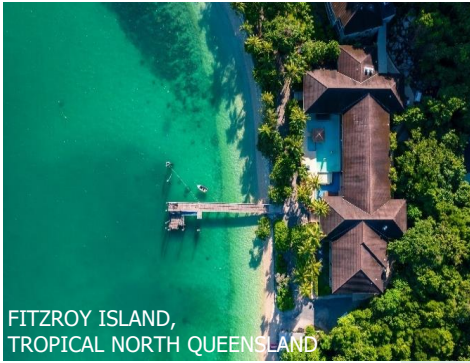


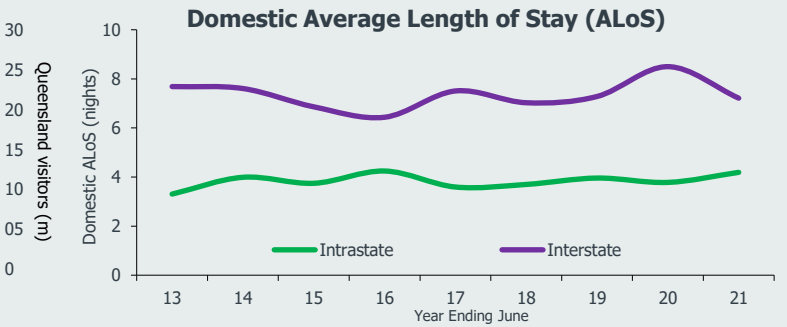
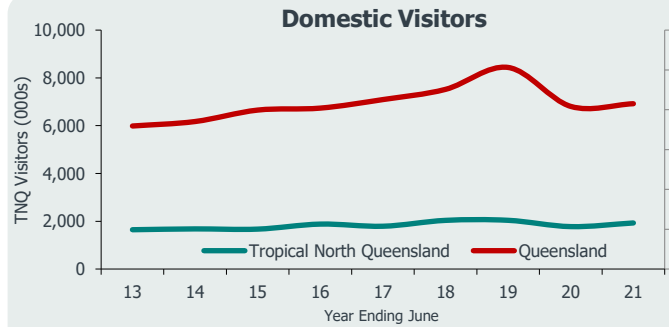
# Tropical North Queensland Regional Snapshot

Year Ending June 2021



FITZROY ISLAND,  
TROPICAL NORTH QUEENSLAND

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>1,928,000</b>	<b>1,041,000</b>	<b>388,000</b>	<b>404,000</b>	<b>\$2,342.8m</b>
Annual % change <sup>1</sup>	▲ 8.6%	▲ 11.1%	▼ -1.1%	▲ 2.4%	▲ 12.1%
3-yr trend % change <sup>2</sup>	▼ -1.9%	▼ -0.8%	▼ -3.5%	▼ -1.3%	● 0.2%
Change vs Dec 2019	▼ -13.1%	▼ -9.5%	▼ -28.0%	▼ -14.5%	▼ -6.6%
<b>TOTAL OVERNIGHT*</b>	<b>1,930,000</b>	<b>1,041,000</b>	<b>389,000</b>	<b>404,000</b>	<b>\$2,355.5m</b>
Annual % change	▼ -17.6%	▼ -28.3%	▼ -9.0%	▼ -0.5%	▼ -16.6%
3-yr trend % change	▼ -11.9%	▼ -16.1%	▼ -6.2%	▼ -2.8%	▼ -10.8%
Change vs Dec 2019	▼ -36.2%	▼ -45.1%	▼ -33.0%	▼ -17.3%	▼ -33.4%



## Total Overnight Visitors

• In the year ending June 2021, Tropical North Queensland welcomed 1.9 million total overnight visitors (down 36.2 per cent compared to the pre-COVID-19 benchmark year ending December 2019) who spent \$2.4 billion (down 33.4 per cent compared to the year ending December 2019).

• Total overnight visitation includes international visitors as well as domestic, but with Australia's borders closed to most countries over the year (except for a New Zealand travel bubble during the June quarter 2021), international results are not being reported on their own.

## Domestic Visitation

The year ending June 2021 (i.e. 1 July 2020 – 31 June 2021) reflects the period since initial COVID-19 restrictions began to ease after Australia's nationwide COVID-19 restrictions were put in place. Queensland reopened its borders to New South Wales and Victoria from 1 December 2020, but there were subsequent restrictions put in place during different time periods due to COVID-19 outbreaks through to the year ending June 2021.

### Domestic change against Year Ending December 2019

- In the year ending June 2021, domestic Overnight Visitor Expenditure (OVE) in Tropical North Queensland declined by 6.6 per cent to \$2.3b compared to the year ending December 2019. This was due to visitation decreasing by 13.1 per cent to 1.9 million.
- In the year ending June 2021, the average length of stay decreased by 0.2 nights compared to the year ending December 2019 to 4.9 nights so that visitor nights overall decreased by 15.9 per cent to 9.4 million nights. Spend per night increased by 11.1 per cent to \$249 per night.
- The decline in visitation was seen across all purposes of travel. Holiday visitation decreased by 9.5 per cent to 1.0m compared to the year ending December 2019, business visitation decreased by 14.5 per cent to 404,000 and visiting friends and relatives decreased by 28.0 per cent to 388,000.
- The intrastate market has been comparatively strong, with intrastate visitation steady (down 0.8 per cent) at 1.5 million compared to the year ending December 2019. Intrastate holiday visitation reached a record 735,000 visitors (up 10.3 per cent compared to year ending December 2019). The largest intrastate markets were intraregional travel (down 2.4 per cent to 721,000), Townsville (down 11.3 per cent to 255,000) and Brisbane (down 2.7 per cent to 255,000).
- 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 38.8 per cent to 439,000 compared to the year ending December 2019. This includes a 19.9 per cent decrease in visitation from New South Wales to 231,000 and a 69.4 per cent decrease from Victoria to 99,000.

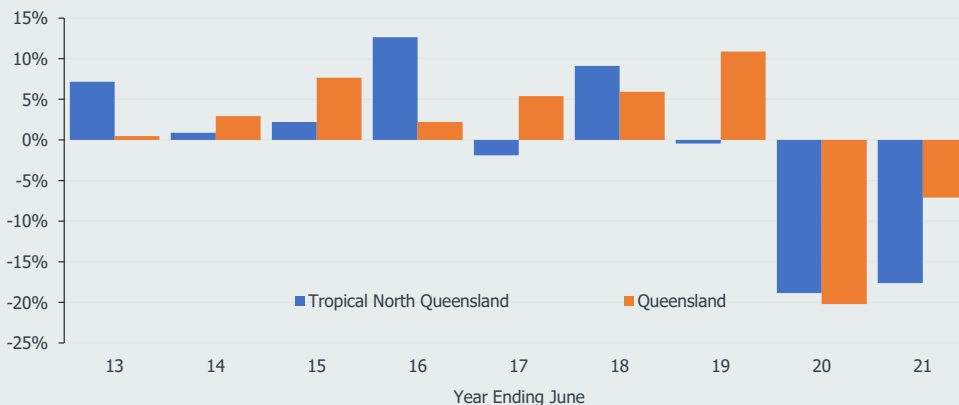
### Domestic annual change

- Compared to the year ending June 2020, domestic overnight visitor expenditure was up 12.1 per cent, domestic visitation was up 8.6 per cent and domestic visitor nights were steady (up 0.1 per cent).

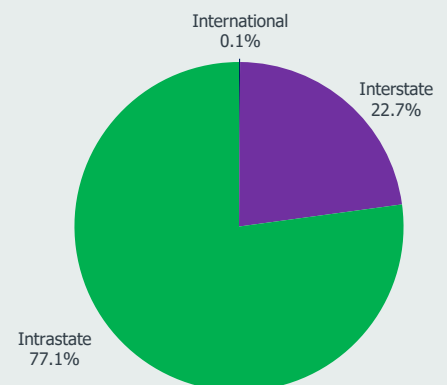
### Domestic quarterly change

- Visitation in the June quarter 2021 was up by 6.0 per cent compared to June quarter 2019 and visitor nights were up 19.3 per cent.

## Annual % change in Total Overnight Visitation



## Overnight visitation by market



# Tropical North Queensland Regional Snapshot

Year Ending June 2021

## Domestic overnight visitors to Tropical North Queensland

	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	1,041,000	11.1%	-9.5%	5,099,000	-2.0%	-16.9%	4.9	-0.7	-0.4
VFR	388,000	-1.1%	-28.0%	1,974,000	3.4%	-23.5%	5.1	0.2	0.3
Business	404,000	2.4%	-14.5%	2,006,000	14.9%	0.7%	5.0	0.5	0.7
<b>Domestic<sup>3</sup></b>	<b>1,928,000</b>	<b>8.6%</b>	<b>-13.1%</b>	<b>9,405,000</b>	<b>0.1%</b>	<b>-15.9%</b>	<b>4.9</b>	<b>-0.4</b>	<b>-0.2</b>
<b>Intrastate</b>									
Holiday	735,000	41.3%	10.3%	2,995,000	69.8%	28.8%	4.1	0.7	0.6
VFR	316,000	2.6%	-23.6%	1,332,000	29.3%	-3.9%	4.2	0.9	0.9
Business	355,000	6.6%	-3.9%	1,677,000	12.6%	7.8%	4.7	0.3	0.5
<b>Intrastate</b>	<b>1,489,000</b>	<b>23.3%</b>	<b>-0.8%</b>	<b>6,239,000</b>	<b>36.7%</b>	<b>13.5%</b>	<b>4.2</b>	<b>0.4</b>	<b>0.5</b>
<b>Interstate</b>									
Holiday	305,000	-26.6%	-36.8%	2,105,000	-38.8%	-44.7%	6.9	-1.4	-1.0
VFR	n/p	n/p	np	n/p	n/p	np	n/p	n/p	np
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>439,000</b>	<b>-22.7%</b>	<b>-38.8%</b>	<b>3,166,000</b>	<b>-34.4%</b>	<b>-44.4%</b>	<b>7.2</b>	<b>-1.3</b>	<b>-0.7</b>

## Domestic day trip visitors

TNQ

Total Visitors	Day trip visitors	Year % Chg	Change vs YE Dec 2019	Expenditure (\$) million	Year % Chg	Change vs YE Dec 2019
TNQ	2,801,000	9.7%	-14.4%	\$303.9m	-7.2%	-29.0%
Queensland	41,674,000	-5.4%	-21.2%	\$4,499.7m	-11.2%	-22.9%
<b>Australia</b>	<b>173,829,000</b>	<b>-15.8%</b>	<b>-30.0%</b>	<b>\$18,943.1m</b>	<b>-15.2%</b>	<b>-28.1%</b>

## State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	20,758,000	1.6%	-19.9%	82,880,000	0.9%	-19.5%
NSW	30,155,000	-0.5%	-22.6%	103,511,000	4.7%	-15.5%
Victoria	16,611,000	-26.8%	-44.2%	53,898,000	-20.5%	-35.5%
<b>Australia</b>	<b>87,359,000</b>	<b>-5.1%</b>	<b>-25.6%</b>	<b>333,652,000</b>	<b>-2.3%</b>	<b>-20.2%</b>
Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	8,971,000	20.9%	-10.4%	37,953,000	15.6%	-12.5%
NSW	13,374,000	25.1%	-9.6%	47,110,000	25.9%	-7.0%
Victoria	7,682,000	-16.9%	-38.3%	25,253,000	-12.3%	-29.5%
<b>Australia</b>	<b>39,554,000</b>	<b>15.6%</b>	<b>-14.4%</b>	<b>151,289,000</b>	<b>13.4%</b>	<b>-12.6%</b>

## June quarterly Data

	TNQ	Queensland
<b>Overnight Visitors</b>	581,000	5,823,000
Change over the year	313.1%	170.6%
Change vs 2019	6.0%	-11.0%
<b>Nights</b>	2,728,000	21,990,000
Change over the year	346.8%	179.0%
Change vs 2019	19.3%	-9.7%

## UNDARA VOLCANIC NATIONAL PARK, TROPICAL NORTH QUEENSLAND



To stay up to date with the latest research updates, sign up to TEQ's industry newsletter, Eye on Q.

For tourism region definitions, [click here](#)



CAIRNS, TROPICAL NORTH QUEENSLAND

# Regional Comparison

Year Ending June 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	5,622,000	-10.9%	-31.2%	16,675,000	-8.6%	-29.6%	3.0	0.1	0.1	31%	42%	18%	27%
Gold Coast	3,180,000	2.8%	-24.3%	11,373,000	-2.5%	-31.3%	3.6	-0.2	-0.4	55%	33%	9%	15%
<b>TNQ</b>	<b>1,928,000</b>	<b>8.6%</b>	<b>-13.1%</b>	<b>9,405,000</b>	<b>0.1%</b>	<b>-15.9%</b>	<b>4.9</b>	<b>-0.4</b>	<b>-0.2</b>	<b>54%</b>	<b>20%</b>	<b>21%</b>	<b>9%</b>
Sunshine Coast	3,766,000	17.0%	-7.0%	13,393,000	11.2%	-7.9%	3.6	-0.2	0.0	60%	30%	6%	18%
SGBR	2,099,000	12.3%	-9.4%	7,891,000	5.2%	-12.8%	3.8	-0.3	-0.1	39%	30%	23%	10%
SQC	2,077,000	10.8%	-6.9%	6,176,000	21.4%	4.7%	3.0	0.3	0.3	32%	36%	23%	10%
Townsville	939,000	-5.7%	-27.6%	3,908,000	3.2%	-18.4%	4.2	0.4	0.5	42%	29%	23%	5%
Outback*	1,006,000	8.4%	-12.7%	4,946,000	11.0%	-19.0%	4.9	n/p	-0.4	29%	18%	43%	5%
Whitsundays*	726,000	38.6%	15.0%	3,051,000	27.6%	9.4%	4.2	n/p	-0.2	66%	15%	14%	3%
Fraser Coast*	725,000	16.1%	-5.6%	2,447,000	-11.8%	-20.2%	3.4	n/p	-0.6	54%	31%	7%	3%
Mackay*	907,000	-13.0%	-14.7%	3,372,000	-21.2%	-23.0%	3.7	n/p	-0.4	24%	18%	48%	4%
<b>Total Queensland</b>	<b>20,758,000</b>	<b>1.6%</b>	<b>-19.9%</b>	<b>82,880,000</b>	<b>0.9%</b>	<b>-19.5%</b>	<b>4.0</b>	<b>0.0</b>	<b>0.0</b>	<b>43%</b>	<b>33%</b>	<b>19%</b>	<b>100%</b>

\* Three-year trend change %<sup>2</sup>

### 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.

### 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.