

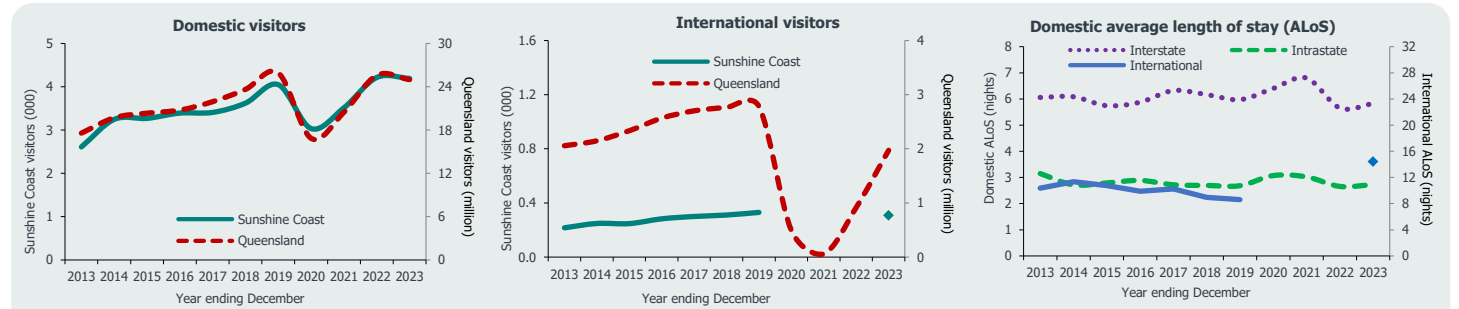
# Sunshine Coast Regional Snapshot

Year ending December 2023



MAPLETON FALLS NATIONAL PARK, SUNSHINE COAST

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>4,193,000</b>	<b>2,587,000</b>	<b>1,275,000</b>	<b>235,000</b>	<b>\$3,958.2m</b>
Annual % change <sup>1</sup>	▼ -0.5%	▲ 5.1%	▼ -8.2%	▲ 1.2%	▼ -7.2%
3-yr trend % change <sup>2</sup>	▲ 10.8%	▲ 13.1%	▲ 8.4%	▲ 5.0%	▲ 22.5%
Change vs Dec 2019	▲ 3.6%	▲ 17.0%	▼ -8.7%	▼ -34.8%	▲ 44.2%
<b>International Overnight</b>	<b>308,000</b>	<b>215,000</b>	<b>83,000</b>	<b>n/p</b>	<b>\$365.3m</b>
Change vs Dec 2019	▼ -6.7%	▼ -14.3%	▲ 22.9%	n/p	▲ 29.3%
<b>TOTAL OVERNIGHT</b>	<b>4,501,000</b>	<b>2,802,000</b>	<b>1,358,000</b>	<b>239,000</b>	<b>\$4,323.5m</b>
Change vs Dec 2019	▲ 2.8%	▲ 13.8%	▼ -7.2%	▼ -35.0%	▲ 42.8%



## Total overnight visitors (domestic and international)

Sunshine Coast welcomed a record 4.5 million overnight visitors (up 2.8 per cent compared to 2019). These visitors spent \$4.3 billion (up 42.8 per cent compared to 2019).

The year ending December 2023 is the first full year of 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.

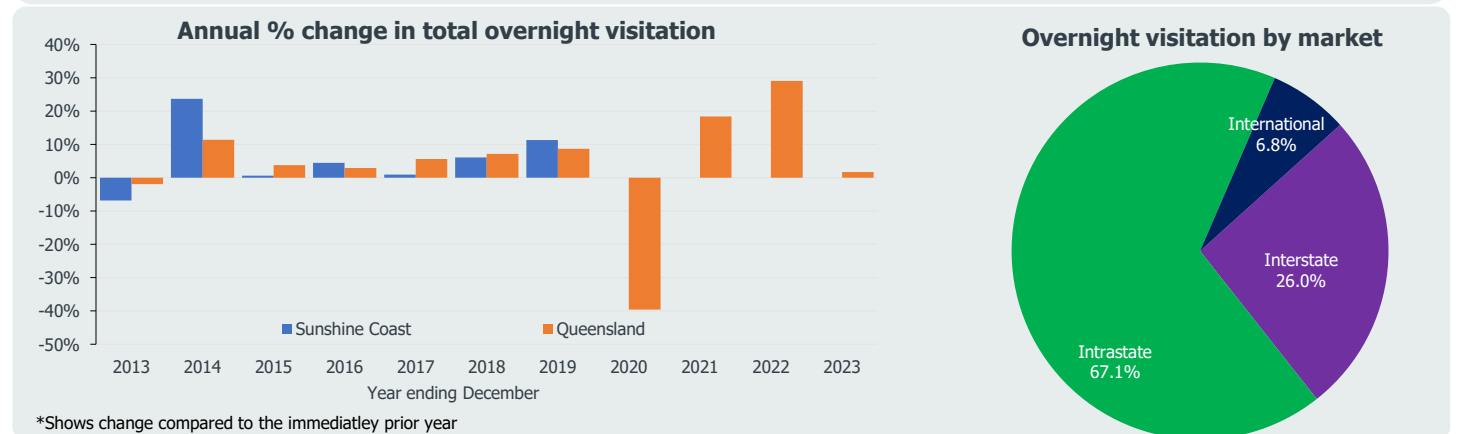
Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia (TRA) for more information.

## Domestic visitors

- Domestic overnight visitor expenditure totalled \$4.0 billion which was 7.2 per cent lower over the year. The decrease in total expenditure reflects the lower average amount visitors spent per night (down 8.8 per cent to \$263). On the other hand, visitation to the Sunshine Coast was steady (down 0.5 per cent) at 4.2 million and the average number of nights that visitors stayed was slightly higher (up 0.1 nights to 3.6 nights).
- Domestic holiday visitation reached a new record of 2.6 million visitors, up 5.1 per cent. In addition, business visitation also grew by 1.2 per cent to 235,000. However, the growth was offset by a decrease in people visiting friends and relatives (VFR, down 8.2 per cent to 1.3 million).
- While intrastate visitation was steady (up 0.2 per cent) at 3.0 million, there was a 2.3 per cent decrease in the number of visitors from interstate to 1.2 million. Having said that, the Sunshine Coast welcomed a record 490,000 visitors from Victoria.

## International visitors

- International visitors spent a record \$365.3 million in total overnight visitor expenditure (up 29.3 per cent). The growth in expenditure reflects that nights were up 56.2 per cent compared to 2019 at 4.4 million. The average length of stay of visitors increased 5.8 nights to 14.4 nights over this period. While visitation was still recovering compared to 2019 (308,000 or 93.3 per cent of 2019 levels), the Sunshine Coast has seen the strongest international visitation recovery among all of Queensland's tourism regions.
- A big contributor to the growth in average length of stay has been an increase in VFR visitation. VFR visitation to the Sunshine Coast is already well above 2019 levels (up 22.9 per cent to 83,000), while holiday visitation is still recovering (at 85.7 per cent of 2019 levels or 215,000 visitors). VFR visitors on the Sunshine Coast stayed an average 22.5 nights compared to 7.1 nights for holiday visitors.
- Sunshine Coast welcomed a record 46,000 visitors from Asia (up 21.1 per cent compared to 2019) and a record 15,000 visitors from Canada (up 26.5 per cent compared to 2019). Visitation from the United Kingdom has also surpassed 2019 levels (up 4.2 per cent to 58,000). The Sunshine Coast's other largest source markets are New Zealand (79,000, 92.4 per cent of 2019), Germany (22,000, 66.1 per cent of 2019) and the United States of America (14,000, 57.6 per cent of 2019).



\*Shows change compared to the immediately prior year

# Sunshine Coast Regional Snapshot

Year Ending December 2023

## Domestic overnight visitors to Sunshine Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Year # Chg
Holiday	2,587,000	5.1%	9,966,000	3.0%	3.9	-0.1
VFR	1,275,000	-8.2%	3,923,000	-3.4%	3.1	0.2
Business	235,000	1.2%	551,000	-23.9%	2.4	-0.8
<b>Domestic<sup>3</sup></b>	<b>4,193,000</b>	<b>-0.5%</b>	<b>15,054,000</b>	<b>1.7%</b>	<b>3.6</b>	<b>0.1</b>
<b>Intrastate</b>						
Holiday	1,793,000	6.0%	5,382,000	4.7%	3.0	0.0
VFR	971,000	-7.7%	2,085,000	-8.7%	2.1	0.0
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Intrastate</b>	<b>3,021,000</b>	<b>0.2%</b>	<b>8,232,000</b>	<b>2.7%</b>	<b>2.7</b>	<b>0.1</b>
<b>Interstate</b>						
Holiday	794,000	3.1%	4,585,000	1.1%	5.8	-0.1
VFR	304,000	-9.8%	1,838,000	3.4%	6.0	0.8
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>1,172,000</b>	<b>-2.3%</b>	<b>6,821,000</b>	<b>0.6%</b>	<b>5.8</b>	<b>0.2</b>

## Domestic day trip visitors

	Total visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Sunshine Coast		6,577,000	16.8%	\$916.0m	40.9%
Queensland		45,862,000	6.8%	\$7,239.8m	11.3%
<b>Australia</b>		<b>216,211,000</b>	<b>7.3%</b>	<b>\$32,929.3m</b>	<b>13.5%</b>

To stay up to date with the latest research updates, sign up to TEQ's industry newsletter, Eye on Q.

## Key domestic source markets to Sunshine Coast

All visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	2,022,000	-0.9%	5,057,000	-3.3%
Regional Qld	999,000	2.5%	3,176,000	14.1%
Sydney	294,000	-14.1%	1,452,000	-17.7%
Regional NSW	194,000	-22.4%	867,000	-25.2%
Melbourne	345,000	20.4%	1,952,000	-3.8%
Regional Vic	145,000	-4.7%	1,348,000	40.3%

## State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	24,992,000	-2.3%	97,142,000	-8.0%
NSW	36,750,000	4.6%	117,093,000	3.4%
Victoria	28,459,000	8.8%	83,468,000	8.0%
<b>Australia</b>	<b>112,584,000</b>	<b>4.0%</b>	<b>402,447,000</b>	<b>0.7%</b>

Holiday visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	10,585,000	-4.1%	45,039,000	-10.6%
NSW	15,245,000	0.8%	50,699,000	-1.3%
Victoria	13,187,000	4.8%	39,992,000	5.3%
<b>Australia</b>	<b>47,634,000</b>	<b>0.0%</b>	<b>176,587,000</b>	<b>-4.6%</b>

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



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Year Ending December 2023

## International overnight visitors to Sunshine Coast

	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019	Length of stay	Change vs YE Dec 2019
Holiday	215,000	-14.3%	1,537,000	6.9%	7.1	1.4
VFR	83,000	22.9%	1,867,000	110.2%	22.5	9.3
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>International</b>	<b>308,000</b>	<b>-6.7%</b>	<b>4,439,000</b>	<b>56.2%</b>	<b>14.4</b>	<b>5.8</b>

## State comparison - international

All visitors	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019	Length of stay	Change vs YE Dec 2019
Queensland	1,973,000	-29.1%	50,105,000	-8.8%	25.4	5.7
NSW	3,423,000	-21.9%	87,002,000	-9.9%	25.4	3.4
Victoria	2,082,000	-33.7%	50,887,000	-30.4%	24.4	1.2
<b>Australia</b>	<b>6,640,000</b>	<b>-23.8%</b>	<b>242,262,000</b>	<b>-11.7%</b>	<b>36.5</b>	<b>5.0</b>

Holiday visitors	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019	Length of stay	Change vs YE Dec 2019
Queensland	1,101,000	-41.2%	16,434,000	-28.1%	14.9	2.7
NSW	1,648,000	-32.7%	21,083,000	-26.9%	12.8	1.0
Victoria	965,000	-43.1%	10,408,000	-41.2%	10.8	0.3
<b>Australia</b>	<b>3,096,000</b>	<b>-34.1%</b>	<b>60,751,000</b>	<b>-28.0%</b>	<b>19.6</b>	<b>1.7</b>



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## Top 10 international Source Markets

All visitors	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019
New Zealand	79,000	-7.6%	576,000	-10.7%
United Kingdom	58,000	4.2%	674,000	58.6%
Germany	22,000	-33.9%	157,000	-12.2%
Canada	15,000	26.5%	172,000	49.8%
USA	14,000	-42.4%	175,000	10.2%
Scandinavia	10,000	-12.8%	230,000	246.3%
Netherlands	9,000	1.2%	78,000	41.1%
France	8,000	-23.1%	129,000	168.2%

## Top 10 international Holiday Source Markets

All visitors	Visitors	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019
New Zealand	49,000	-9.6%	309,000	-18.0%
United Kingdom	46,000	9.4%	363,000	54.5%
Germany	21,000	-34.2%	108,000	-14.4%
Canada	10,000	3.1%	105,000	58.3%
USA	10,000	-46.0%	113,000	22.4%
Netherlands	9,000	1.4%	62,000	23.6%
France	7,000	-29.3%	85,000	87.3%
Scandinavia	6,000	-30.8%	69,000	67.9%

Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. [www.teq.queensland.com](http://www.teq.queensland.com).

If you have any questions or comments, please email [research@queensland.com](mailto:research@queensland.com).

The tourism regions are defined by the Australian Bureau of Statistics (ABS) as a collection of Statistical Area Level 2s (SA2), please refer to the interactive map at <https://maps.abs.gov.au/>

### Disclaimer:

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# Regional Comparison

Year ending December 2023

## Domestic regional comparison

Total visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of travel purpose			% Share of total visitors
							Holiday %	VFR %	Business %	
Brisbane	7,325,000	2.2%	21,920,000	-4.0%	3.0	-0.2	31%	38%	25%	29%
Gold Coast	4,137,000	0.4%	14,895,000	-4.0%	3.6	-0.2	55%	30%	14%	17%
Tropical North Queensland	2,285,000	-9.5%	11,671,000	-18.4%	5.1	-0.6	55%	20%	20%	9%
<b>Sunshine Coast</b>	<b>4,193,000</b>	<b>-0.5%</b>	<b>15,054,000</b>	<b>1.7%</b>	<b>3.6</b>	<b>0.1</b>	<b>62%</b>	<b>30%</b>	<b>6%</b>	<b>17%</b>
Southern Great Barrier Reef	2,124,000	-6.4%	7,505,000	-7.7%	3.5	-0.1	38%	28%	27%	9%
Southern Queensland Country	2,548,000	-7.1%	7,574,000	3.0%	3.0	0.3	33%	39%	23%	10%
Townsville North Queensland	1,145,000	-5.3%	4,201,000	-14.1%	3.7	-0.4	39%	29%	23%	5%
Outback Queensland*	962,000	3.9%	4,087,000	-2.8%	4.3	n/p	22%	21%	49%	4%
Whitsundays*	724,000	8.8%	2,706,000	5.6%	3.7	n/p	68%	n/p	n/p	3%
Fraser Coast*	861,000	13.7%	3,195,000	16.6%	3.7	n/p	54%	25%	n/p	3%
Mackay*	1,111,000	5.3%	3,873,000	-0.3%	3.5	n/p	25%	18%	48%	4%
<b>Total Queensland</b>	<b>24,992,000</b>	<b>-2.3%</b>	<b>97,142,000</b>	<b>-8.0%</b>	<b>3.9</b>	<b>-0.2</b>	<b>42%</b>	<b>32%</b>	<b>22%</b>	<b>100%</b>

## International regional comparison

Total visitors	Visitors	Change vs 2019	Nights	Change vs 2019	Length of stay	Change vs 2019	% Proportion of travel purpose			% Share of total visitors
							Holiday %	VFR %	Business %	
Brisbane	1,156,000	-21.8%	24,931,000	-7.9%	21.6	3.3	39%	38%	11%	59%
Gold Coast	612,000	-43.3%	8,291,000	-15.1%	13.5	4.5	68%	26%	4%	31%
Tropical North Queensland	458,000	-43.4%	5,123,000	-25.0%	11.2	2.7	87%	8%	4%	23%
<b>Sunshine Coast</b>	<b>308,000</b>	<b>-6.7%</b>	<b>4,439,000</b>	<b>56.2%</b>	<b>14.4</b>	<b>5.8</b>	<b>70%</b>	<b>27%</b>	<b>n/p</b>	<b>16%</b>
Southern Great Barrier Reef	93,000	-34.2%	1,724,000	-17.3%	18.6	3.8	68%	18%	n/p	5%
Southern Queensland Country*	45,000	-30.9%	1,792,000	-14.7%	39.9	7.6	34%	46%	n/p	2%
Townsville North Queensland	112,000	-11.5%	1,285,000	-11.2%	11.5	0.0	76%	19%	n/p	6%
Outback Queensland*	19,000	-26.0%	511,000	38.6%	26.4	12.3	58%	n/p	n/p	1%
Whitsundays	156,000	-29.1%	1,139,000	-16.8%	7.3	1.1	94%	n/p	n/p	8%
Fraser Coast	86,000	-34.1%	447,000	-28.7%	5.2	0.4	89%	9%	n/p	4%
Mackay*	33,000	-31.3%	423,000	1.3%	13.0	4.2	72%	20%	n/p	2%
<b>Total Queensland</b>	<b>1,973,000</b>	<b>-29.1%</b>	<b>50,105,000</b>	<b>-8.8%</b>	<b>25.4</b>	<b>5.7</b>	<b>56%</b>	<b>37%</b>	<b>9%</b>	<b>100%</b>

\* Three-year trend change %<sup>2</sup>

### Notes/Sources:

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.

"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.