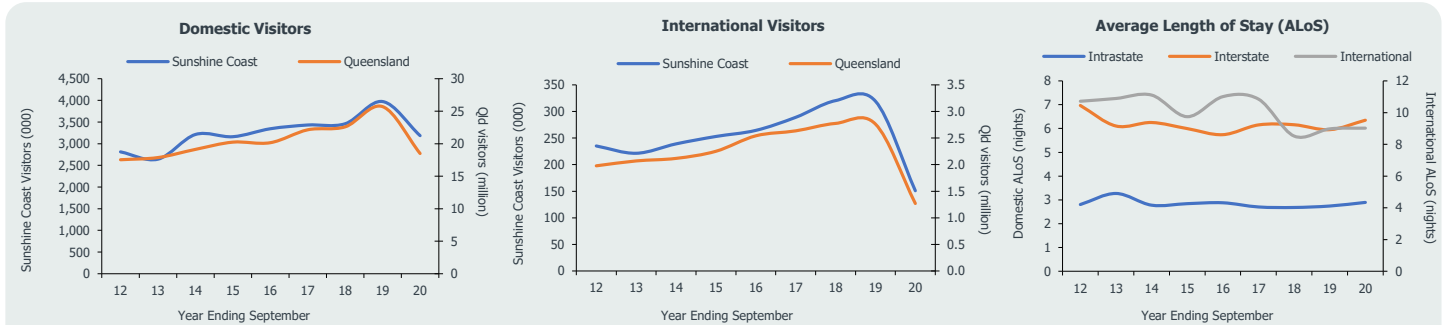


Year Ending September 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	3,186,000	1,808,000	1,072,000	212,000	\$2,066.6m
Annual % change ¹	▼ -19.8%	▼ -13.9%	▼ -24.1%	▼ -44.1%	▼ -21.4%
3-yr trend % change ²	▼ -2.3%	● -0.2%	▼ -3.5%	▼ -6.4%	▲ 1.2%
International Overnight	151,000	116,000	32,000	n/p	\$126.5m
Annual % change	▼ -52.7%	▼ -51.4%	▼ -54.7%	n/p	▼ -55.5%
3-yr trend % change	▼ -14.9%	▼ -14.7%	▼ -13.0%	n/p	▼ -13.4%
TOTAL	3,337,000	1,924,000	1,104,000	n/p	\$2,193.1m
Annual % change	▼ -22.3%	▼ -17.8%	▼ -25.5%	n/p	▼ -24.7%
3-yr trend % change	▼ -3.3%	▼ -1.7%	▼ -4.0%	n/p	● -0.3%



Domestic Visitors

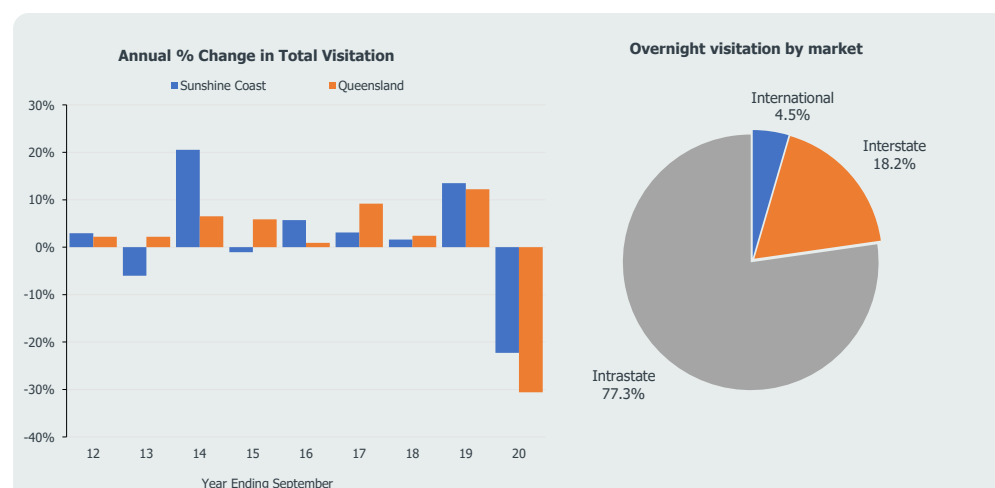
The year ending September 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders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

- Visitation in the September quarter 2020 was 3.7 per cent lower than in September quarter 2019 while nights declined by 20.5 per cent. Encouragingly, intrastate visitation in the September quarter 2020 was 39.7 per cent higher than in 2019.
- In the year ending September 2020, total domestic overnight visitor expenditure in the Sunshine Coast decreased by 21.4 per cent to \$2.1b on the back of visitation decreasing by 19.8 per cent to 3.2m and average spend per night decreasing 1.1 per cent to \$183 per night.
- The Average Length of Stay (ALoS) was unchanged at 3.6 nights and visitor nights decreased by 20.6 per cent overall to 11.3m nights.
- Holiday travel accounts for more than half (57 per cent) of domestic visitation to the Sunshine Coast region. Holiday visitation decreased 13.9 per cent to 1.8m, Visiting Friends and Relatives (VFR) visitation decreased 24.1 per cent to 1.1m and business visitation decreased 44.1 per cent to 212,000.
- More than four out of five (81 per cent) domestic visitors to the region are from the intrastate market. Intrastate visitation decreased 12.0 per cent to 2.6m. Brisbane is the Sunshine Coast's largest market, with visitation from Brisbane decreasing by 4.6 per cent to 1.7m in the year ending September 2020.
- Interstate visitation decreased by 41.9 per cent to 608,000, driven by visitation from Sydney (down 43.0 per cent to 157,000) and Victoria (down 43.0 per cent to 218,000).

International Visitors

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 year ending September 2020, international overnight expenditure to the Sunshine Coast decreased by 55.5 per cent to \$126.5m due to visitation decreasing by 52.7 per cent to 151,000.
- International visitors' ALoS was unchanged at 9.0 nights. Total nights decreased by 52.5 per cent to 1.4m. At the same time spend per night decreased by 6.3 per cent to \$93 per night.
- Holiday visitation to the region decreased by 51.4 per cent to 116,000 while VFR visitation decreased by 54.7 per cent to 32,000.



September quarter 2020

Domestic	Sunshine Coast	Queensland
Visitors	886,000	4,686,000
Change vs June 2019	-3.7%	-29.1%
Nights	2,829,000	19,213,000
Change vs June 2019	-20.5%	-33.0%

Research Updates

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

Sunshine Coast Regional Snapshot

Year Ending September 2020

Domestic visitors to Sunshine Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	1,808,000	-13.9%	6,792,000	-22.0%	3.8	-0.4
VFR	1,072,000	-24.1%	3,460,000	-17.1%	3.2	0.3
Business	212,000	-44.1%	581,000	-47.8%	2.7	-0.2
Domestic³	3,186,000	-19.8%	11,319,000	-20.6%	3.6	0.0
Intrastate						
Holiday	1,448,000	-2.1%	4,536,000	-2.3%	3.1	0.0
VFR	886,000	-19.7%	2,061,000	-17.8%	2.3	0.1
Business	166,000	-42.7%	455,000	-37.0%	2.7	0.2
Intrastate	2,578,000	-12.0%	7,460,000	-7.1%	2.9	0.2
Interstate						
Holiday	361,000	-42.0%	2,256,000	-44.5%	6.3	-0.3
VFR	186,000	-39.7%	1,400,000	-16.1%	7.5	2.1
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	608,000	-41.9%	3,859,000	-38.0%	6.3	0.4

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Sunshine Coast	6,399,000	-12.8%	\$548.9m	-15.8%
Queensland	40,179,000	-20.5%	\$4,491.1m	-18.9%
Australia	178,723,000	-24.2%	\$19,058.8m	-24.6%

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	Visitors	Year % Chg	Nights	Year % Chg
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 Sunshine Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Holiday	116,000	-51.4%	704,000	-50.2%
VFR	32,000	-54.7%	398,000	-56.6%
Business	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	np
Total³	151,000	-52.7%	1,362,000	-52.5%

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	Visitors	Year % Chg	Nights	Year % Chg
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%
Australia	2,201,000	-53.0%	39,790,000	-53.4%

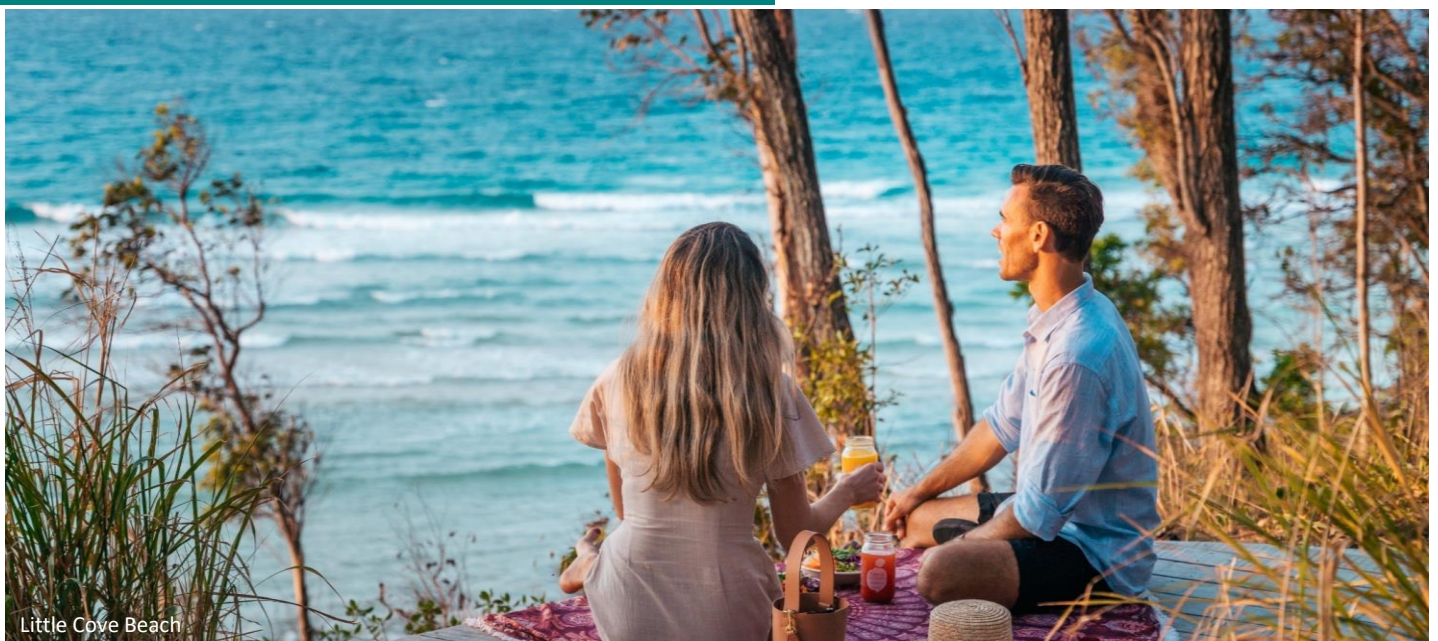
Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

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>

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.



Little Cove Beach

Regional Comparison

Year Ending September 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	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

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	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.

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.