

The Regional Snapshots contain domestic and international visitation data and commentary for Queensland's tourism regions. Data is based on the International and National Visitor Surveys.

The snapshots are updated quarterly with annual data. These results cover overnight visitation, visitor nights, and spend across visitor purposes.

Please note that the annual growth will be left blank for regions which report growth-rates on a three-year trend. In a number of regions, a three year-trend is used instead of annual growth rates to account for data volatility owing to the sample used being relatively small.

Data will also be left blank where it is not publishable due to small sample sizes.

Tourism region definitions are available at <https://tra.gov.au/en/regional/tourism-regions>

If you have any questions or comments, please email research@queensland.com

Region Selection

Sunshine Coast

Sunshine Coast Regional Snapshot

Year Ending March 2024



The Sunshine Coast welcomed 4.5 million overnight visitors (up 2.1 per cent compared to 2019). These visitors spent \$4.2 billion (up 38.3 per cent).

Domestic overnight visitor expenditure (OVE) decreased over the year by 13.5 per cent to \$3.8 billion as the average spend per night was down 14.4 per cent to \$263. At the same time both visitation and average length of stay remained steady. There were 4.2 million visitors (up 0.8 per cent) staying 3.5 nights on average.

International visitor expenditure and international visitor nights both reached new records. Visitors spent a record \$371.1 million, up 31.4 per cent, and visitors stayed a record 5 million nights, up 77.1 per cent. These records reflect the average length of stay on the Sunshine Coast increasing by 7.6 nights to 16.2 nights. Despite this, both visitation (311,000, or 94.3 per cent recovered) and spend per night (\$74, down 25.8 per cent) were below where they were in 2019.

Total (Domestic + Int'l) Overnight Visitation

	Total	Holiday	VFR	Business
Overnight Visitors	4,468,000	2,656,000	1,422,000	278,000
Change vs DEC 2019	2.1%	7.9%	-2.8%	-24.3%

Domestic Overnight Visitation

	Total	Holiday	VFR	Business
Overnight Visitors	4,157,000	2,441,000	1,338,000	273,000
Annual % Change	0.8%	-1.5%	3.1%	15.5%
3Y Trend % Change	9.3%	8.9%	10.7%	10.9%
Change vs DEC 2019	2.7%	10.4%	-4.1%	-24.2%

International Overnight Visitation

	Total	Holiday	VFR	Business
Overnight Visitors	311,000	215,000	84,000	
Change vs DEC 2019	-5.7%	-14.4%	24.4%	

Total (Domestic + Int'l) Overnight Exp.

Overnight Exp.	\$4,187.7M
Change vs DEC 2019	38.3%

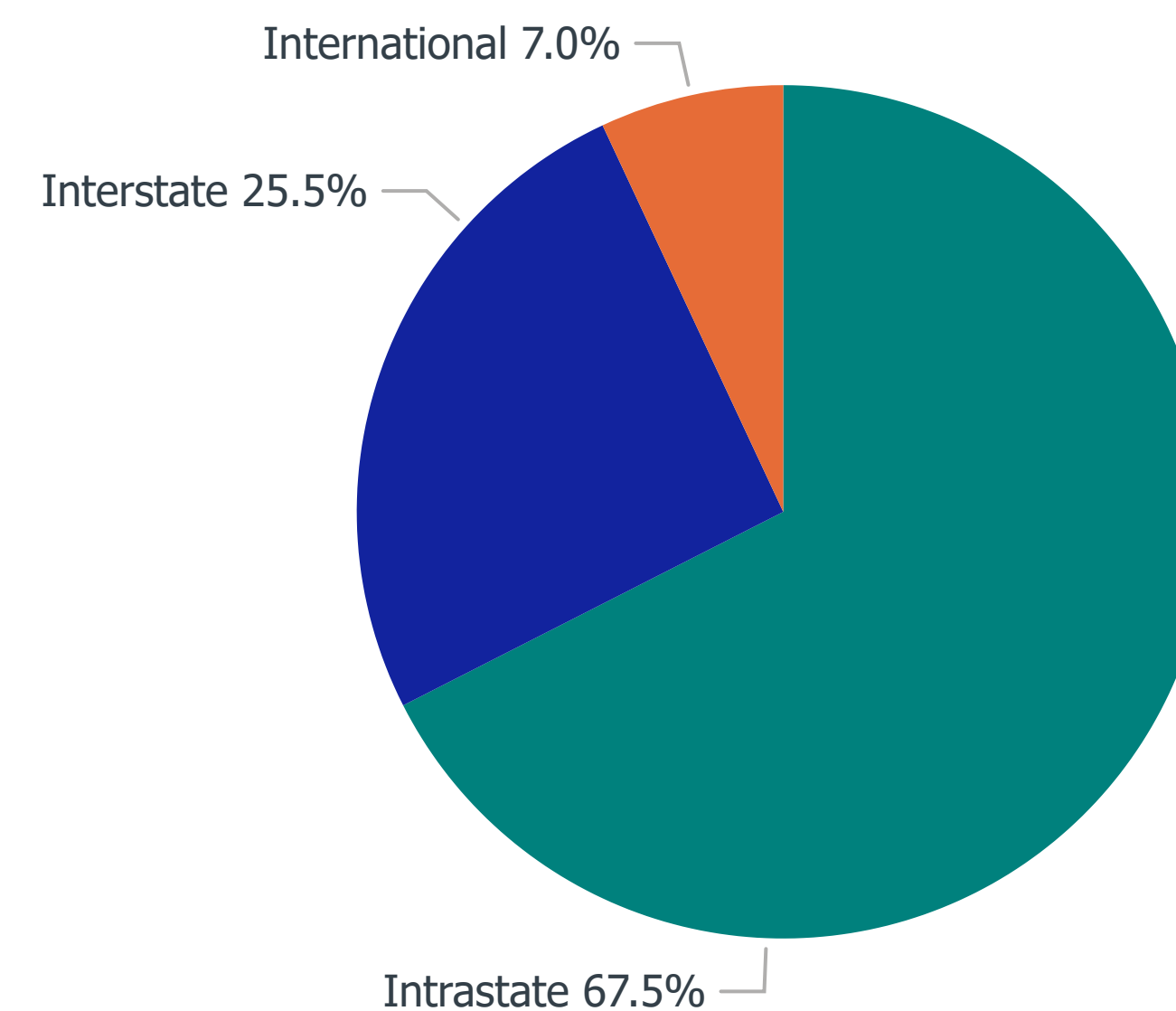
Domestic Overnight Exp.

Overnight Exp.	\$3,816.6M
Annual % Change	-13.5%
3Y Trend % Change	19.0%
Change vs DEC 2019	39.0%

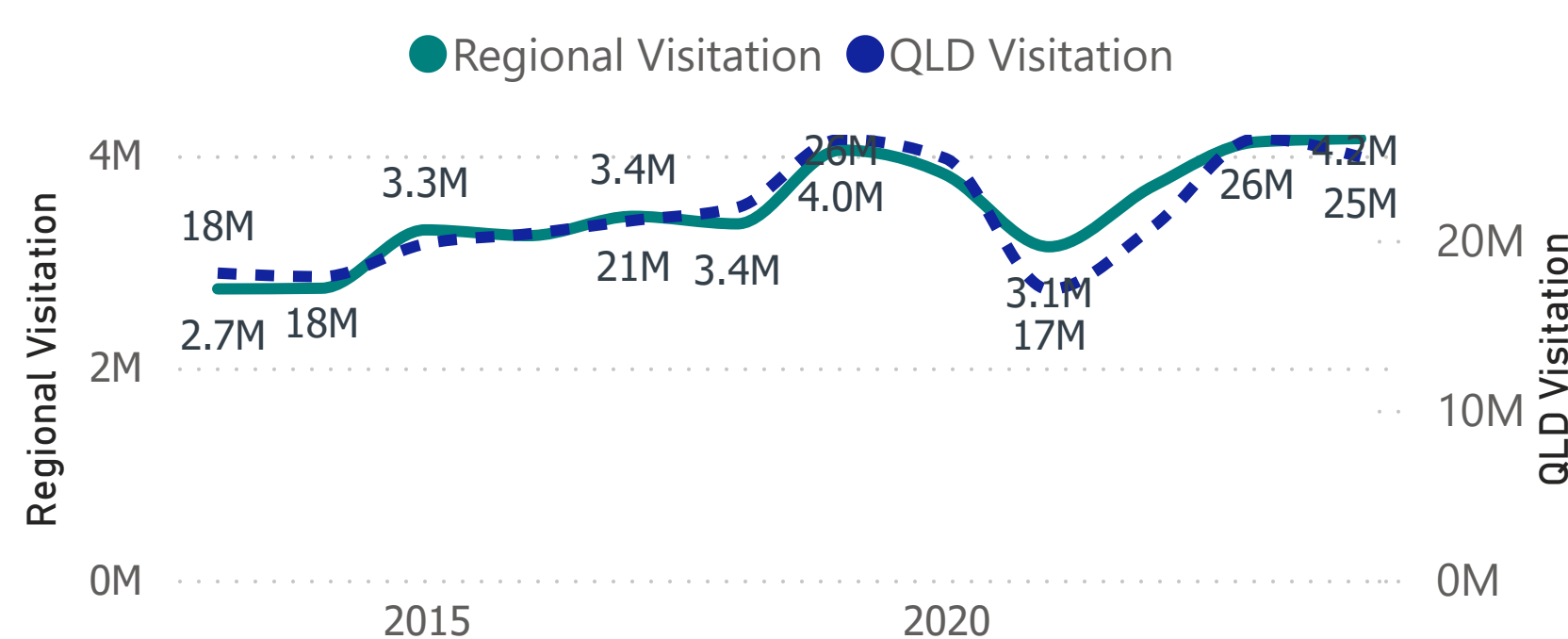
International Overnight Exp.

Overnight Exp.	\$371.1M
Change vs DEC 2019	31.4%

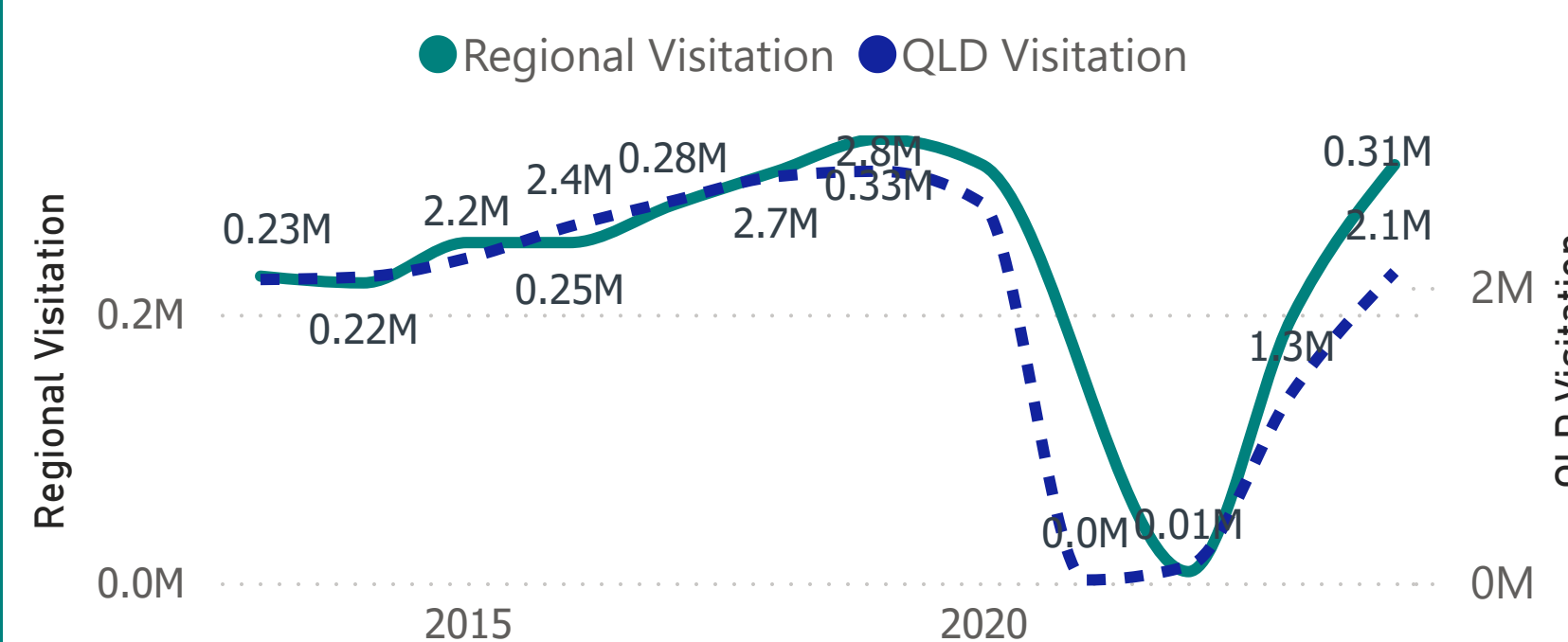
Overnight Visitation by Market



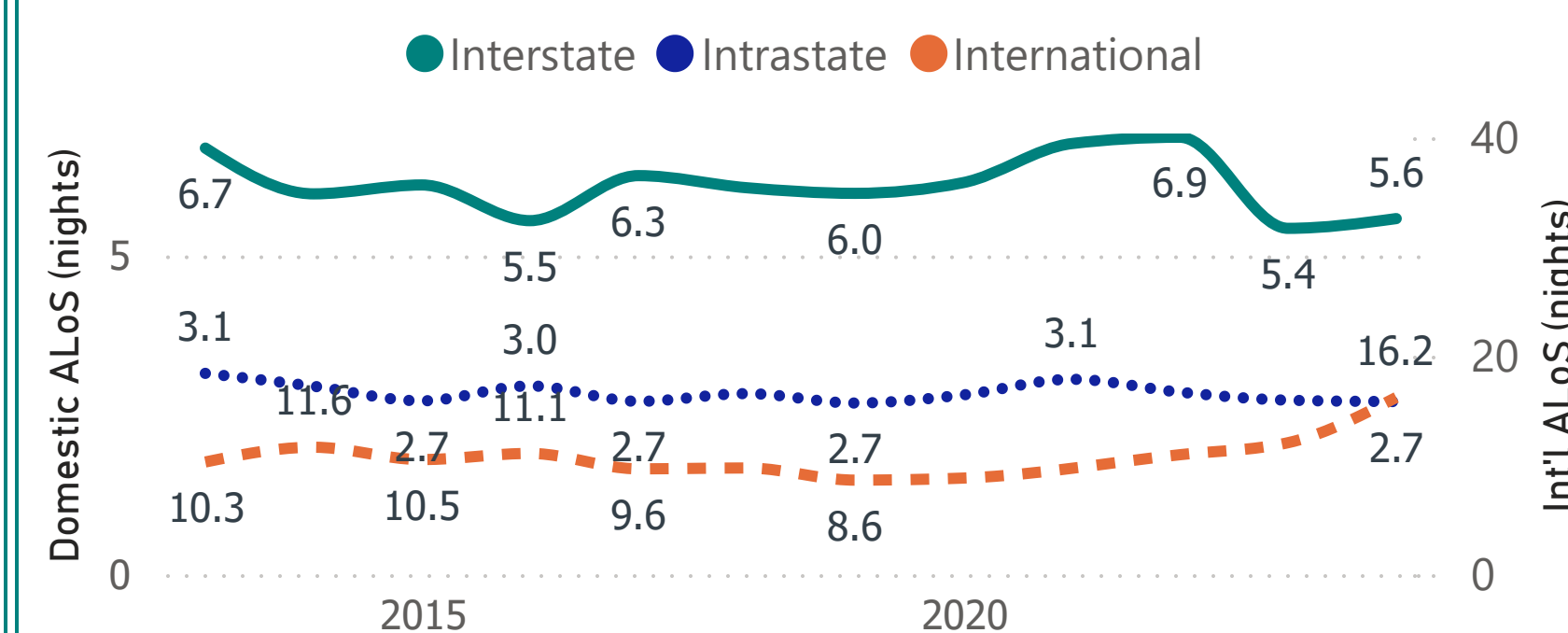
Domestic Visitors



International Visitors



Average length of stay (ALoS)



Please note that the annual growth will be left blank for regions which report growth-rates on a three-year trend. Data will also be left blank where it is not publishable due to small sample sizes. VFR refers to Visiting Friends and Relatives.

The year ending March 2024 is the second release of full year international data since International Visitor Survey interviews were reintroduced after the COVID-19 impacted period. Due to the lack of interviews since the COVID-19 impacted period, growth since the year ending December 2019 is the most recent possible comparison that can be made at the total level.

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

Region Selection

Sunshine Coast

Sunshine Coast Regional Snapshot

Year Ending March 2024



Domestic overnight visitors to Region

Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg2	3Y Trend % Chg	Length of Stay	Year # Chg
<input type="checkbox"/> Domestic								
Total	4,157,000	0.8%	9.3%	14,529,000	1.0%	9.3%	3.5	0.0
Holiday	2,441,000	-1.5%	8.9%	8,982,000	-9.1%	6.9%	3.7	-0.3
VFR	1,338,000	3.1%	10.7%	4,209,000	15.2%	16.1%	3.1	0.3
Business	273,000	15.5%	10.9%	678,000	13.7%	8.3%	2.5	0.0
<input type="checkbox"/> Intrastate								
Total	3,016,000	1.7%	2.8%	8,166,000	0.9%	-1.2%	2.7	0.0
Holiday	1,725,000	1.3%	1.0%	5,062,000	-6.3%	-3.7%	2.9	-0.2
VFR	998,000	1.5%	5.3%	2,194,000	2.3%	4.5%	2.2	0.0
Business	205,000	16.8%	10.9%	466,000	38.5%	11.3%	2.3	0.4
<input type="checkbox"/> Interstate								
Total	1,141,000	-1.6%	35.1%	6,363,000	1.2%	28.9%	5.6	0.2
Holiday	716,000	-7.6%	38.8%	3,920,000	-12.6%	26.8%	5.5	-0.3
VFR	340,000	8.0%	34.6%	2,015,000	33.5%	36.4%	5.9	1.1
Business								

Key domestic source markets to Region

Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg
Brisbane	2,031,000	2.1%	4.2%	5,164,000	-0.1%	0.4%
Regional QLD	985,000	0.9%	0.2%	3,001,000	2.6%	-4.0%
Melbourne	345,000	38.0%		1,980,000	46.3%	
Sydney	277,000	-13.7%		1,157,000	-30.3%	
Regional NSW	198,000	-15.6%	23.7%	860,000	-24.7%	17.6%
Regional VIC						

Please note that the annual growth will be left blank for regions which report growth-rates on a three-year trend. Data will also be left blank where it is not publishable due to small sample sizes. VFR refers to Visiting Friends and Relatives.

Domestic visitation was steady over the year, as a decline in holiday visitation was offset by those visiting friends and relatives and business travel. Holiday visitation decreased 1.5 per cent to 2.4 million, while VFR visitation was up 3.1 per cent to 1.3 million and business visitation grew 15.5 per cent to 273,000.

A small increase in intrastate visitation was offset by a small decrease in interstate visitation. Intrastate visitation increased 1.7 per cent to 3.0 million over the year. This included a record number of visitors from Queensland Country (up 33.2 per cent to 314,000) and growth in visitation from Brisbane (up 2.1 per cent to 2.0 million). Interstate visitation was down 1.6 per cent to 1.1 million, largely driven by a 14.5 per cent decline in visitation from New South Wales. Despite this, there was a record 345,000 visitors from Melbourne, up 38.0 per cent.

Domestic day trip visitors to Region

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Trend % Chg
6,429,000	3.7%	2.4%	\$844.1M	9.6%	14.4%

Domestic day trip visitors to Queensland

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp(\$)\$ million	Year % Chg	3Y Trend % Chg
44,507,000	-2.7%	4.4%	\$6,910.0M	-2.8%	18.3%

Domestic day trip visitors to Australia

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Trend % Chg
209,262,000	-3.0%	9.6%	\$33,134.0M	4.4%	24.4%

Region Selection

Sunshine Coast

Sunshine Coast Regional Snapshot

Year Ending March 2024



International overnight visitors to region

Purpose	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019	Length of Stay	Change vs YE Dec 2019
Total	311,000	-5.7%	5,034,000	77.1%	16.2	7.6
Holiday	215,000	-14.4%	1,755,000	22.1%	8.2	2.4
VFR	84,000	24.4%	2,145,000	141.5%	25.5	12.4
Business						
Education						
Employment						

Please note that the annual growth will be left blank for regions which report growth-rates on a three-year trend. Data will also be left blank where it is not publishable due to small sample sizes. VFR refers to Visiting Friends and Relatives.

A record number of international holiday nights as well as continued growth in visiting friends and relatives (VFR) nights contributed to a record number of total international visitor nights. Holiday visitors stayed 1.8 million nights, 22.1 per cent above 2019 levels, and VFR visitors stayed 2.1 million nights, a 141.5 per cent increase. The record holiday nights occurred despite holiday visitation still being a little below 2019 levels. Holiday visitation recovered to 215,000 or 85.6 per cent. VFR visitation is 24.4 per cent above 2019 levels at 84,000.

Among the Sunshine Coast's largest source markets, visitation was above 2019 levels from the United Kingdom (62,000, up 11.4 per cent) and Canada (13,000, up 4.6 per cent). Visitation was still recovering from New Zealand (81,000 or 94.5 per cent recovered), Germany (23,000 or 69.0 per cent recovered), and the USA (16,000 or 68.2 per cent recovered).

Top 10 International source market (Total)

Source Market	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019
New Zealand	81,000	-5.5%	591,000	-8.3%
United Kingdom	62,000	11.4%	726,000	70.9%
Germany	23,000	-31.0%	257,000	44.2%
United States of America	16,000	-31.8%	183,000	14.8%
Canada	13,000	4.6%	131,000	14.7%
Netherlands	9,000	-2.4%	52,000	-5.0%
Scandinavia	9,000	-22.9%	201,000	203.1%
France	8,000	-20.9%	113,000	134.0%
China				
Hong Kong				
India				

Top 10 International source market (Holiday)

Source Market	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019
New Zealand	49,000	-10.0%	306,000	-18.8%
United Kingdom	49,000	17.0%	378,000	60.9%
Germany	20,000	-36.4%	160,000	27.1%
United States of America	11,000	-35.4%	121,000	31.0%
Canada	9,000	-13.1%	91,000	36.4%
Netherlands	9,000	0.8%	44,000	-11.4%
France	8,000	-27.0%	68,000	50.9%
Scandinavia	6,000	-34.8%	68,000	64.3%
China				
Hong Kong				
India				

Region Comparison

Year Ending March 2024



Domestic region comparison

Region	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg	Length of Stay	Nights change
Queensland	24,871,000	-4.2%	12.2%	96,644,000	-7.9%	10.8%	3.9	-0.2
Brisbane	7,234,000	-2.3%	16.2%	22,381,000	-3.6%	16.8%	3.1	0.0
Fraser Coast	891,000		14.7%	3,187,000		15.8%	3.6	-0.3
Gold Coast	4,081,000	-3.3%	16.5%	14,546,000	-5.6%	18.3%	3.6	-0.1
Mackay	1,113,000		7.4%	3,981,000		1.6%	3.6	0.0
Outback Queensland	859,000		0.1%	3,886,000		-3.8%	4.5	0.1
Queensland Country	2,886,000	-7.2%	8.2%	8,727,000	-0.2%	3.8%	3.0	0.2
SGBR	1,776,000	-10.1%	5.0%	6,375,000	-10.0%	4.2%	3.6	0.0
Sunshine Coast	4,157,000	0.8%	9.3%	14,529,000	1.0%	9.3%	3.5	0.0
Townsville	1,199,000	4.8%	15.5%	4,355,000	-7.3%	11.1%	3.6	-0.5
Tropical North Queensland	2,283,000	-8.5%	13.2%	11,701,000	-15.0%	13.9%	5.1	-0.4
Whitsundays	722,000		8.7%	2,648,000		4.2%	3.7	-1.8

Domestic share by purpose

Region	Holiday%	VFR%	Business%
Queensland	42%	32%	23%
Brisbane	31%	38%	25%
Fraser Coast	51%	26%	22%
Gold Coast	55%	28%	15%
Mackay	23%	17%	53%
Outback Queensland	24%	22%	46%
Queensland Country	32%	35%	27%
SGBR	41%	30%	23%
Sunshine Coast	59%	32%	7%
Townsville	38%	28%	24%
Tropical North Queensland	54%	20%	21%
Whitsundays	65%	18%	16%

International region comparison

Region	Visitors	Change vs 2019	Nights	Change vs 2019	Length of Stay	Change vs 2019
Queensland	2,101,000	-24.5%	51,472,000	-6.3%	24.5	4.8
Brisbane	1,225,000	-17.1%	25,684,000	-5.1%	21.0	2.6
Fraser Coast	96,000	-27.0%	427,000	-31.9%	4.5	-0.3
Gold Coast	651,000	-39.7%	8,271,000	-15.3%	12.7	3.7
Mackay	31,000	-35.4%	387,000	-7.4%	12.6	3.8
Outback Queensland	18,000	-31.0%	452,000	22.6%	25.1	11.0
Queensland Country	55,000	-28.3%	2,178,000	-12.9%	39.8	7.1
SGBR	88,000	-34.2%	1,181,000	-29.8%	13.3	0.8
Sunshine Coast	311,000	-5.7%	5,034,000	77.1%	16.2	7.6
Townsville	113,000	-10.7%	1,268,000	-12.4%	11.2	-0.2
Tropical North Queensland	491,000	-39.2%	5,359,000	-21.6%	10.9	2.5
Whitsundays	177,000	-19.6%	1,230,000	-10.2%	6.9	0.7

International share by purpose

Region	Holiday%	VFR%	Business%
Queensland	57%	35%	8%
Brisbane	41%	36%	11%
Fraser Coast	91%	8%	0%
Gold Coast	70%	24%	4%
Mackay	71%	22%	5%
Outback Queensland	61%	23%	3%
Queensland Country	37%	45%	5%
SGBR	70%	19%	4%
Sunshine Coast	69%	27%	2%
Townsville	77%	16%	3%
Tropical North Queensland	88%	7%	4%
Whitsundays	94%	4%	0%

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.

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. 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. Total (by purpose) 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.