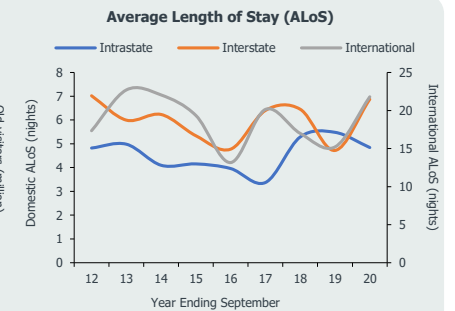
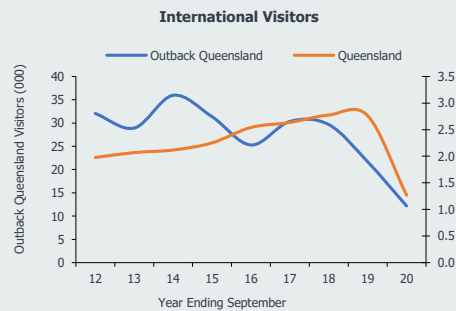
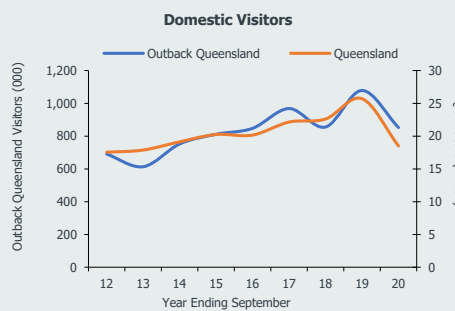


Year Ending September 2020



Waltzing Matilda Centre

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	852,000	208,000	123,000	452,000	\$511.4m
3-yr trend % change ²	▼ -4.0%	▼ -9.7%	▼ -14.0%	▲ 2.6%	▼ -4.9%
International Overnight	12,000	n/p	n/p	n/p	n/p
3-yr trend % change	▼ -22.2%	n/p	n/p	n/p	n/p
TOTAL	865,000	n/p	n/p	n/p	n/p
3-yr trend % change	▼ -4.5%	n/p	n/p	n/p	n/p



Domestic Visitation

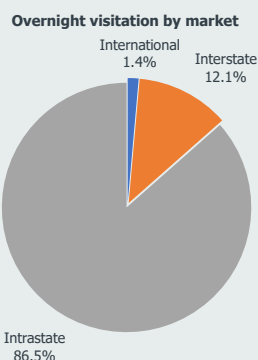
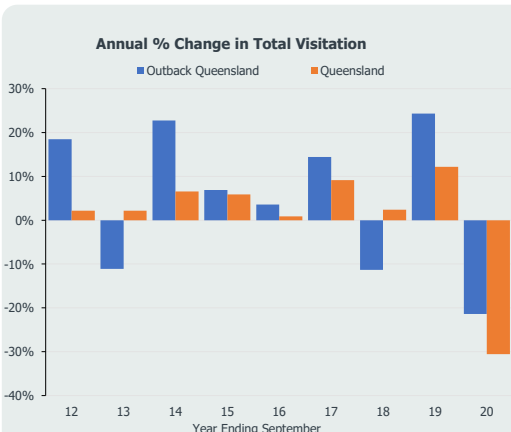
The year ending September 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders were 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.

- Over the three years to September 2020, annual domestic overnight expenditure in the Outback decreased by 4.9% on average over the past three years to \$511.4m. Visitation decreased by 4.0% on average over the past three years to 852,000.
- The average length of stay grew by 8.0 per cent on average over the period to 5.1 nights, so that total nights grew by 4.0 per cent on average to 4.3m nights. Average spend per night fell by 10.3 per cent on average over the period to \$118 per night.
- The domestic market represented 99 per cent of overnight visitation to the region and business travel accounted for more than half (53 per cent) of these visitors, increasing by 2.6 per cent on average over the past three years to 452,000. In comparison, over the same period, visiting friends and relatives (VFR) decreased by 14.0 per cent on average to 123,000 and holiday visitation decreased 9.7 per cent to 208,000.
- Over the past three years, the intrastate market made up 88 per cent of domestic visitors to the region (down 2.2 per cent on average over the past three years to 748,000). The largest intrastate market is Brisbane, down 3.7 per cent on average over this period to 187,000.
- Annual interstate visitation was down 10.6 per cent over the past three years at 104,000 visitors.

International Visitation

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 three years to September 2020, international visitation decreased by 22.2 per cent on average to 12,000. Visitors' average length of stay grew by 3.2 per cent on average to 21.8 nights, while total visitor nights fell by 23.9 per cent on average annually over this period to 266,000.



Research Updates

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

Outback Queensland Regional Snapshot

Year Ending September 2020

Domestic visitors to Outback Queensland

	Visitors	Trend % Chg ¹	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	208,000	-9.7%	1,001,000	-9.7%	4.8	0.3
VFR	123,000	-14.0%	354,000	-11.6%	2.9	-1.8
Business	452,000	2.6%	2,652,000	14.4%	5.9	-0.2
Domestic³	852,000	-4.0%	4,341,000	4.0%	5.1	-0.2
Intrastate						
Holiday	171,000	-2.6%	775,000	5.2%	4.5	0.4
VFR	116,000	n/p	330,000	n/p	2.8	-2.0
Business	408,000	1.7%	2,213,000	12.2%	5.4	-0.8
Intrastate	748,000	-2.2%	3,624,000	8.6%	4.8	-0.6
Interstate	104,000	-10.6%	718,000	-10.3%	6.9	2.2

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%
Australia	80,265,000	-30.6%	300,037,000	-26.8%
Holiday Visitors				
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%
Australia	30,797,000	-32.9%	115,869,000	-33.0%

International visitors to Outback Queensland

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	n/p	n/p	n/p	n/p	n/p	n/p
Total³	12,000	-22.2%	266,000	-23.9%	21.8	6.6

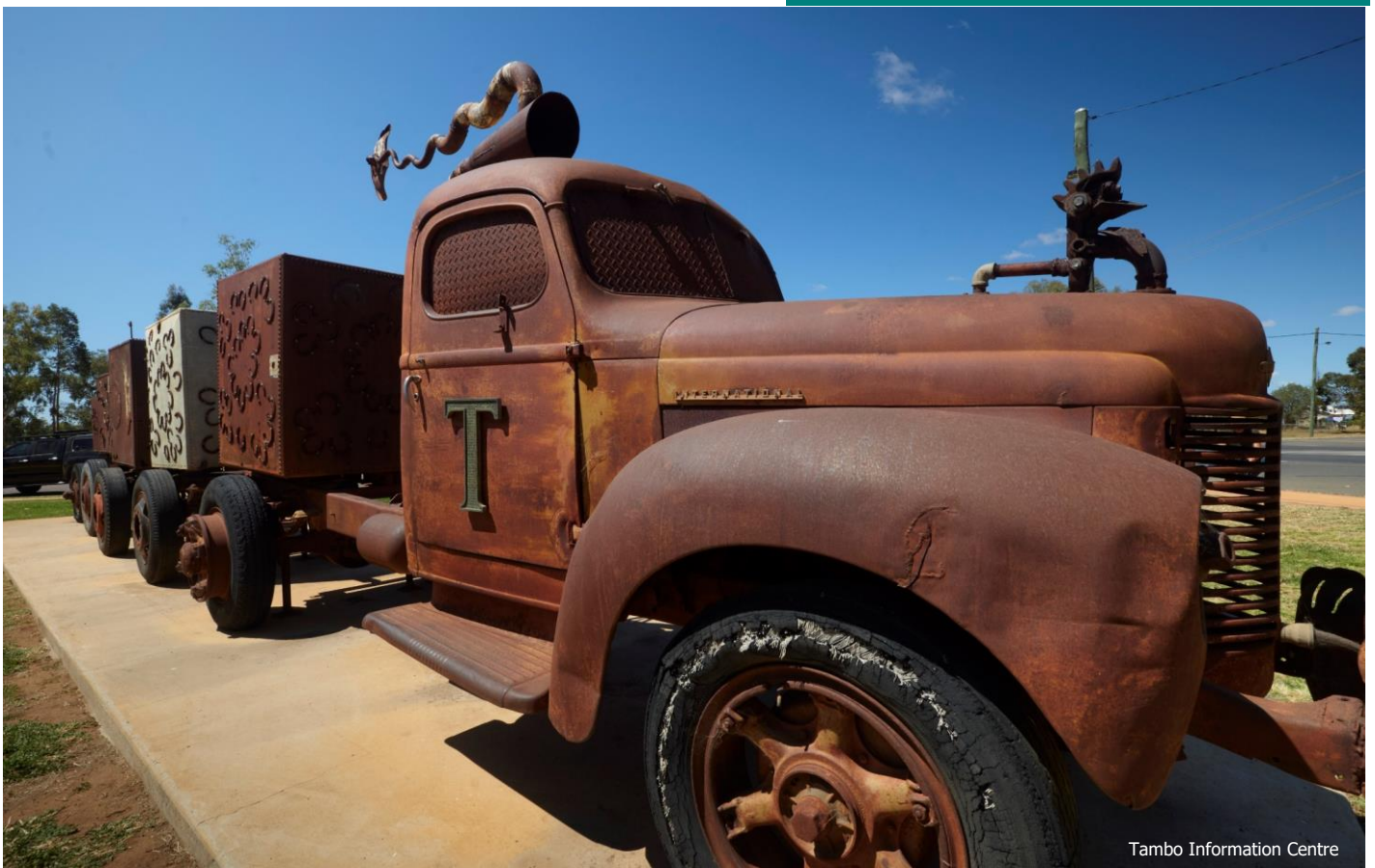
Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

If you have any questions or comments, please email 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>

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%
Australia	4,142,000	-52.2%	134,459,000	-51.2%
Holiday Visitors				
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%
Total	2,201,000	-53.0%	39,790,000	-53.4%



Tambo Information Centre

Regional Comparison

Year Ending September 2020

Domestic regional comparison							% Proportion of Travel Purpose			
Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
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%
Townsville	822,000	-39.9%	3,203,000	-29.7%	3.9	0.6	34%	29%	26%	4%
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%
Total Queensland	18,494,000	-28.0%	72,621,000	-28.6%	3.9	0.0	37%	35%	23%	100%

* Three-year trend change %²

International regional comparison							% Proportion of Travel Purpose			
Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
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%
Townsville	61,000	-51.6%	806,000	-34.1%	13.3	3.5	82%	13%	2%	5%
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%
Total Queensland	1,269,000	-54.1%	25,481,000	-53.9%	20.1	0.1	67%	27%	7%	100%

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.

Usually the IVS produces international visitation estimates using a combination of airport interviews, immigration data taken from visa applications/passports, previous travel records and sampled incoming passenger cards. Due to COVID-19 and the need for international border restrictions, interviewing has not been possible since late March 2020. The IVS commencing June quarter 2020 has been produced by using more extensive immigration (administrative data) and incoming passenger card information (all cards are currently being processed rather than sampled), while spend has been imputed based on spend characteristics from previous IVS interviews.

'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.