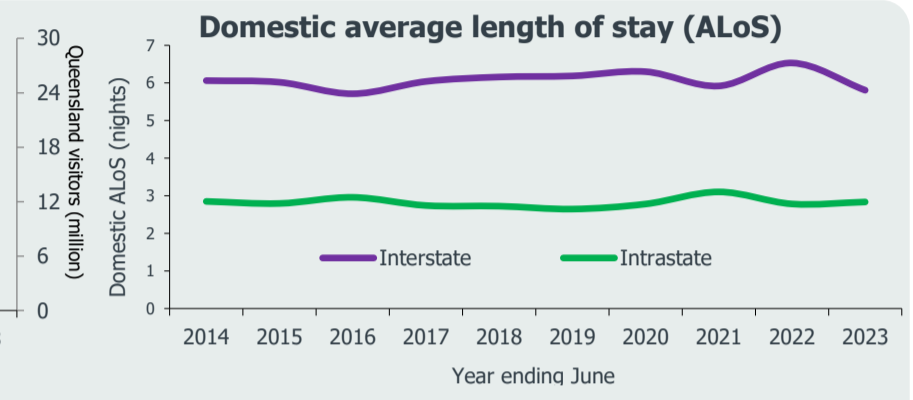
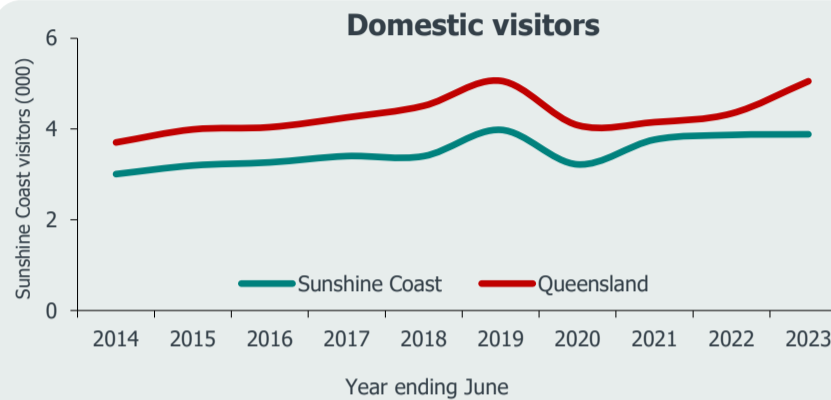


Year ending June 2023



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	3,884,000	2,322,000	1,222,000	244,000	\$4,411.3m
Annual % change ¹	0.4%	▲ 1.3%	▲ 1.9%	▲ 9.6%	▲ 48.2%
3-yr trend % change ²	▲ 6.1%	▲ 10.6%	▲ 0.6%	▼ -2.5%	▲ 27.8%
Change vs Dec 2019	▼ -4.0%	▲ 5.1%	▼ -12.4%	▼ -32.2%	▲ 60.7%



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 and December 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. A full sample of interviews was conducted in the March and June quarter 2023. Please see [International Visitor Survey \(IVS\) methodology | Tourism Research Australia \(TRA\)](#) for more information.

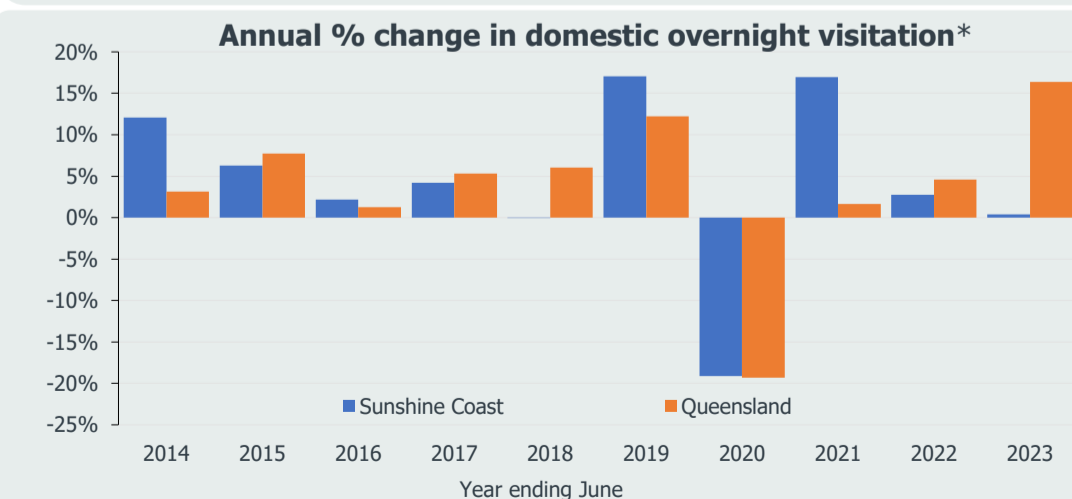
TRA has recommended that annual data not be presented at the regional level until IVS interviews are fully reintroduced. Given six months of IVS data is now available at the regional level topline information for January – June 2023 is summarised below.

Domestic visitors (year ending June 2023)

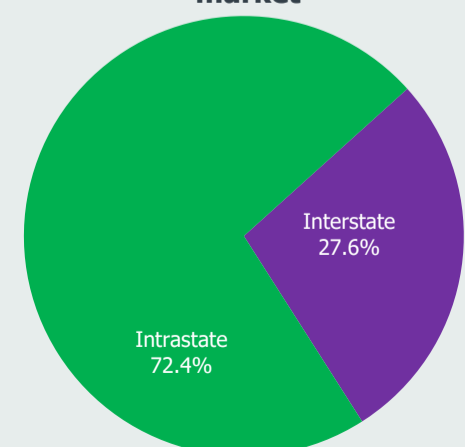
- Domestic overnight visitor expenditure (OVE) grew by 48.2 per cent over the year to \$4.4 billion. This was 60.7 per cent higher than the pre-COVID-19 period. The growth was due to a 41.2 per cent increase in the average spend per night to \$311. Total nights also rose over the year by 5.0 per cent to 14.2 million, owing to an increase in the average length of stay (up 0.2 per cent to 3.7 nights). Visitation was steady (up 0.4 per cent) at 3.9 million.
- The majority of Sunshine Coast visitors are holiday makers (2.3 million, reflecting a 1.3 per cent increase). Notably, the strongest growth came from business visitation (up 9.6 per cent to 244,000). Visiting friends and relatives (VFR) also saw an increase, rising by 1.9 per cent to 1.2 million over the year.
- The strongest growth over the year came from the interstate market (up 45.7 per cent to 1.1 million). Visitation from New South Wales was up 38.4 per cent to 505,000 and Victoria was 47.2 per cent higher to 385,000.
- Over the year there were 2.8 million intrastate visitors, reflecting a decrease of 10.3 per cent. The decrease was driven by the Brisbane market which was 12.6 per cent lower to 1.9 million visitors.

International visitors (January to June 2023)

- In the first six months of 2023 the Sunshine Coast welcomed 146,000 international visitors, a 3.0 per cent decrease compared to the same period in 2019. There was a significant increase in visiting friends and relatives (VFR) visitation compared to the same period in 2019, up by 42.6 per cent to 47,000. Holiday visitation remains down by 16.7 per cent at 95,000.
- New Zealand remains the primary international source market for the Sunshine Coast with 33,000 visitors, down 1.1 per cent compared to the first half of 2019. Visitation from the United Kingdom was in line with the first half of 2019 (28,000, up 0.4 per cent). Germany, the third largest market, was 9.4 per cent lower at 11,000 visitors.



Domestic overnight visitation by market



*Shows change compared to the immediately prior year

Sunshine Coast Regional Snapshot

Year ending June 2023

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	2,322,000	1.3%	5.1%	9,508,000	7.6%	6.3%	4.1	0.2	0.0
VFR	1,222,000	1.9%	-12.4%	3,513,000	-2.8%	-17.2%	2.9	-0.1	-0.2
Business	244,000	9.6%	-32.2%	596,000	-9.1%	-42.2%	2.4	-0.5	-0.4
Domestic³	3,884,000	0.4%	-4.0%	14,197,000	5.0%	-2.4%	3.7	0.2	0.1
Intrastate									
Holiday	1,634,000	-10.8%	7.6%	5,261,000	-7.7%	14.6%	3.2	0.1	0.2
VFR	901,000	-9.3%	-17.0%	1,912,000	-14.6%	-19.1%	2.1	-0.1	-0.1
Business	194,000	0.5%	-27.8%	339,000	-26.2%	-51.4%	1.7	-0.6	-0.8
Intrastate	2,811,000	-10.3%	-4.1%	7,966,000	-8.6%	1.2%	2.8	0.1	0.1
Interstate									
Holiday	688,000	49.6%	-0.5%	4,247,000	35.1%	-2.5%	6.2	-0.7	-0.1
VFR	322,000	55.7%	3.5%	1,601,000	16.6%	-14.9%	5.0	-1.7	-1.1
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	1,073,000	45.7%	-3.9%	6,231,000	29.5%	-6.6%	5.8	-0.7	-0.2

Key domestic source markets to Sunshine Coast

All visitors	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
Brisbane	1,870,000	-12.6%	7.7%	4,911,000	-15.6%	7.5%	2.6	-0.1	0.0
Regional Qld	941,000	-5.3%	-21.3%	3,055,000	5.6%	-7.5%	3.2	0.3	0.5
Sydney	305,000	55.7%	-2.2%	1,607,000	59.9%	9.8%	5.3	0.1	0.6
Regional NSW	200,000	18.2%	-22.2%	936,000	12.4%	-18.0%	4.7	-0.2	0.2
Melbourne	246,000	44.9%	-0.7%	1,553,000	6.0%	-5.1%	6.3	-2.3	-0.3
Regional Vic	138,000	n/p	-4.4%	1,010,000	n/p	-16.8%	7.3	n/p	-1.1

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 Coas	6,387,000	7.3%	-19.1%	\$854.0m	50.9%	21.4%
Queensland	45,787,000	21.3%	-13.4%	\$7,112.1m	45.3%	21.9%
Australia	219,451,000	36.4%	-11.6%	\$32,689.2m	59.9%	24.1%

State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,268,000	16.4%	-2.5%	101,441,000	14.4%	-1.5%
NSW	36,183,000	45.4%	-7.1%	114,881,000	34.6%	-6.3%
Victoria	27,820,000	40.1%	-6.5%	81,854,000	33.4%	-2.0%
Australia	111,393,000	29.8%	-5.2%	404,663,000	23.7%	-3.2%
Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	10,816,000	15.2%	8.1%	47,564,000	13.5%	9.6%
NSW	15,541,000	48.0%	5.0%	52,106,000	38.6%	2.9%
Victoria	12,916,000	33.4%	3.7%	38,885,000	26.2%	8.5%
Australia	48,022,000	24.8%	3.9%	183,057,000	20.6%	5.8%

International Visitation - Six Months to June 2023

	Visitors	Change vs 2019
Sunshine Coast	146,000	-3.0%
Holiday	95,000	-16.7%
VFR	47,000	42.6%
Business	np	np
Education	np	np
Queensland	862,000	-33.2%
Holiday	240,000	-37.8%
VFR	178,000	-0.5%
Business	41,000	-18.3%
Education	13,000	-35.9%

BEERWAH, SUNSHINE COAST



COOROY, SUNSHINE COAST

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

Regional Comparison

Year ending June 2023

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	7,211,000	28.2%	-10.0%	22,380,000	27.4%	-3.6%	3.1	0.0	0.2	33%	39%	22%	29%
Gold Coast	4,321,000	35.2%	2.8%	15,436,000	31.1%	-6.8%	3.6	-0.1	-0.4	53%	32%	14%	17%
Tropical North Queensland	2,541,000	23.3%	14.6%	12,908,000	12.7%	15.4%	5.1	-0.5	0.0	56%	19%	21%	10%
Sunshine Coast	3,884,000	0.4%	-4.0%	14,197,000	5.0%	-2.4%	3.7	0.2	0.1	60%	31%	6%	15%
Southern Great Barrier Reef	2,314,000	12.0%	-0.1%	8,600,000	16.3%	-5.0%	3.7	0.1	-0.2	35%	28%	31%	9%
Southern Queensland Country	2,504,000	-0.5%	4.4%	7,236,000	5.4%	13.6%	2.9	0.2	0.2	36%	38%	19%	10%
Townsville North Queensland	1,076,000	-6.9%	-17.1%	4,163,000	-4.6%	-13.0%	3.9	0.1	0.2	38%	29%	22%	4%
Outback Queensland*	1,103,000	6.4%	-4.2%	4,811,000	2.7%	-21.2%	4.4	n/p	-0.9	32%	19%	44%	4%
Whitsundays*	765,000	11.7%	21.2%	4,180,000	19.5%	49.9%	5.5	n/p	1.0	66%	19%	n/p	3%
Fraser Coast*	765,000	6.7%	-0.2%	2,864,000	1.1%	-6.6%	3.7	n/p	-0.3	51%	32%	n/p	3%
Mackay*	1,113,000	2.2%	4.6%	3,976,000	-2.4%	-9.3%	3.6	n/p	-0.5	21%	20%	51%	4%
Total Queensland	25,268,000	16.4%	-2.5%	101,441,000	14.4%	-1.5%	4.0	-0.1	0.0	43%	32%	21%	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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