	-38.9%	-41.4%	3.0	0.1	0.1	29%	44%	17%	27%
Gold Coast	2,445,000	-37.7%	-41.8%	8,050,000	-46.4%	-51.4%	3.3	-0.5	-0.6	50%	36%	10%	14%
TNQ	1,487,000	-31.9%	-32.9%	7,288,000	-34.2%	-34.9%	4.9	-0.2	-0.1	48%	21%	25%	9%
Sunshine Coast	3,137,000	-17.9%	-22.5%	10,955,000	-23.8%	-24.7%	3.5	-0.3	-0.1	59%	31%	6%	18%
SGBR	1,830,000	-19.0%	-21.0%	7,386,000	-14.4%	-18.4%	4.0	0.2	0.1	36%	29%	26%	11%
SQC	1,773,000	-17.7%	-20.5%	5,662,000	3.1%	-4.0%	3.2	0.6	0.5	28%	38%	25%	10%
Townsville	731,000	-40.4%	-43.7%	3,025,000	-32.7%	-36.8%	4.1	0.5	0.4	38%	29%	24%	4%
Outback*	855,000	-23.6%	-25.7%	4,397,000	-26.5%	-28.0%	5.1	n/p	-0.2	28%	19%	43%	5%
Whitsundays*	528,000	-15.3%	-16.3%	2,202,000	-18.0%	-21.0%	4.2	n/p	-0.3	67%	16%	11%	3%
Fraser Coast*	579,000	-22.1%	-24.5%	1,957,000	-37.0%	-36.1%	3.4	n/p	-0.6	51%	34%	6%	3%
Mackay*	874,000	-20.5%	-17.8%	3,778,000	-11.5%	-13.7%	4.3	n/p	0.2	16%	14%	61%	5%
Total Queensland	17,087,000	-31.1%	-34.1%	68,773,000	-30.2%	-33.2%	4.0	0.1	0.1	40%	34%	20%	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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