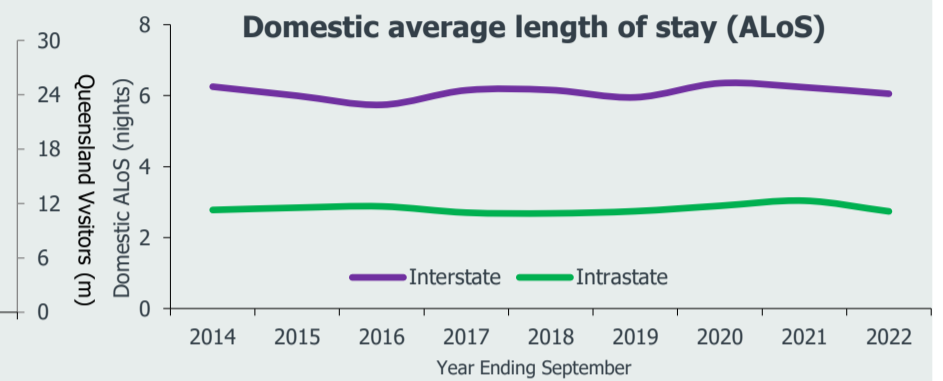
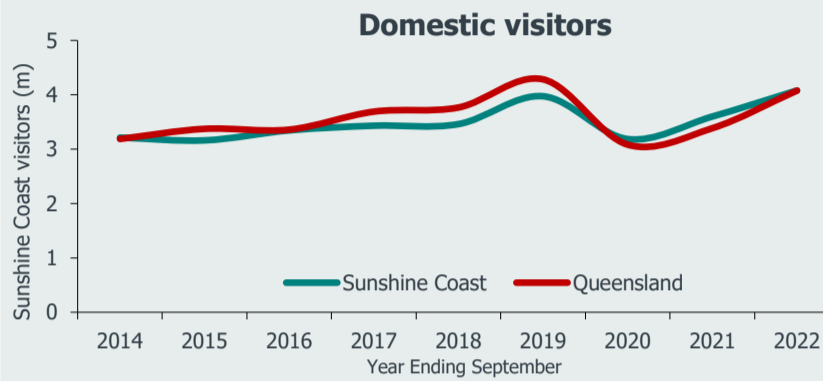


Year Ending September 2022



COOLUM, SUNSHINE COAST	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	4,079,000	2,452,000	1,258,000	235,000	\$3,735.9m
Annual % change ¹	▲ 13.3%	▲ 16.7%	▲ 9.9%	▲ 14.4%	▲ 42.8%
3-yr trend % change ²	▲ 1.0%	▲ 5.8%	▼ -4.3%	▼ -18.1%	▲ 15.1%
Change vs Dec 2019	▲ 0.8%	▲ 10.9%	▼ -9.9%	▼ -34.7%	▲ 36.1%



Total Overnight Visitors (Domestic and International)

International nights and spend for the COVID-19 impacted periods from June quarter 2020 to June quarter 2022 are imputed based on characteristics from historical donor records. In the September quarter 2022 imputation was still being used alongside some interviews. Nights and spend may not be representative of changing travel behaviour during the lockdown periods and since borders reopened. Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia for more information.

TRA has recommended that data not be presented at the regional level until IVS interviews are fully reintroduced. TRA is intending to report YE December 2022 IVS results in full swing.

Domestic Visitors

The year ending September 2022 (i.e. 1 October 2021 – 30 September 2022) National Visitor Survey (NVS) data captures three quarters where Queensland's borders were open to all interstate travellers after borders were reopened to Victoria and New South Wales on 13 December 2021.

Domestic - change against Year Ending December 2019

- Domestic Overnight Visitor Expenditure (OVE) grew by 36.1 per cent to a record \$3.7 billion compared to the year ending December 2019. This was on the back of a combination of record visitor numbers (steady, up 0.8 per cent to 4.1 million) and spend per visitor increasing 35.0 per cent to \$916. The increase in spend was partly a result of higher spend on accommodation, food and drink. Visitor nights were steady (down 0.4 per cent) to 14.5 million.

- The increase in visitation came from the holiday market, with a record 2.5 million visiting the Sunshine Coast, up 10.9 per cent compared to 2019. This was also reflected in the number of holiday nights, an increase of 9.0 per cent to a record 9.8 million nights. Conversely, Visiting Friends and Relatives (VFR) (down 9.9 per cent to 1.3 million) and business (down 34.7 per cent to 235,000) were both lower compared to 2019.

- Growth to the region came from the intrastate market which at 3.1 million visitors was 5.0 per cent higher compared to 2019. This included a record number of visitors from the Gold Coast (285,000, up 6.5 per cent). The Sunshine Coast's largest source market, Brisbane, also grew 17.7 per cent to 2.1 million.

- Interstate visitation was hampered by the fact borders were still closed for most of the December 2021 quarter, down by 10.3 per cent to 1.0 million. Despite this, visitation from Victoria was only 6.0 per cent lower at 369,000 and New South Wales was down 13.6 per cent to 491,000.

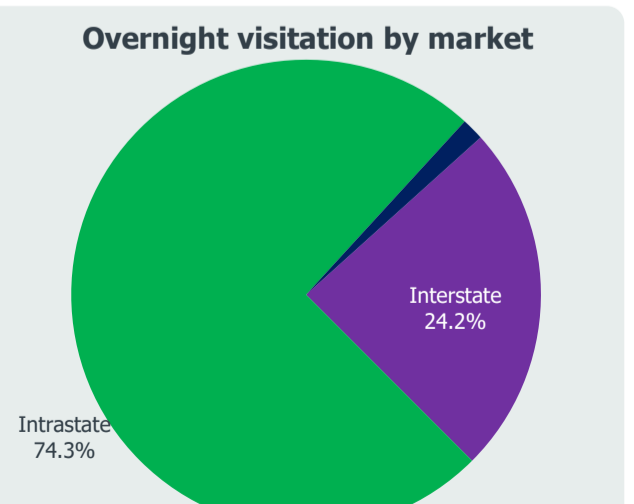
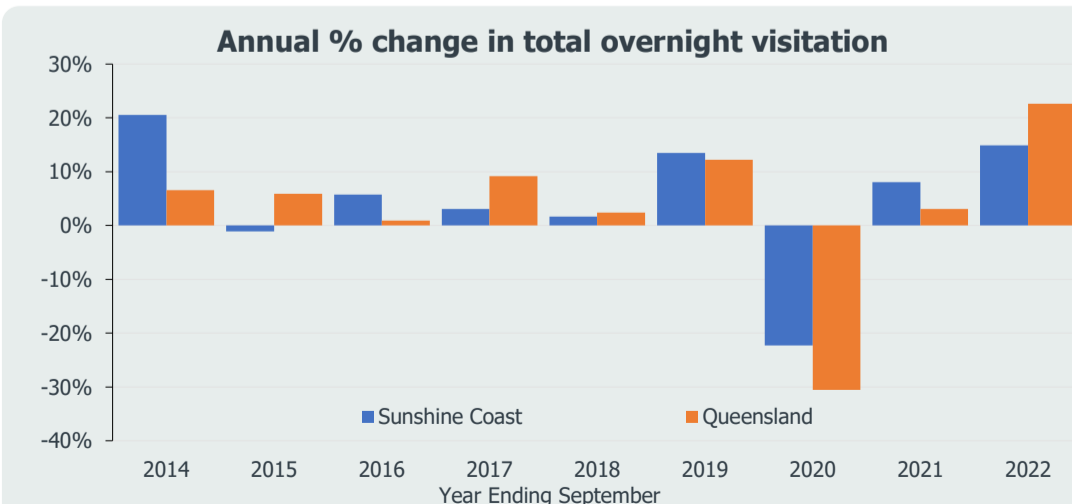
Domestic - change against year ending September 2021

- Compared to the year ending September 2021, there were positive movements in domestic visitation to the Sunshine Coast. There was a 13.3 per cent rise in the number of domestic visitors, OVE was 42.8 per cent higher and total nights were up by 12.0 per cent.

Domestic - quarterly change compared to September quarter 2019

- In the September quarter 2022, while visitor numbers grew by 1.0 per cent to 930,000, nights were 6.4 percent lower.

- The growth in visitation came from the interstate market (up 2.9 per cent), while intrastate visitation was equal (0.0 per cent change) with 2019. Intrastate nights were down 5.7 per cent and interstate nights were down 7.0 per cent.



*Shows change compared to the immediately prior year

Sunshine Coast Regional Snapshot

Year Ending September 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	2,452,000	16.7%	10.9%	9,752,000	13.7%	9.0%	4.0	-0.1	-0.1
VFR	1,258,000	9.9%	-9.9%	3,674,000	12.3%	-13.4%	2.9	0.1	-0.1
Business	235,000	14.4%	-34.7%	734,000	32.3%	-28.7%	3.1	0.4	0.3
Domestic³	4,079,000	13.3%	0.8%	14,486,000	12.0%	-0.4%	3.6	0.0	0.0
Intrastate									
Holiday	1,814,000	3.9%	19.5%	5,648,000	-6.8%	23.0%	3.1	-0.4	0.1
VFR	971,000	1.8%	-10.5%	2,105,000	-1.9%	-10.9%	2.2	-0.1	0.0
Business	188,000	16.4%	-30.1%	430,000	8.6%	-38.3%	2.3	-0.2	-0.3
Intrastate	3,078,000	3.4%	5.0%	8,425,000	-6.8%	7.0%	2.7	-0.3	0.1
Interstate									
Holiday	638,000	79.2%	-7.8%	4,104,000	63.1%	-5.8%	6.4	-0.6	0.1
VFR	288,000	50.4%	-7.5%	1,568,000	39.6%	-16.7%	5.5	-0.4	-0.6
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	1,001,000	60.5%	-10.3%	6,061,000	55.8%	-9.1%	6.1	-0.2	0.1

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		6,107,000	-0.6%	-22.7%	\$647.5m	-4.7%	-8.0%
Queensland		41,074,000	2.6%	-22.3%	\$5,528.6m	21.3%	-5.2%
Australia		187,061,000	13.4%	-24.7%	\$25,122.2m	37.6%	-4.6%

State comparison - domestic overnight

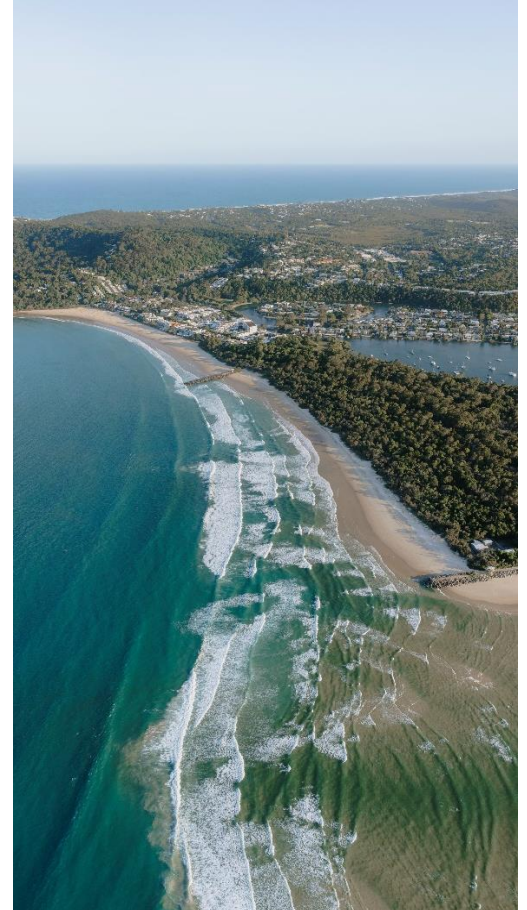
All visitors	Visitors	Year % chg	Change vs YE Dec 2019	Nights	Year % chg	Change vs YE Dec 2019
Queensland	24,465,000	20.4%	-5.6%	101,158,000	22.4%	-1.7%
NSW	32,265,000	25.3%	-17.2%	105,457,000	15.2%	-14.0%
Victoria	24,227,000	39.8%	-18.6%	71,436,000	27.3%	-14.5%
Australia	101,618,000	22.9%	-13.5%	376,861,000	16.0%	-9.8%

Holiday visitors	Visitors	Year % chg	Change vs YE Dec 2019	Nights	Year % chg	Change vs YE Dec 2019
Queensland	10,710,000	22.7%	7.0%	48,640,000	24.4%	12.1%
NSW	13,829,000	22.5%	-6.5%	47,879,000	17.5%	-5.5%
Victoria	11,796,000	44.0%	-5.3%	35,754,000	32.3%	-0.3%
Australia	45,289,000	20.9%	-2.0%	175,785,000	17.7%	1.6%

September quarterly data

	Sunshine Coast	Queensland
Overnight visitors	930,000	6,996,000
Change over the year	29.1%	65.0%
Change vs 2019	1.0%	5.8%
Nights	3,329,000	31,455,000
Change over the year	40.5%	65.8%
Change vs 2019	-6.4%	9.6%

NOOSA HEADS, SUNSHINE COAST



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

GLASS HUSE MOUNTAINS NATIONAL PARK, SUNSHINE COAST



Regional Comparison

Year Ending September 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			% Share of total visitors
										Holiday %	VFR %	Business %	
Brisbane	6,938,000	27.5%	-15.2%	22,620,000	42.4%	-4.5%	3.3	0.3	0.4	32%	42%	19%	28%
Gold Coast	3,733,000	21.7%	-11.2%	13,689,000	23.4%	-17.3%	3.7	0.1	-0.3	56%	29%	12%	15%
TNQ	2,398,000	23.7%	8.1%	13,536,000	32.3%	21.0%	5.6	0.4	0.6	58%	20%	16%	10%
Sunshine Coast	4,079,000	13.3%	0.8%	14,486,000	12.0%	-0.4%	3.6	0.0	0.0	60%	31%	6%	17%
SGBR	2,238,000	6.0%	-3.4%	7,603,000	-6.1%	-16.0%	3.4	-0.4	-0.5	37%	27%	28%	9%
SQC	2,493,000	20.6%	11.8%	6,423,000	3.8%	8.9%	2.6	-0.4	-0.1	34%	41%	18%	10%
Townsville North Queensland	1,246,000	19.9%	-4.0%	4,824,000	12.8%	0.8%	3.9	-0.2	0.2	39%	26%	26%	5%
Outback Queensland*	910,000	-7.9%	-21.0%	4,619,000	-8.8%	-24.3%	5.1	n/p	-0.2	39%	20%	34%	4%
Whitsundays*	923,000	14.8%	46.3%	4,837,000	22.3%	73.5%	5.2	n/p	0.8	69%	n/p	n/p	4%
Fraser Coast*	869,000	3.1%	13.3%	3,269,000	0.3%	6.6%	3.8	n/p	-0.2	53%	34%	n/p	4%
Mackay*	1,234,000	4.5%	16.1%	4,858,000	4.0%	10.9%	3.9	n/p	-0.2	22%	15%	54%	5%
Total Queensland	24,465,000	20.4%	-5.6%	101,158,000	22.4%	-1.7%	4.1	0.1	0.2	44%	33%	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.

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