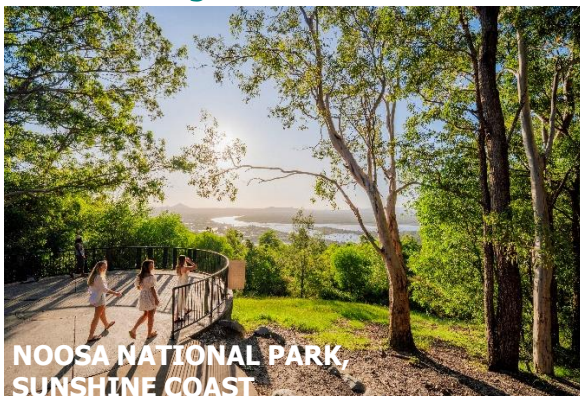
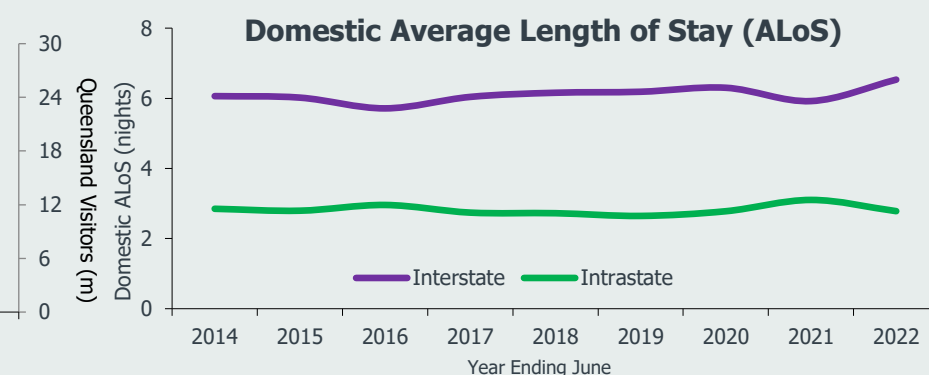
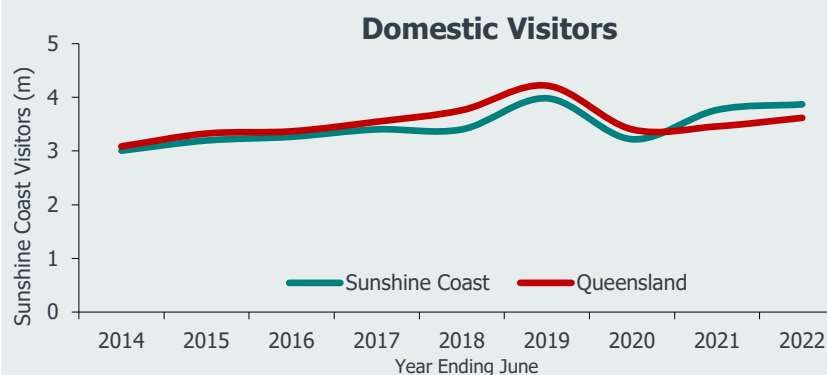


Year Ending June 2022



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	3,870,000	2,292,000	1,200,000	223,000	\$2,976.9m
Annual % change ¹	▲ 2.7%	▲ 0.6%	▲ 4.9%	▲ 3.5%	▲ 8.4%
3-yr trend % change ²	▼ -1.0%	▲ 1.8%	▼ -4.4%	▼ -17.7%	▲ 4.8%
Change vs Dec 2019	▼ -4.4%	▲ 3.7%	▼ -14.1%	▼ -38.1%	▲ 8.4%
TOTAL OVERNIGHT	3,909,000	2,321,000	1,209,000	223,000	\$3,011.8m
Annual % change	▲ 3.7%	▲ 1.8%	▲ 5.5%	▲ 3.3%	▲ 9.5%
3-yr trend % change	▼ -3.4%	▼ -1.6%	▼ -5.8%	▼ -18.0%	▲ 1.4%
Change vs Dec 2019	▼ -10.7%	▼ -5.7%	▼ -17.4%	▼ -39.3%	▼ -0.5%



Total Overnight Visitors (Domestic and International)

- The year ending June 2022 (i.e. 1 July 2021 – 30 June 2022) includes a full two quarters 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 quarters 2021 borders were closed to Queensland's largest domestic markets (Victoria and New South Wales) and some Queensland regions experienced lockdowns.
- With the international borders closed until 22 January 2022, the domestic market accounted for close to all visitors (99 per cent) and overnight visitor expenditure (OVE) for the Sunshine Coast. Total OVE was \$3.0 billion and steady (down 0.5 per cent) compared with the pre-COVID-19 year ending December 2019.
- Comparing the **June quarter 2022** to the same period 2019, the total number of visitors to the Sunshine Coast grew by 14.7 percent while visitor nights remained steady (up 0.4 per cent). With the borders reopened, domestic visitor growth was largely driven by the interstate market, detailed below.

Domestic Visitors

Domestic - change against Year Ending December 2019

- Compared to the year ending December 2019, domestic OVE grew by 8.4 per cent to a record \$3.0 billion. This was largely due to the rise in accommodation Average Daily Rates (ADR) with spend per night increasing 16.6 per cent to \$220. Over the same period, the overall number of visitors declined by 4.4 per cent to 3.9 million and nights were 7.0 per cent lower to 13.5 million.
- The impact across travel purposes was varied. The number of holiday visitors reached a new record (up 3.7 per cent to 2.3 million), while visiting friends and relatives (VFR) was 14.1 per cent lower to 1.2 million and business visitation was 38.1 per cent lower to 223,000 compared to 2019.
- Growth in visitation came from the intrastate market (up 6.9 per cent to 3.1 million) and was led by the Brisbane market which accounts for two thirds (69 per cent) of the region's intrastate visitation. Brisbane visitors reached a record 2.1 million which is a 21.8 per cent increase compared to 2019. However, this contrasted with declines in other major intrastate markets, including from the Gold Coast (down 8.0 per cent to 246,000) and Southern Queensland Country (down 12.2 per cent to 231,000). Intraregional travel remained steady (up 0.9 per cent) at 237,000.
- Due to border closures and COVID-19 concerns in the first half of year ending June 2022, the sharpest falls in visitation came from the interstate market. Compared to 2019, the number of interstate visitors was 34.0 per cent lower to 737,000. This was reflected across all the major interstate markets including regional New South Wales (down 34.1 per cent to 169,000), Sydney (down 37.2 per cent to 196,000) and Victoria (down 33.5 per cent to 261,000).

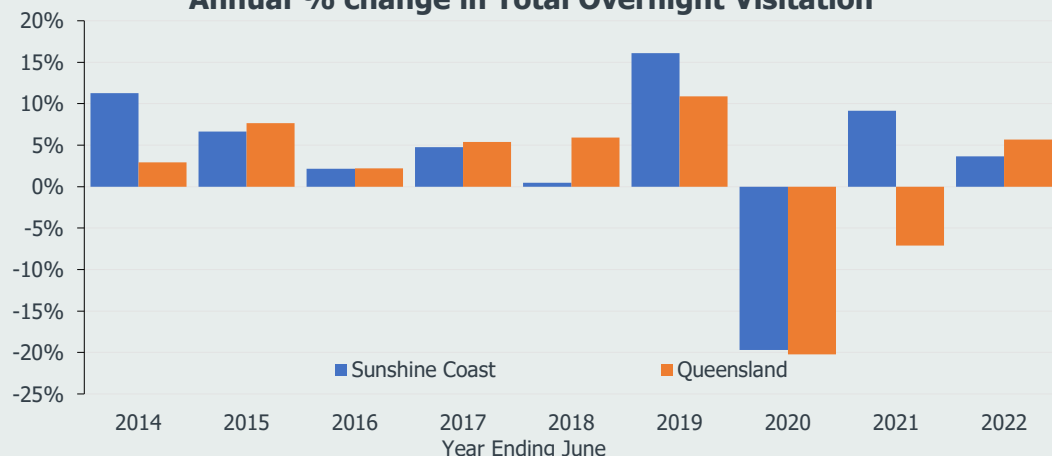
Domestic - change against year ending June 2021

- Compared to the year ending June 2021, annual comparisons show some improvement in domestic visitation. The number of visitors to the Sunshine Coast rose by 2.7 per cent, OVE was higher by 8.4 per cent and visitor nights were up by 1.0 per cent.

Domestic - quarterly change compared to June quarter 2019

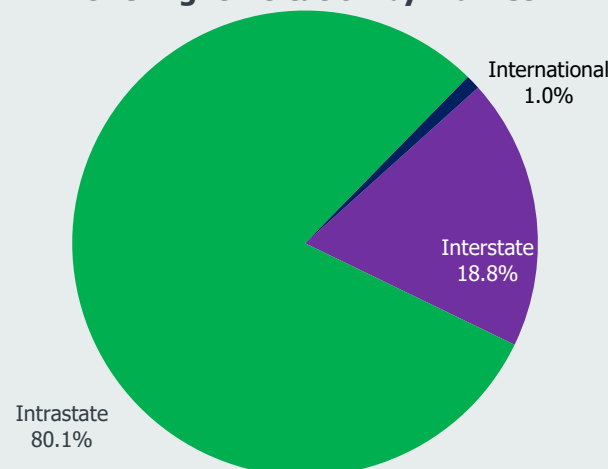
- The **June quarter 2022** showed positive signs of recovery. There was a 20.7 percent rise in the number of domestic visitors and nights were up 12.3 percent, compared to the pre-COVID-19 June quarter 2019.
- This quarter's results contrasted with the rest of the year. With the borders open, the biggest growth came from interstate visitors. Interstate visitation grew by 42.1 per cent and nights were up 13.8 per cent compared to same period 2019. Intrastate visitor numbers also remained higher, up 13.8 per cent and nights by 11.4 per cent.

Annual % change in Total Overnight Visitation



*Shows change compared to the immediately prior year

Overnight visitation by market



Sunshine Coast Regional Snapshot

Year Ending June 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	2,292,000	0.6%	3.7%	8,840,000	-2.0%	-1.2%	3.9	-0.1	-0.2
VFR	1,200,000	4.9%	-14.1%	3,613,000	13.3%	-14.9%	3.0	0.2	0.0
Business	223,000	3.5%	-38.1%	656,000	15.9%	-36.4%	2.9	0.3	0.1
Domestic³	3,870,000	2.7%	-4.4%	13,527,000	1.0%	-7.0%	3.5	-0.1	-0.1
Intrastate									
Holiday	1,832,000	-5.3%	20.6%	5,697,000	-15.4%	24.1%	3.1	-0.4	0.1
VFR	993,000	3.9%	-8.5%	2,240,000	5.4%	-5.2%	2.3	0.0	0.1
Business	193,000	21.5%	-28.1%	459,000	16.7%	-34.2%	2.4	-0.1	-0.2
Intrastate	3,133,000	-0.8%	6.9%	8,715,000	-11.0%	10.7%	2.8	-0.3	0.1
Interstate									
Holiday	460,000	33.9%	-33.5%	3,143,000	37.5%	-27.8%	6.8	0.2	0.5
VFR	206,000	10.1%	-33.6%	1,373,000	29.1%	-27.0%	6.6	1.0	0.6
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	737,000	21.3%	-34.0%	4,812,000	33.8%	-27.8%	6.5	0.6	0.6

June quarterly Data

	Sunshine Coast	Queensland
Overnight Visitors	1,122,000	6,763,000
Change over the year	16.8%	16.1%
Change vs 2019	20.7%	3.4%
Nights	3,467,000	25,691,000
Change over the year	8.5%	16.8%
Change vs 2019	12.3%	5.5%



SUNSHINE BEACH, SUNSHINE COAST

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 Coas	5,952,000	-6.1%	-24.6%	\$566.0m	-15.1%	-19.5%
Queensland	37,732,000	-9.5%	-28.6%	\$4,895.7m	8.8%	-16.1%
Australia	160,896,000	-7.4%	-35.2%	\$20,446.3m	7.9%	-22.4%

State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	21,709,000	4.6%	-16.2%	88,670,000	7.0%	-13.9%
NSW	24,887,000	-17.5%	-36.1%	85,357,000	-17.5%	-30.4%
Victoria	19,861,000	19.6%	-33.2%	61,350,000	13.8%	-26.5%
Australia	85,828,000	-1.8%	-26.9%	327,173,000	-1.9%	-21.7%

Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	9,393,000	4.7%	-6.2%	41,897,000	10.4%	-3.4%
NSW	10,501,000	-21.5%	-29.0%	37,601,000	-20.2%	-25.8%
Victoria	9,681,000	26.0%	-22.3%	30,816,000	22.0%	-14.0%
Australia	38,480,000	-2.7%	-16.8%	151,770,000	0.3%	-12.3%

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](#)



POMONA, SUNSHINE COAST

Regional Comparison

Year Ending June 2022

Domestic regional comparison										% Proportion of Travel Purpose			% Share of Total Visitors
Total Visitors	Visitors	Year % Chg	Change vs 2019	Nights	Year % Chg	Change vs 2019	Length of stay	Nights change	Change vs 2019	Holiday %	VFR %	Business %	
Brisbane	5,839,000	3.8%	-28.6%	18,213,000	9.2%	-23.1%	3.1	0.2	0.2	31%	42%	19%	27%
Gold Coast	3,196,000	0.5%	-23.9%	11,777,000	3.5%	-28.9%	3.7	0.1	-0.3	55%	31%	10%	15%
TNQ	2,061,000	6.9%	-7.0%	11,452,000	21.8%	2.4%	5.6	0.7	0.5	57%	19%	18%	9%
Sunshine Coast	3,870,000	2.7%	-4.4%	13,527,000	1.0%	-7.0%	3.5	-0.1	-0.1	59%	31%	6%	18%
SGBR	2,065,000	-1.6%	-10.8%	7,394,000	-6.3%	-18.3%	3.6	-0.2	-0.3	39%	28%	25%	10%
SQC	2,299,000	10.7%	3.1%	6,210,000	0.6%	5.3%	2.7	-0.3	0.1	34%	40%	20%	11%
Townsville North Queensland	1,156,000	23.1%	-10.9%	4,366,000	11.7%	-8.8%	3.8	-0.4	0.1	39%	27%	26%	5%
Outback Queensland *	796,000	-10.6%	-30.9%	3,990,000	-13.2%	-34.6%	5.0	n/p	-0.3	37%	18%	39%	4%
Whitsundays *	811,000	8.8%	28.5%	3,747,000	9.1%	34.4%	4.6	n/p	0.2	73%	n/p	n/p	4%
Fraser Coast *	762,000	0.6%	-0.7%	2,979,000	1.8%	-2.8%	3.9	n/p	-0.1	48%	35%	n/p	4%
Mackay *	1,189,000	3.0%	11.8%	4,797,000	3.6%	9.5%	4.0	n/p	-0.1	20%	13%	57%	5%
Total Queensland	21,709,000	4.6%	-16.2%	88,670,000	7.0%	-13.9%	4.1	0.1	0.1	43%	33%	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.

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.