

Year Ending September 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	1,551,000	763,000	358,000	380,000	\$1,570.2m
Annual % change ¹	▼ -29.1%	▼ -32.6%	▼ -30.5%	▼ -21.2%	▼ -35.3%
3-yr trend % change ²	▼ -3.7%	▼ -4.7%	▼ -1.7%	▼ -0.7%	▼ -5.2%
International Overnight	364,000	332,000	22,000	7,000	\$448.9m
Annual % change	▼ -56.8%	▼ -57.4%	▼ -49.2%	▼ -57.2%	▼ -58.5%
3-yr trend % change	▼ -19.5%	▼ -19.8%	▼ -14.5%	▼ -16.3%	▼ -19.0%
TOTAL	1,916,000	1,095,000	380,000	386,000	\$2,019.1m
Annual % change	▼ -36.8%	▼ -42.7%	▼ -31.9%	▼ -22.3%	▼ -42.5%
3-yr trend % change	▼ -8.4%	▼ -11.3%	▼ -2.9%	▼ -1.4%	▼ -9.7%



Domestic Visitation

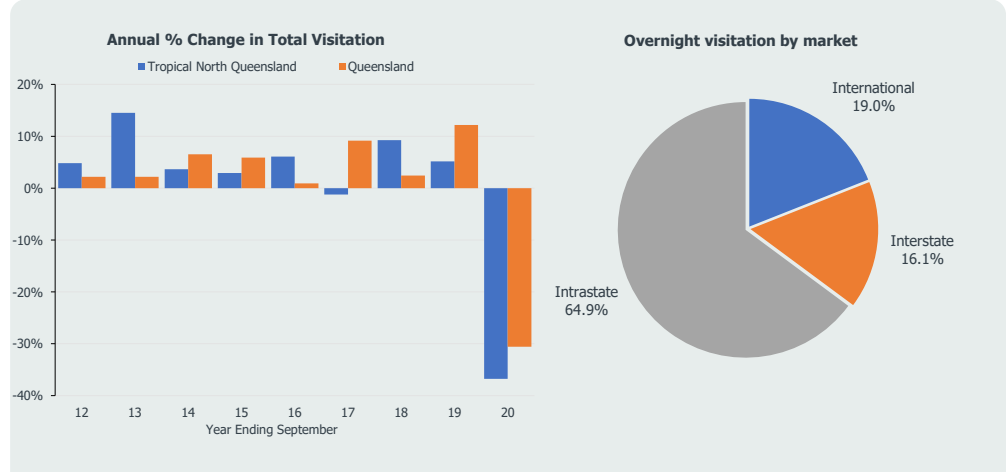
The year ending September 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders 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 31.7 per cent lower than in September quarter 2019, while nights declined 47.7 per cent. Intrastate visitation increased by 8.7 per cent in the September quarter 2020 compared to the same period in 2019.
- In the year ending September 2020, domestic Overnight Visitor Expenditure (OVE) in Tropical North Queensland (TNQ) declined by 35.3 per cent to \$1.6b on the back of visitation decreasing by 29.1 per cent to 1.6m and spend per visitor decreasing by 8.8 per cent to \$1,012 per visitor.
- In the year ending September 2020, the Average Length of Stay (ALoS) decreased by 0.2 nights to 4.9 nights so that visitor nights overall decreased by 31.5 per cent to 7.6m nights.
- The sharp decline was seen across all visitation purposes. Holiday visitation decreased by 32.6 per cent to 763,000. Visiting Friends and Relatives (VFR) decreased by 30.5 per cent to 358,000 and business visitation decreased by 21.2 per cent to 380,000.
- Intrastate visitation declined by 13.2 per cent to 1.2m. The largest intrastate markets were intraregional (down 8.0 per cent to 642,000), Townsville (down 20.0 per cent to 215,000) and Brisbane (down 24.5 per cent over the year to 186,000).
- Interstate visitation decreased by 59.2 per cent to 309,000 with visitation from New South Wales declining by 44.1 per cent to 161,000.

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 year ending September 2020 OVE decreased by 58.5 per cent to \$448.9m on the back of a 56.8 per cent decrease in visitation to 364,000 and a 13.4 per cent to \$138 per night. The ALoS increased by 0.9 nights to 8.9 nights while total nights decreased by 52.1 per cent to 3.3m.
- Holidaymakers made up nine in 10 (91 per cent) international visitors to TNQ. Holiday visitation decreased by 57.4 per cent to 332,000 and VFR visitation decreased by 49.2 per cent to 22,000.



September quarter 2020		
Domestic	TNQ	Queensland
Visitors	483,000	4,686,000
Change vs June 2019	-31.7%	-29.1%
Nights	2,217,000	19,213,000
Change vs June 2019	-44.7%	-33.0%

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

Tropical North Queensland Regional Snapshot

Year Ending September 2020

Domestic visitors to Tropical North Queensland						
	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	763,000	-32.6%	3,564,000	-42.3%	4.7	-0.8
VFR	358,000	-30.5%	1,759,000	-25.1%	4.9	0.4
Business	380,000	-21.2%	1,956,000	-7.3%	5.1	0.8
Domestic³	1,551,000	-29.1%	7,598,000	-31.5%	4.9	-0.2
Intrastate						
Holiday	551,000	-8.4%	1,891,000	-12.3%	3.4	-0.1
VFR	303,000	-22.5%	1,073,000	-16.3%	3.5	0.3
Business	339,000	-13.6%	1,731,000	2.6%	5.1	0.8
Intrastate	1,242,000	-13.2%	5,003,000	-5.7%	4.0	0.3
Interstate						
Holiday	212,000	-60.0%	1,674,000	-58.4%	7.9	0.3
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	309,000	-59.2%	2,595,000	-55.1%	8.4	0.8

Domestic day trip visitors				
Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Tropical North Queensland	2,582,000	-14.3%	\$334.7m	-30.5%
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				
All 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 Tropical North Queensland				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Holiday	332,000	-57.4%	2,374,000	-55.7%
VFR	22,000	-49.2%	459,000	-43.3%
Business	7,000	-57.2%	36,000	-54.8%
Education	n/p	n/p	n/p	n/p
Total³	364,000	-56.8%	3,257,000	-52.1%

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				
All 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%
Total	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>



Boodjamulla (Lawn Hill) National Park

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.

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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.