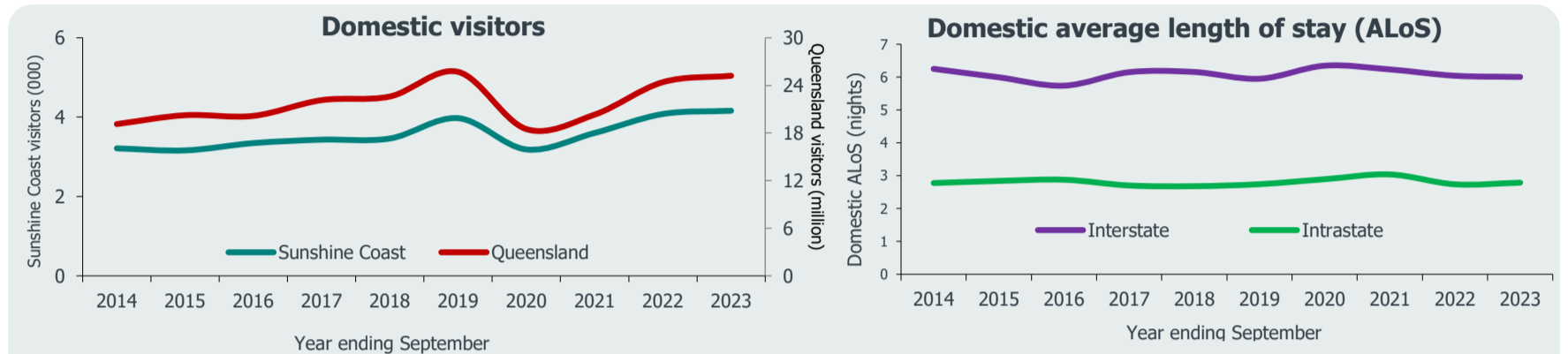


Sunshine Coast Regional Snapshot

Year ending September 2023



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	4,161,000	2,496,000	1,336,000	231,000	\$4,218.7m
Annual % change ¹	▲ 2.0%	▲ 1.7%	▲ 6.3%	▼ -1.7%	▲ 11.8%
3-yr trend % change ²	▲ 9.0%	▲ 10.8%	▲ 7.6%	▲ 2.9%	▲ 25.4%
Change vs Dec 2019	▲ 2.8%	▲ 12.9%	▼ -4.3%	▼ -35.8%	▲ 53.7%



Total overnight visitors (domestic and international)

Tourism Research Australia (TRA) has recommended that annual data not be presented at the regional level until International Visitor Survey (IVS) interviews are fully reintroduced following the COVID-19 impacted period. Given three quarters of IVS data is now available at the regional level topline information for January – September 2023 is summarised below. Annual data will be available in the next release, for the year ending December 2023.

Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia (TRA) for more information.

Domestic visitors (year ending September 2023)

- Overnight visitor expenditure (\$4.2 billion, up 11.8 per cent) continued to grow in the year ending September 2023. This growth was due to a record number of visitor nights (15.3 million, up 5.6 per cent) and an increase in spend per night (\$276, up 5.9 per cent). The record nights occurred because of growth in visitation (up 2.0 per cent to 4.2 million) at the same time as visitors increased the average length of stay in the region (up 0.1 nights to 3.7 nights).
- There was a record number of holiday visitors (2.5 million, up 1.7 per cent) who also stayed a record number of nights (10.0 million, up 2.5 per cent). Holiday visitation has remained the main reason people visit the Sunshine Coast. Visiting friends and relatives also grew over the year (up 6.3 per cent to 1.3 million), but business visitation decreased (down 1.7 per cent to 231,000).
- The growth in visitation has been due to the interstate market, with visitation increasing 14.3 per cent to 1.1 million. This has led to a record number of interstate holiday visitors (780,000 up 21.5 per cent). Interstate visitation continued to grow strongly on the back of pent-up demand particularly early in the year ending September 2023. The strong demand has led to record in visitation from both Sydney (356,000, up 35.5 per cent) and Melbourne (290,000, up 21.0 per cent).
- Intrastate visitation had a slight decline over the year (down 2.0 per cent to 3.0 million). This largely reflects a decrease in visitation from regional Queensland (down 6.1 per cent to 942,000). Visitation from Brisbane, the Sunshine Coast’s largest source market, was steady over the year (0.0 per cent change at 2.1 million).

International visitors (January to September 2023)

- Sunshine Coast had one of the strongest recoveries in international visitation across Queensland’s tourism regions, with visitation 7.8 per cent lower than the first nine months of 2019 (at 217,000).
- While holiday visitation was still below pre-COVID-19 levels (down 18.3 per cent at 145,000), VFR visitation had recovered far beyond what it was in the first nine months of 2019 (up 30.6 per cent to 64,000).
- Sunshine Coast’s largest source markets are New Zealand (57,000, down 9.9 per cent) and the United Kingdom (36,000, down 7.1 per cent), they were close to reaching pre-COVID-19 levels. Visitation from Canada (12,000, up 19.7 per cent) and Asia (39,000, up 33.4 per cent) are already well above pre-COVID-19 levels. Visitation from Germany (16,000, down 26.7 per cent), and Europe excluding the UK (51,000, down 20.2 per cent) remained below pre-COVID-19 levels.



*Shows change compared to the immediately prior year

Sunshine Coast Regional Snapshot

Year ending September 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	2,496,000	1.7%	12.9%	10,008,000	2.5%	11.9%	4.0	0.0	0.0
VFR	1,336,000	6.3%	-4.3%	4,106,000	11.9%	-3.3%	3.1	0.2	0.0
Business	231,000	-1.7%	-35.8%	544,000	-26.0%	-47.2%	2.4	-0.8	-0.5
Domestic³	4,161,000	2.0%	2.8%	15,300,000	5.6%	5.2%	3.7	0.1	0.1
Intrastate									
Holiday	1,715,000	-5.3%	13.0%	5,347,000	-5.2%	16.4%	3.1	0.0	0.1
VFR	1,019,000	5.1%	-6.0%	2,218,000	5.5%	-6.1%	2.2	0.0	0.0
Business	193,000	2.9%	-28.3%	383,000	-10.8%	-45.0%	2.0	-0.3	-0.6
Intrastate	3,012,000	-2.0%	2.7%	8,397,000	-0.2%	6.7%	2.8	0.1	0.1
Interstate									
Holiday	780,000	21.5%	12.8%	4,661,000	13.2%	7.0%	6.0	-0.4	-0.3
VFR	317,000	10.3%	2.0%	1,887,000	20.5%	0.3%	6.0	0.5	-0.1
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	1,149,000	14.3%	2.9%	6,903,000	13.6%	3.5%	6.0	0.0	0.0

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	2,069,000	0.0%	19.2%	5,243,000	-7.3%	14.8%	2.5	-0.2	-0.1
Regional Qld	942,000	-6.1%	-21.2%	3,154,000	14.2%	-4.5%	3.3	0.6	0.6
Sydney	356,000	35.5%	14.2%	1,801,000	28.9%	23.1%	5.1	-0.3	0.4
Regional NSW	181,000	-20.6%	-29.5%	859,000	-15.8%	-24.8%	4.8	0.3	0.3
Melbourne	290,000	21.0%	17.0%	1,794,000	-2.1%	9.7%	6.2	-1.5	-0.4
Regional Vic	127,000	n/p	-12.3%	1,256,000	n/p	3.5%	9.9	n/p	1.5

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	6,786,000	11.1%	-14.1%	\$907.9m	39.9%	29.0%
Queensland	47,922,000	16.7%	-9.3%	\$7,696.3m	39.4%	31.9%
Australia	222,217,000	18.9%	-10.5%	\$33,678.8m	34.1%	27.9%

State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,214,000	3.3%	-2.7%	99,808,000	-1.3%	-3.1%
NSW	36,142,000	12.2%	-7.3%	116,246,000	10.4%	-5.1%
Victoria	27,970,000	15.6%	-6.0%	82,120,000	15.0%	-1.7%
Australia	111,610,000	9.9%	-5.0%	402,904,000	7.0%	-3.6%

Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	11,045,000	3.4%	10.4%	48,027,000	-1.0%	10.7%
NSW	15,345,000	11.2%	3.7%	51,205,000	7.1%	1.1%
Victoria	12,630,000	7.2%	1.4%	38,428,000	7.6%	7.2%
Australia	47,678,000	5.3%	3.1%	179,490,000	2.1%	3.7%



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International Visitation - Nine Months to September 2023

	Visitors	Change vs 2019
Sunshine Coast	217,000	-7.8%
Holiday	145,000	-18.3%
VFR	64,000	30.6%
Business	np	np
Education	np	np
Queensland	1,381,000	-31.0%
Holiday	761,000	-42.5%
VFR	509,000	-7.2%
Business	133,000	-11.2%
Education	65,000	-33.6%

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For tourism region definitions, click here

Regional Comparison

Year ending September 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	7,111,000	6.4%	-11.2%	21,308,000	-2.3%	-8.2%	3.0	-0.3	0.1	34%	38%	22%	28%
Gold Coast	4,420,000	18.8%	5.2%	16,037,000	17.5%	-3.1%	3.6	0.0	-0.3	55%	30%	12%	18%
Tropical North Queensland	2,496,000	4.5%	12.5%	12,563,000	-7.0%	12.3%	5.0	-0.6	0.0	58%	18%	20%	10%
Sunshine Coast	4,161,000	2.0%	2.8%	15,300,000	5.6%	5.2%	3.7	0.1	0.1	60%	32%	6%	17%
Southern Great Barrier Reef	2,240,000	0.1%	-3.3%	8,120,000	6.8%	-10.3%	3.6	0.2	-0.3	38%	29%	27%	9%
Southern Queensland Country	2,483,000	-8.8%	3.5%	7,417,000	3.6%	16.5%	3.0	0.4	0.3	36%	36%	22%	10%
Townsville North Queensland	1,075,000	-13.7%	-17.1%	4,408,000	-8.7%	-7.9%	4.1	0.2	0.4	41%	30%	20%	4%
Outback Queensland *	1,001,000	4.2%	-13.1%	4,158,000	-2.3%	-31.9%	4.2	n/p	-1.1	26%	17%	52%	4%
Whitsundays*	729,000	10.5%	15.5%	3,087,000	8.5%	10.7%	4.2	n/p	-0.2	70%	n/p	n/p	3%
Fraser Coast*	791,000	10.4%	3.1%	3,161,000	13.9%	3.1%	4.0	n/p	0.0	54%	27%	n/p	3%
Mackay*	1,093,000	2.2%	2.7%	3,756,000	-4.7%	-14.3%	3.4	n/p	-0.7	22%	20%	48%	4%
Total Queensland	25,214,000	3.3%	-2.7%	99,808,000	-1.3%	-3.1%	4.0	-0.2	0.0	44%	31%	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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