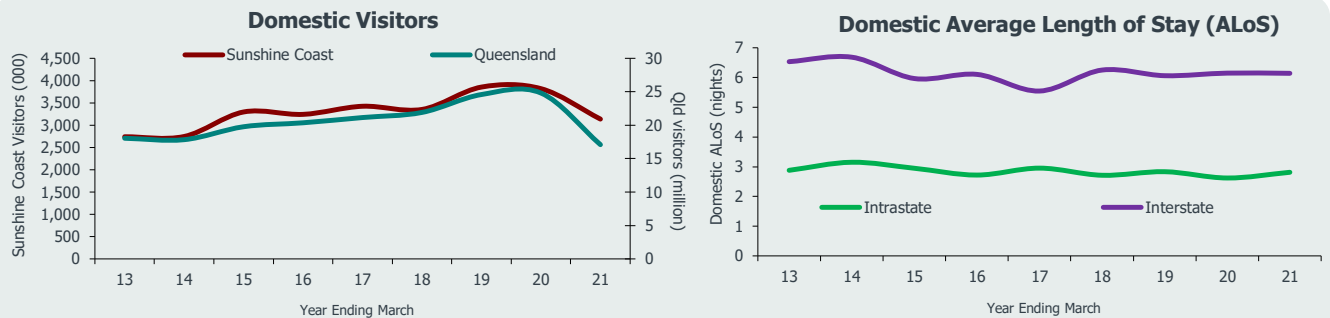


Sunshine Coast Regional Snapshot

Year Ending March 2021

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	3,137,000	1,862,000	969,000	204,000	\$2,041.4m
Annual % change ¹	▼ -17.9%	▼ -9.2%	▼ -29.7%	▼ -32.8%	▼ -24.2%
3-yr trend % change ²	▼ -2.0%	● -0.2%	▼ -3.7%	▼ -7.0%	● -0.4%
Change vs Dec 2019	▼ -22.5%	▼ -15.7%	▼ -30.6%	▼ -43.4%	▼ -25.6%
TOTAL OVERNIGHT*	3,137,000	1,862,000	969,000	204,000	\$2,041.4m
Annual % change	▼ -24.0%	▼ -18.5%	▼ -32.9%	▼ -34.4%	▼ -31.0%
3-yr trend % change	▼ -4.4%	▼ -3.6%	▼ -5.3%	▼ -7.7%	▼ -3.2%
Change vs Dec 2019	▼ -28.4%	▼ -24.3%	▼ -33.8%	▼ -44.6%	▼ -32.6%



Total Overnight Visitors

In the year ending March 2021, the Sunshine Coast welcomed 3.1 million total (domestic and international overnight visitors) who spent \$2.0 billion (down 31.0 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.

In the year ending March 2021, domestic Overnight Visitor Expenditure (OVE) in the Sunshine Coast decreased by 24.2 per cent year on year to \$2.0b. This was due to visitation decreasing by 17.9 per cent to 3.1m and the average length of stay decreasing 0.3 nights to 3.5 nights. Total nights decreased by 23.8 per cent to 11.0m, while the average spend per night was steady (down 0.6 per cent) at \$186 per night.

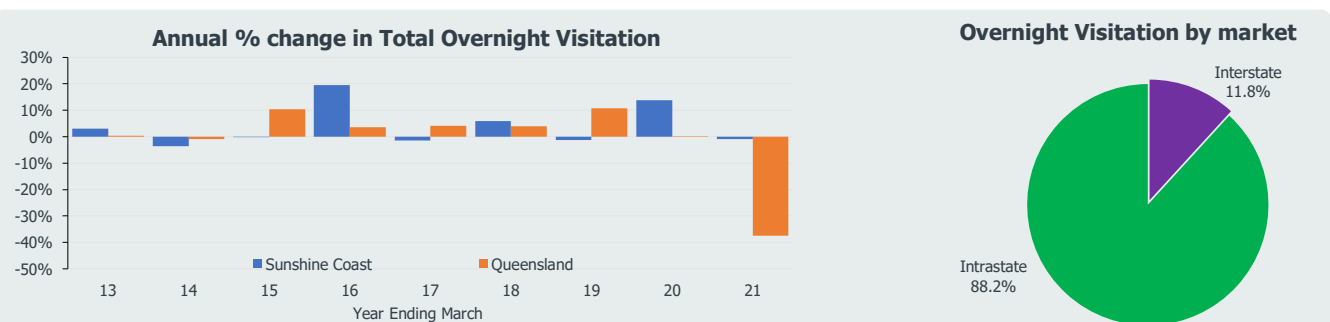
As the last fully unaffected year, the year ending December 2019 will be seen as the benchmark pre-COVID period. Compared to the year ending December 2019 OVE was down 25.6 per cent, visitation was down 22.5 per cent and visitor nights were down 24.7 per cent.

Holiday travel accounts for more than half (59 per cent) of domestic visitation to the Sunshine Coast region and declined to a lesser extent than other travel purposes. Holiday visitation decreased 9.2 per cent year on year to 1.9m, while visiting friends and relatives visitation decreased 29.7 per cent to 969,000 and business visitation decreased 32.8 per cent to 204,000.

Despite overall visitation decreasing, intrastate visitation grew over the year. Total intrastate visitation was up by 1.4 per cent to 2.8m, including a record 1.7m intrastate holiday visitors (up 19.2 per cent). As a result, the share of visitors from intrastate grew 17 percentage points to 88 per cent. The largest intrastate market was Brisbane (up 10.8 per cent to 1.8m).

Interstate travel has seen sharp declines due to various restrictions put in place over the year along with consumer preference to travel within their own state. Interstate visitation decreased by 66.1 per cent to 370,000, which includes 175,000 visitors from New South Wales (down 66.7 per cent).

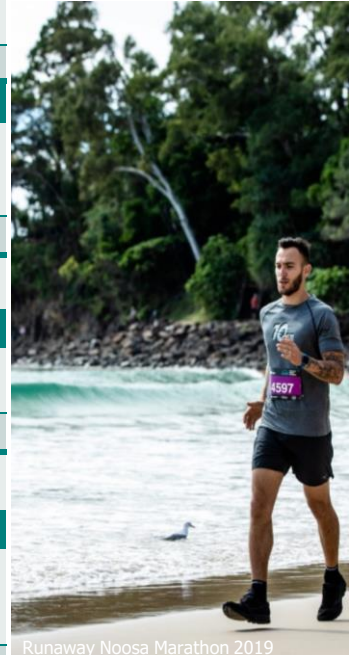
Visitation in the March quarter 2021 was up by 12.4 per cent compared to the March quarter 2020, but down 11.9 per cent compared to the March quarter 2019. Visitor nights were up compared to both March quarter 2020 (up 12.0 per cent) and March quarter 2019 (up 7.1 per cent). Intrastate visitation was comparatively strong against the March quarter 2020 (up 15.6 per cent) with interstate visitation also seeing growth for the quarter (up 3.2 per cent).



Sunshine Coast Regional Snapshot

Year Ending March 2021

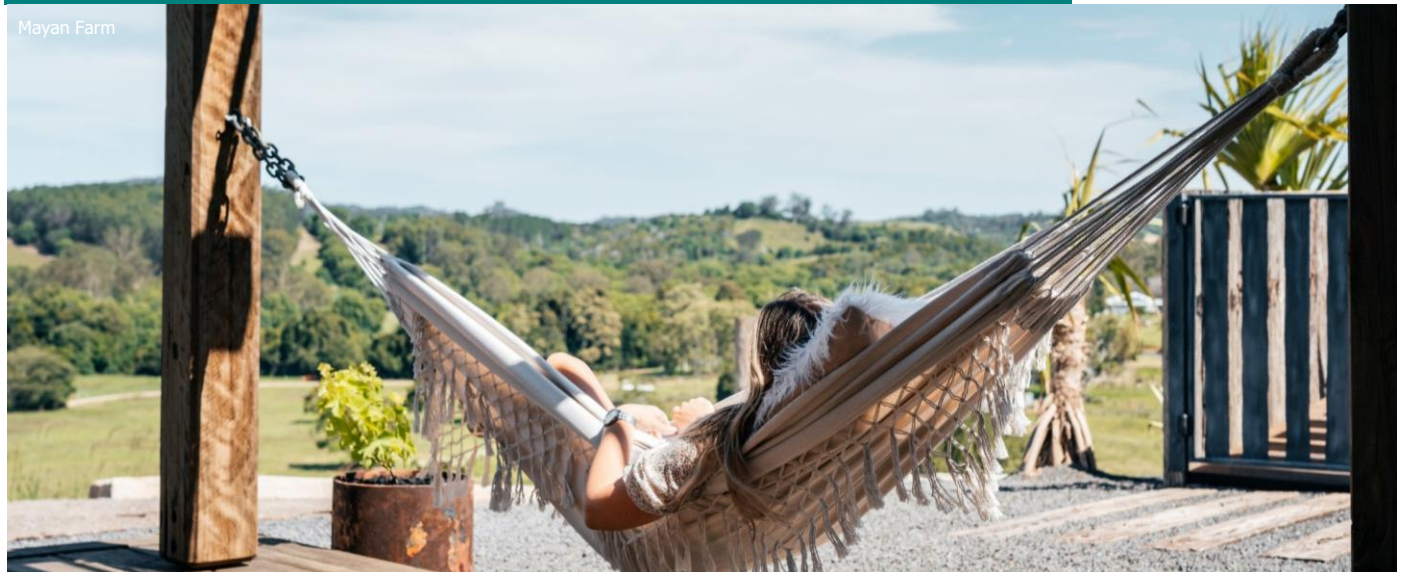
Domestic overnight visitors to Sunshine Coast										March quarterly Data		
	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019	Length of Stay	Year # Chg	Change vs YE Dec 2019		Sunshine Coast	Queensland
Holiday	1,862,000	-9.2%	-15.7%	7,217,000	-15.2%	-19.3%	3.9	-0.3	-0.2	Overnight Visitors	933,000	5,137,000
VFR	969,000	-29.7%	-30.6%	2,623,000	-44.2%	-38.2%	2.7	-0.7	-0.3	Change over the year	12.4%	4.8%
Business	204,000	-32.8%	-43.4%	534,000	-38.6%	-48.2%	2.6	-0.2	-0.2	Change vs 2019	-11.9%	-14.5%
Domestic³	3,137,000	-17.9%	-22.5%	10,955,000	-23.8%	-24.7%	3.5	-0.3	-0.1	Nights	3,984,000	21,822,000
Intrastate												
Holiday	1,676,000	19.2%	10.3%	5,687,000	28.8%	23.8%	3.4	0.3	0.4	Change over the year	12.0%	13.4%
VFR	849,000	-19.3%	-21.8%	1,916,000	-24.4%	-18.9%	2.3	-0.2	0.1	Change vs 2019	7.1%	-7.6%
Business	150,000	-29.6%	-44.0%	337,000	-37.6%	-51.7%	2.2	-0.3	-0.4			
Intrastate	2,767,000	1.4%	-5.6%	8,457,000	10.3%	7.4%	3.1	0.2	0.4			
Interstate												
Holiday	187,000	-71.0%	-73.0%	1,530,000	-62.6%	-64.9%	8.2	1.8	1.9			
VFR	120,000	-63.3%	-61.4%	707,000	-67.4%	-62.4%	5.9	-0.7	-0.2			
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p			
Interstate	370,000	-66.1%	-66.9%	2,498,000	-62.7%	-62.5%	6.8	0.6	0.8			
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						
Sunshine Coast	5,992,000	-22.5%	-24.1%	\$560.8m	-18.0%	-20.3%						
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%						



Runaway Noosa Marathon 2019

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For tourism region definitions, click here



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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