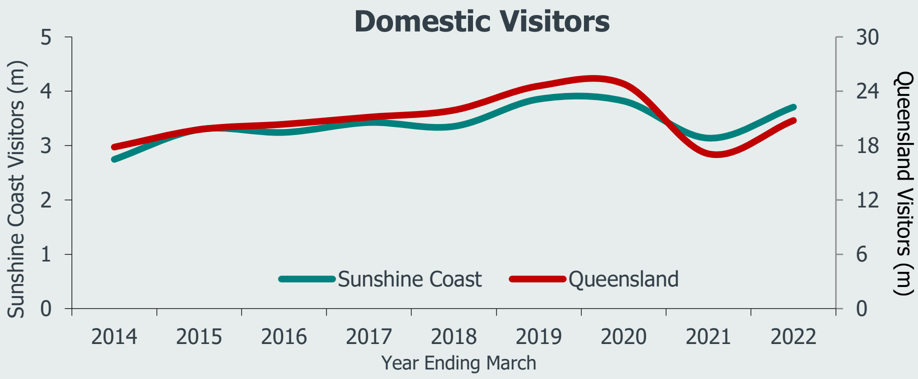
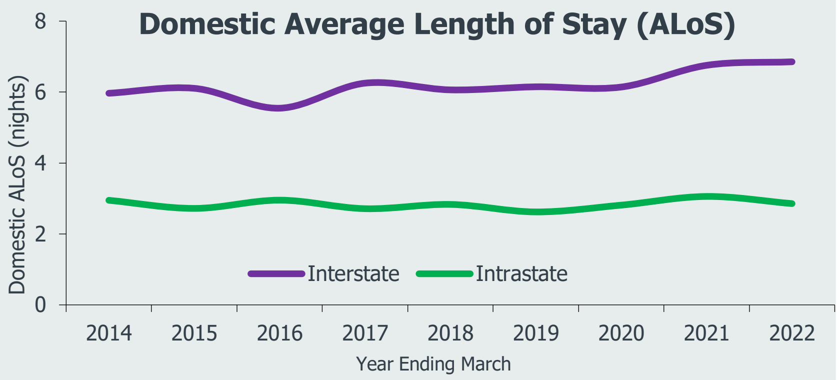
Sunshine Coast Regional Snapshot

Year Ending March 2022

	Visitors	Holiday	VFR	Business	Expenditure ($m)
Domestic Overnight	**3,708,000**	**2,164,000**	**1,188,000**	**197,000**	**$2,902.4m**
Annual % change[1]	▲ 18.2%	▲ 16.2%	▲ 22.6%	▼ -3.5%	▲ 42.2%
3-yr trend % change[2]	▼ -1.4%	▲ 1.0%	▼ -3.4%	▼ -19.1%	▲ 5.0%
Change vs Dec 2019	▼ -8.4%	▼ -2.1%	▼ -14.9%	▼ -45.4%	▲ 5.7%
TOTAL OVERNIGHT	**3,722,000**	**2,173,000**	**1,192,000**	**198,000**	**$2,915.2m**
Annual % change	▲ 18.6%	▲ 16.7%	▲ 23.0%	▼ -3.0%	▲ 42.8%
3-yr trend % change	▼ -3.9%	▼ -2.6%	▼ -4.9%	▼ -19.5%	▲ 1.2%
Change vs Dec 2019	▼ -15.0%	▼ -11.7%	▼ -18.6%	▼ -46.3%	▼ -3.7%





Total Overnight Visitors

• To the year ending March 2022, total overnight visitor expenditure (OVE) declined 3.7 per cent to $2.9 billion compared with the pre-COVID-19 year ending December 2019. However, this was much smaller than the fall in visitation which decreased by 15.0 per cent. This decline in OVE was due to losses from the international market as domestic OVE grew.

• Although international borders reopened in January 2022, the closure for most of the previous year meant that the domestic market accounted for 100 per cent of OVE and visitation to the region. International results are not being reported on their own.

Domestic Visitors

The year ending March 2022 (i.e. 1 April 2021 – 31 March 2022) includes a full March quarter where Queensland's borders were open to all interstate travellers after borders were reopened to Victoria and New South Wales on 13 December 2022. For most of the September and December quarter 2021 borders were closed to Queensland's largest market (Victoria and New South Wales) and some Queensland regions experienced lockdowns.

Domestic change against Year Ending December 2019

• Domestic OVE grew by 5.7 per cent to a record $2.9 billion when compared to the year ending December 2019. This reflects a 16.0 per cent increase in spend per night to $219 and off the back of higher average daily rates. Conversely, visitation decreased by 8.4 per cent to 3.7 million and nights were down by 8.8 per cent to 13.3 million.

• Visitation decreased across all travel purposes although holiday visitation (down 2.1 per cent to 2.2 million) held up better than the others. Business visitation showed the largest declines (down 45.4 per cent to 197,000), followed by visiting friends and family (VFR) (down 14.9 per cent to 1.2 million).

• With various border restrictions through the year, the decrease in visitation came primarily from the interstate market, with the number of visitors down 40.2 per cent to 667,000 when compared to 2019. There were large decreases across all the major interstate markets, including regional New South Wales (down 46.9 per cent to 136,000), Sydney (down 39.6 per cent to 188,000) and Melbourne (down 26.0 per cent to 184,000).

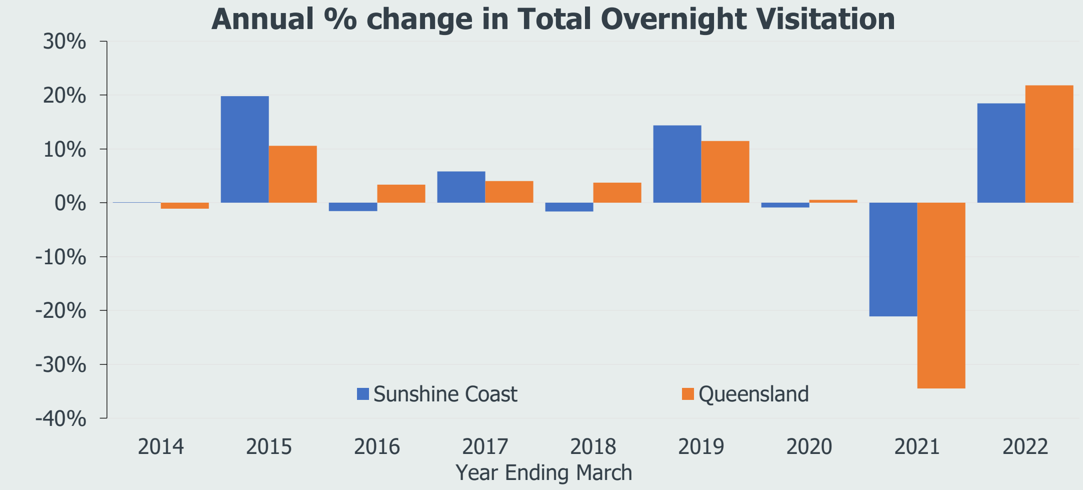
• However, for the full year intrastate visitation grew by 3.7 per cent to 3.0 million when compared to 2019. This increase largely came from Brisbane, with visitation from the capital reaching a record 2.1 million, up 18.0 per cent compared to 2019. Brisbane accounts for two thirds (68 per cent) of the region's intrastate visitation.

Domestic annual change

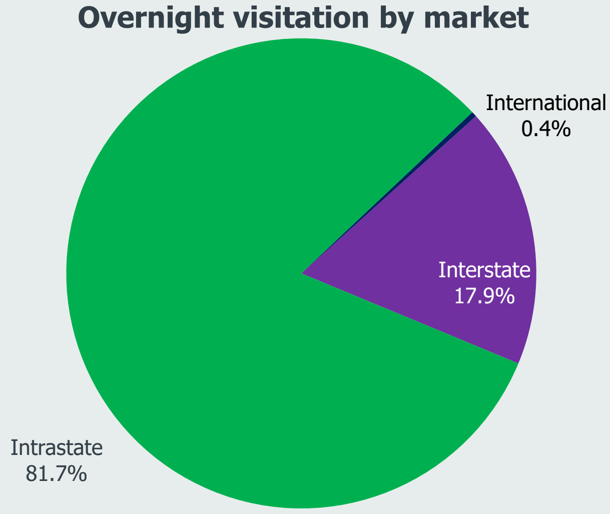
• When compared to the year ending March 2021, domestic OVE saw an increase of 42.2 per cent, domestic visitation was up by 18.2 per cent and domestic visitor nights increased by 21.0 per cent.

Domestic quarterly change

• In the March quarter 2022 both visitation (up 6.4 per cent) and nights (up 18.9 per cent) grew compared to the March quarter 2019. With the borders open, this quarter saw a return of interstate visitors (interstate nights were up 60.4 per cent compared to March quarter 2019). With more travel options for Queenslanders, intrastate nights decreased by 5.9 per cent.



*Shows change compared to the immediately prior year



Sunshine Coast Regional Snapshot

Year Ending March 2022

Domestic overnight visitors to Sunshine Coast

	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	2,164,000	16.2%	-2.1%	8,606,000	19.2%	-3.8%	4.0	0.1	-0.1
VFR	1,188,000	22.6%	-14.9%	3,564,000	35.9%	-16.0%	3.0	0.3	0.0
Business	197,000	-3.5%	-45.4%	617,000	15.7%	-40.1%	3.1	0.5	0.3
Domestic[3]	**3,708,000**	**18.2%**	**-8.4%**	**13,255,000**	**21.0%**	**-8.8%**	**3.6**	**0.1**	**0.0**
Intrastate									
Holiday	1,762,000	5.2%	16.0%	5,688,000	0.0%	23.9%	3.2	-0.2	0.2
VFR	987,000	16.3%	-9.0%	2,183,000	13.9%	-7.6%	2.2	0.0	0.0
Business	181,000	20.7%	-32.5%	470,000	39.7%	-32.5%	2.6	0.4	0.0
Intrastate	**3,041,000**	**9.9%**	**3.7%**	**8,682,000**	**2.7%**	**10.3%**	**2.9**	**-0.2**	**0.2**
Interstate									
Holiday	402,000	115.1%	-41.9%	2,918,000	90.8%	-33.0%	7.3	-0.9	1.0
VFR	200,000	67.0%	-35.6%	1,382,000	95.5%	-26.6%	6.9	1.0	0.8
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	**667,000**	**80.4%**	**-40.2%**	**4,573,000**	**83.0%**	**-31.4%**	**6.9**	**0.1**	**0.9**

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	5,923,000	-1.1%	-25.0%	$637.9m	13.7%	-9.3%
Queensland	36,570,000	-6.5%	-30.8%	$4,350.7m	7.0%	-25.4%
Australia	**156,069,000**	**-1.5%**	**-37.2%**	**$18,719.0m**	**11.8%**	**-28.9%**

State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	20,769,000	21.6%	-19.9%	84,968,000	23.5%	-17.5%
NSW	24,353,000	-2.3%	-37.5%	85,670,000	-1.0%	-30.1%
Victoria	18,157,000	36.0%	-39.0%	55,811,000	21.5%	-33.2%
Australia	**82,085,000**	**12.7%**	**-30.1%**	**318,264,000**	**13.2%**	**-23.8%**

Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	9,062,000	32.3%	-9.5%	41,199,000	47.6%	-5.0%
NSW	10,428,000	0.1%	-29.5%	38,270,000	1.8%	-24.4%
Victoria	8,571,000	42.9%	-31.2%	27,207,000	32.0%	-24.1%
Australia	**36,974,000**	**18.0%**	**-20.0%**	**147,852,000**	**24.4%**	**-14.6%**

March quarterly Data

	Sunshine Coast	Queensland
Overnight Visitors	1,127,000	5,432,000
Change over the year	20.7%	5.7%
Change vs 2019	6.4%	-9.6%
Nights	4,425,000	23,719,000
Change over the year	11.1%	8.7%
Change vs 2019	18.9%	0.4%


MALENY, SUNSHINE COAST

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For tourism region definitions, click here


MOUNT COOLUM, SUNSHINE COAST

Regional Comparison

Year Ending March 2022

Domestic 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: Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	5,214,000	12.6%	-36.2%	16,130,000	16.2%	-31.9%	3.1	0.1	0.2	31%	43%	18%	25%
Gold Coast	3,264,000	33.5%	-22.3%	12,075,000	50.0%	-27.1%	3.7	0.4	-0.2	57%	30%	10%	16%
TNQ	2,068,000	39.0%	-6.8%	10,772,000	47.8%	-3.7%	5.2	0.3	0.2	55%	19%	20%	10%
Sunshine Coast	**3,708,000**	**18.2%**	**-8.4%**	**13,255,000**	**21.0%**	**-8.8%**	**3.6**	**0.1**	**0.0**	**58%**	**32%**	**5%**	**18%**
SGBR	1,989,000	8.7%	-14.1%	7,089,000	-4.0%	-21.7%	3.6	-0.5	-0.3	41%	27%	24%	10%
SQC	2,118,000	19.4%	-5.0%	6,142,000	8.5%	4.1%	2.9	-0.3	0.3	35%	37%	21%	10%
Townsville North Queensland	1,152,000	57.5%	-11.2%	4,290,000	41.8%	-10.4%	3.7	-0.4	0.0	38%	30%	24%	6%
Outback Queensland*	868,000	1.5%	-24.6%	4,380,000	-0.4%	-28.2%	5.0	n/p	-0.3	33%	0%	44%	4%
Whitsundays*	844,000	59.7%	33.7%	3,750,000	70.3%	34.5%	4.4	n/p	0.0	69%	0%	17%	4%
Fraser Coast*	683,000	17.9%	-11.0%	2,558,000	30.7%	-16.6%	3.7	n/p	-0.3	49%	36%	0%	3%
Mackay*	1,128,000	29.1%	6.1%	4,317,000	14.2%	-1.5%	3.8	n/p	-0.3	22%	13%	55%	5%
Total Queensland	**20,769,000**	**21.6%**	**-19.9%**	**84,968,000**	**23.5%**	**-17.5%**	**4.1**	**0.1**	**0.1**	**44%**	**32%**	**19%**	**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.