

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 June 2024



The Sunshine Coast welcomed a record 4.6 million overnight visitors, up 4.2 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. This reflected both a decrease in the average length of stay (ALoS) and the average spend per night, decreasing by 13.6 per cent to \$268 and 0.3 nights to 3.3 respectively. The decrease in OVE occurred despite domestic visitation reaching a new record. There were 4.3 million domestic visitors, up 9.7 per cent over the year. The Sunshine Coast has the strongest recovery in international visitation across all of Queensland's tourism regions, having welcomed 302,000 visitors, a recovery of 91.5 per cent. Both nights and OVE have recovered past 2019 levels.

International visitors stayed 4.3 million nights, up 51.6 per cent and they spent \$370.7 million, up 31.2 per cent. The growth of both nights and expenditure is due to an increase in the average length of stay. The average length of stay was 14.3 nights which is 5.7 nights more than in 2019. The average spend per night was \$86 which is 13.4 per cent less than in 2019.

Total (Domestic + Int'l) Overnight Visitation

	Total	Holiday	VFR	Business
Overnight Visitors	4,563,000	2,675,000	1,494,000	306,000
Change vs DEC 2019	4.2%	8.7%	2.1%	-16.7%

Domestic Overnight Visitation

	Total	Holiday	VFR	Business
Overnight Visitors	4,261,000	2,460,000	1,418,000	301,000
Annual % Change	9.7%	5.9%	16.1%	23.3%
3Y Trend % Change	4.3%	2.6%	7.7%	12.6%
Change vs DEC 2019	5.3%	11.3%	1.6%	-16.4%

International Overnight Visitation

	Total	Holiday	VFR	Business
Overnight Visitors	302,000	215,000	75,000	
Change vs DEC 2019	-8.5%	-14.4%	11.2%	

Total (Domestic + Int'l) Overnight Exp.

Overnight Exp.	\$4,188.1M
Change vs DEC 2019	38.3%

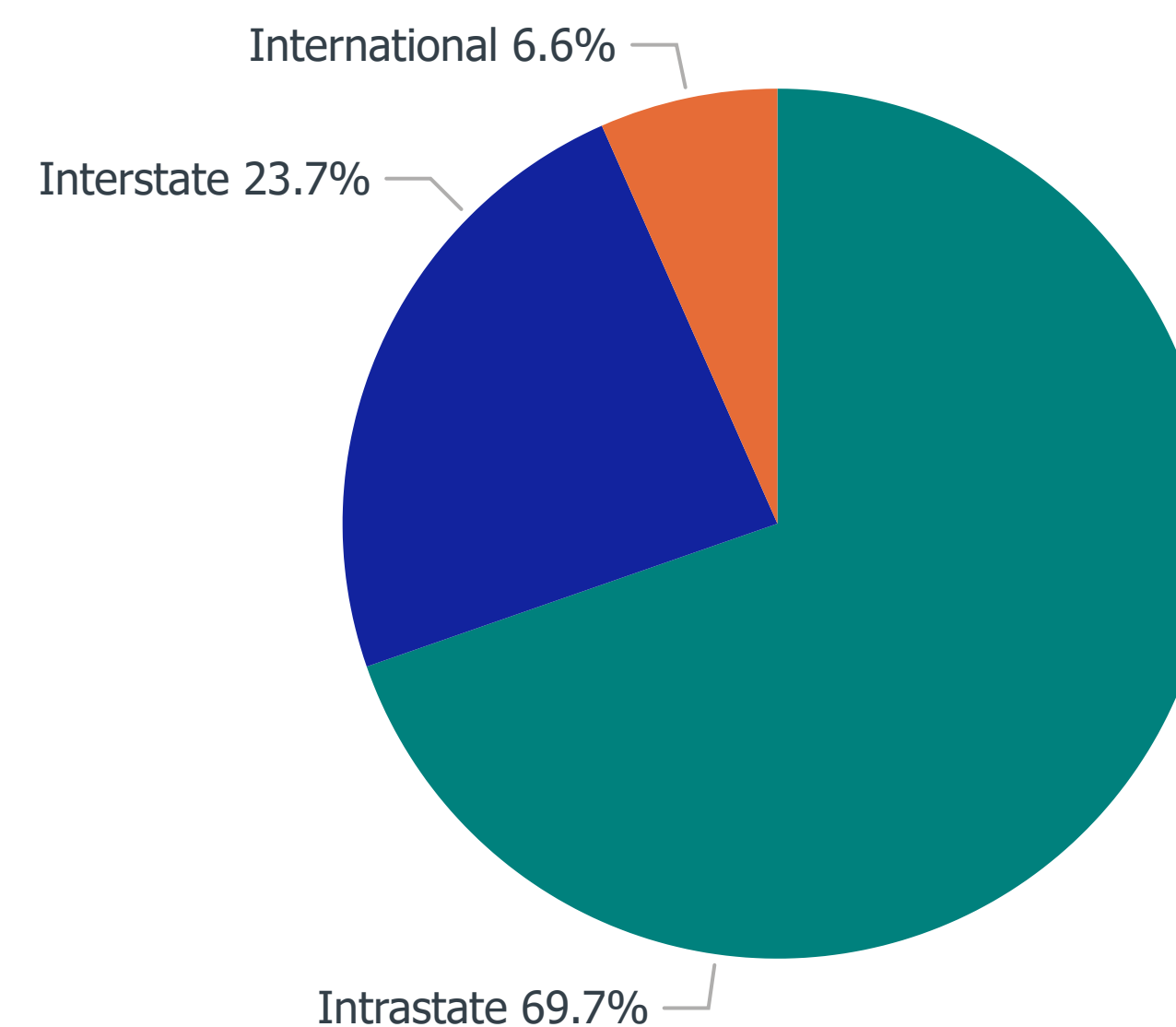
Domestic Overnight Exp.

Overnight Exp.	\$3,817.4M
Annual % Change	-13.5%
3Y Trend % Change	10.6%
Change vs DEC 2019	39.1%

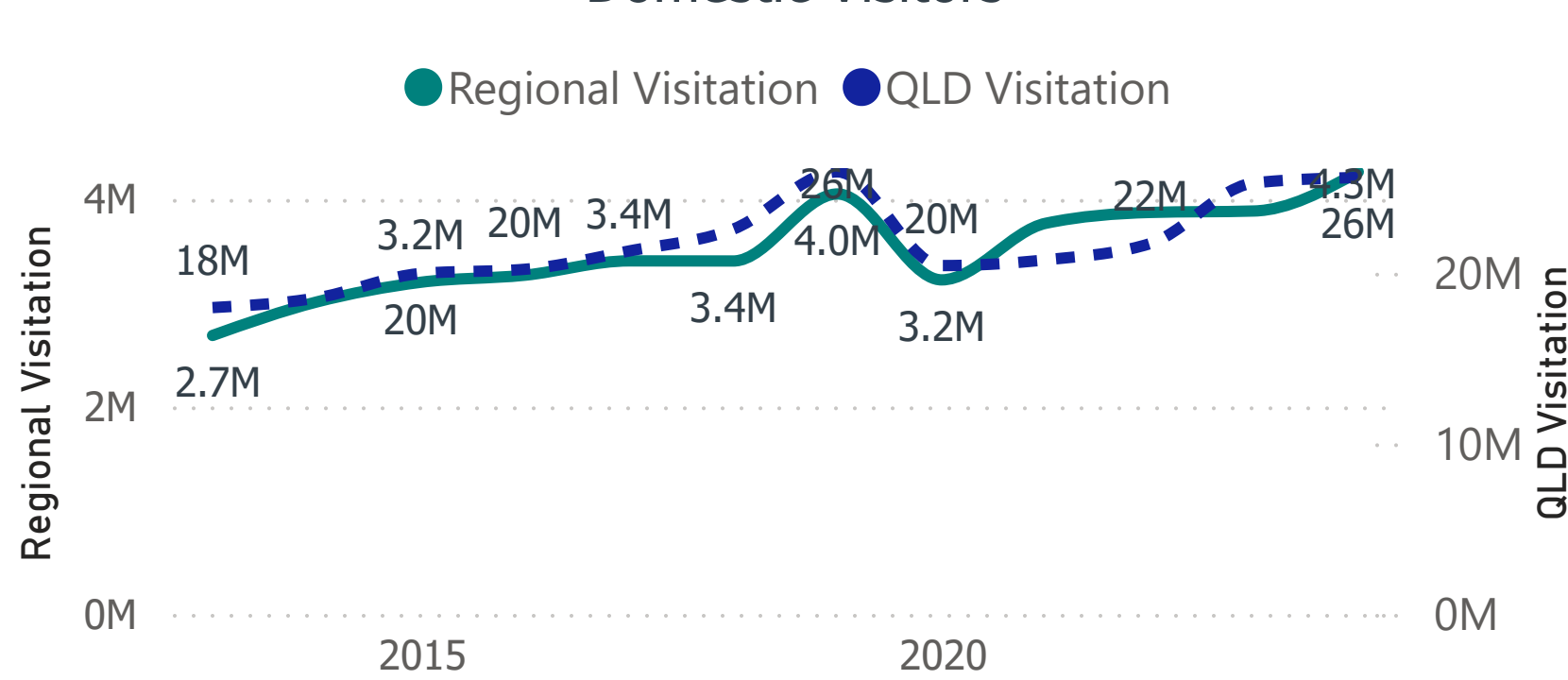
International Overnight Exp.

Overnight Exp.	\$370.7M
Change vs DEC 2019	31.2%

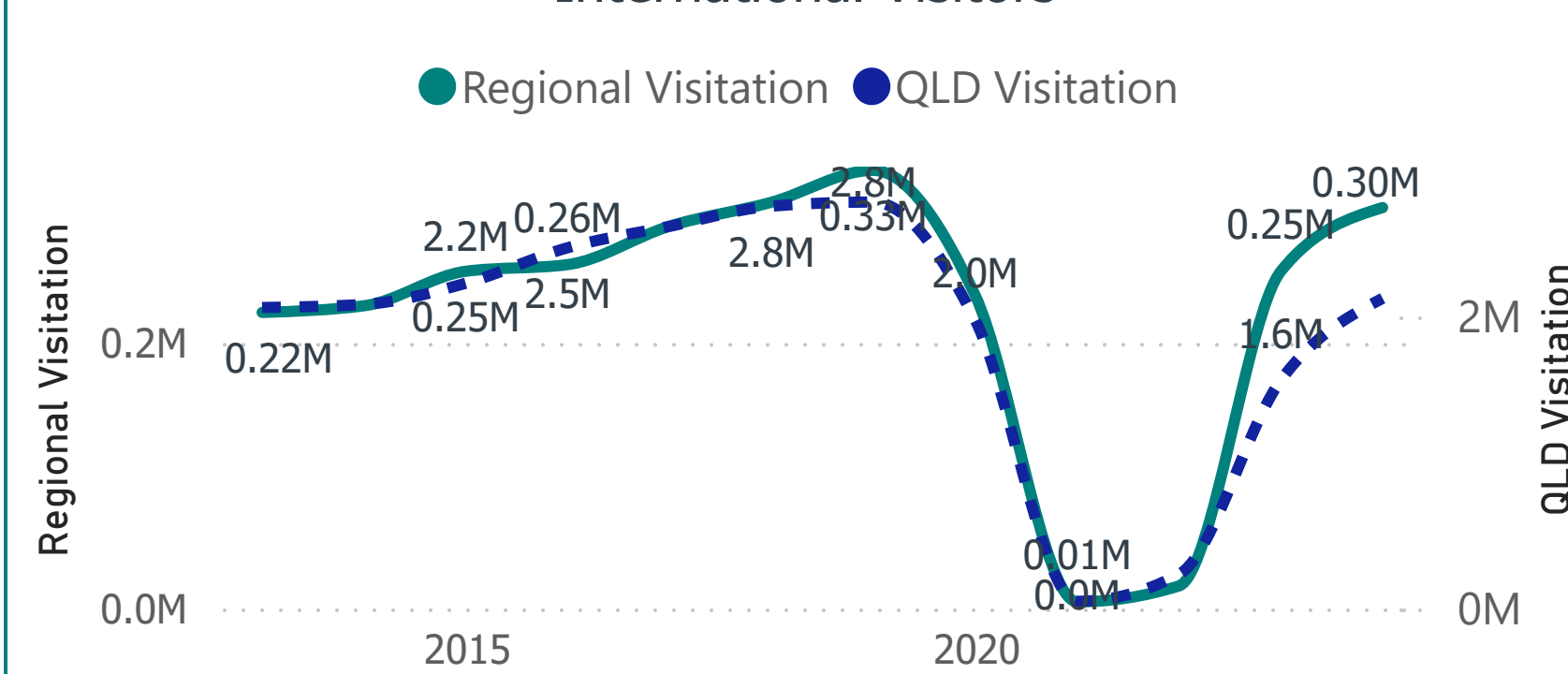
Overnight Visitation by Market



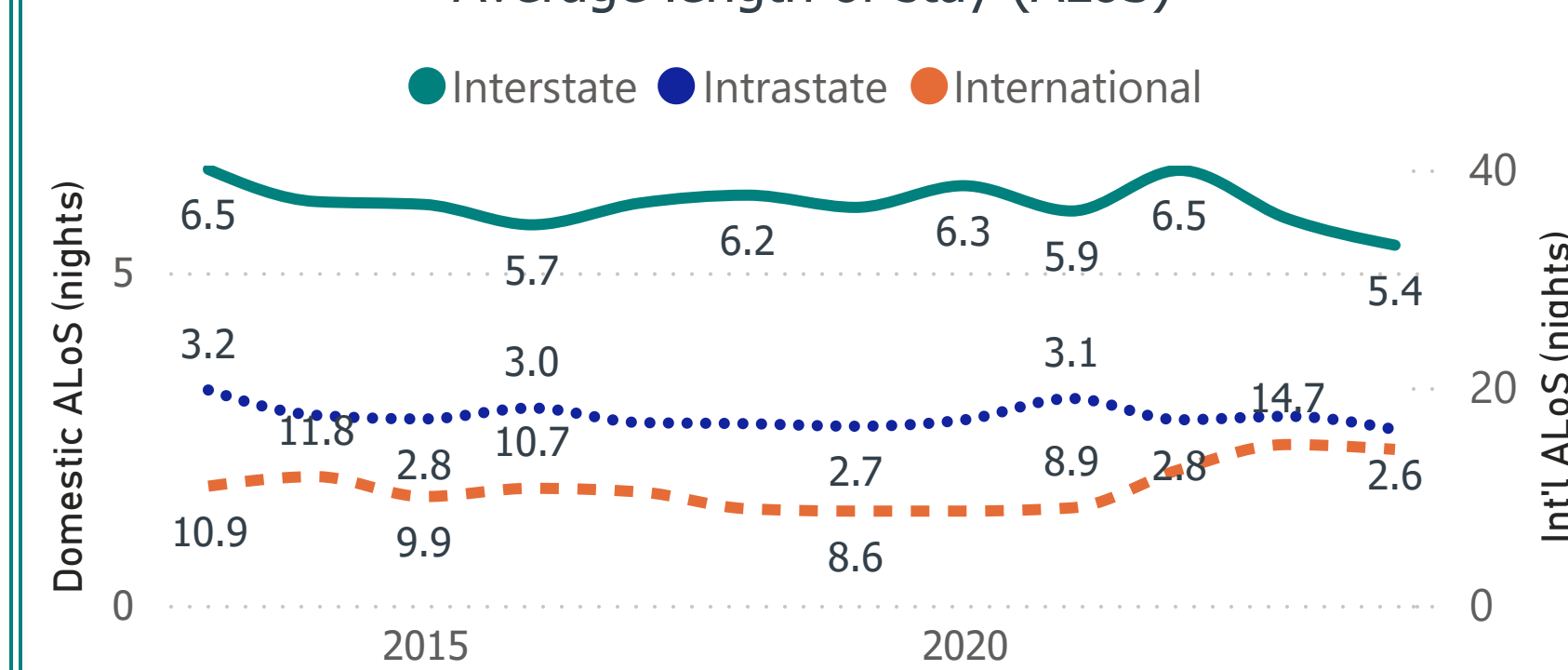
Domestic Visitors



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 June 2024 is the third 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: www.tra.gov.au

Region Selection

Sunshine Coast

Sunshine Coast Regional Snapshot

Year Ending June 2024



Domestic overnight visitors to Region

Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg	Length of Stay	Year # Chg
<input type="checkbox"/> Domestic								
Total	4,261,000	9.7%	4.3%	14,226,000	0.2%	2.0%	3.3	-0.3
Holiday	2,460,000	5.9%	2.6%	8,987,000	-5.5%	-0.1%	3.7	-0.4
VFR	1,418,000	16.1%	7.7%	4,225,000	20.3%	10.1%	3.0	0.1
Business	301,000	23.3%	12.6%	729,000	22.4%	9.0%	2.4	0.0
<input type="checkbox"/> Intrastate								
Total	3,179,000	13.1%	0.2%	8,377,000	5.2%	-5.4%	2.6	-0.2
Holiday	1,753,000	7.3%	-3.4%	5,223,000	-0.7%	-8.6%	3.0	-0.2
VFR	1,124,000	24.9%	5.9%	2,475,000	29.5%	5.6%	2.2	0.1
Business								
<input type="checkbox"/> Interstate								
Total	1,082,000	0.8%	19.6%	5,849,000	-6.1%	15.4%	5.4	-0.4
Holiday	707,000	2.7%	24.4%	3,764,000	-11.4%	15.3%	5.3	-0.8
VFR	294,000	-8.6%	14.9%	1,750,000	9.3%	17.0%	6.0	1.0
Business								

Key domestic source markets to Region

Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg
Brisbane	2,142,000	14.6%	2.0%	5,574,000	13.5%	-2.2%
Regional QLD	1,037,000	10.2%	-3.3%	2,803,000	-8.3%	-10.7%
Melbourne	348,000	41.4%	34.9%	1,797,000	15.7%	18.5%
Regional NSW	191,000	-4.6%	12.8%	887,000	-5.2%	14.6%
Regional VIC						
Sydney						

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 to the Sunshine Coast increased across all travel purposes. There was a record 1.4 million visiting friends and relatives (VFR), which is up 16.1 per cent over the year. Business visitation had the strongest growth, increasing 23.3 per cent to 301,000. Holiday visitation is the main driver for visitation to the Sunshine Coast however its growth was more modest with 2.5 million holiday visitors, up 5.9 per cent.

There was a record 3.2 million intrastate visitors, up 13.1 per cent, including a record number of visitors from both Brisbane (2.1 million, up 14.6 per cent) and Queensland Country (326,000, up 36.2 per cent). Interstate visitation was steady (up 0.8 per cent) over the year at 1.1 million visitors. A decrease in visitation from New South Wales (down 15.5 per cent to 427,000) offset growth in visitation from Victoria (up 23.3 per cent to 474,000). There was a record number of visitors from Melbourne, 348,000, up 41.4 per cent over the year.

Domestic day trip visitors to Region

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Trend % Chg
6,494,000	1.7%	0.8%	\$808.4M	-5.3%	6.8%

Domestic day trip visitors to Queensland

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp(\$)	Year % Chg	3Y Trend % Chg
44,978,000	-1.8%	2.6%	\$6,745.3M	-5.2%	13.6%

Domestic day trip visitors to Australia

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Trend % Chg
205,066,000	-6.6%	5.6%	\$32,327.4M	-1.1%	18.6%

Region Selection

Sunshine Coast

Sunshine Coast Regional Snapshot

Year Ending June 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	302,000	-8.5%	4,310,000	51.6%	14.3	5.7
Holiday	215,000	-14.4%	1,813,000	26.1%	8.4	2.7
VFR	75,000	11.2%	1,346,000	51.6%	17.9	4.8
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.

The strong recovery of international visitors to the Sunshine Coast was led by the visiting friends and relatives (VFR) market. There were 75,000 VFR visitors, which is 11.2 per cent more than in 2019 who stayed a total 1.3 million nights, which is an increase of 51.6 per cent. The larger holiday market was still recovering with 215,000 holiday visitors, marking a recovery of 85.6 per cent. However, these visitors stayed a record 1.8 million holiday nights, which is up 26.1 per cent compared to 2019.

Among the Sunshine Coast's largest source markets, visitation was above or level with 2019 from the United Kingdom (62,000, up 12.0 per cent) and Canada (12,000, steady, up 0.2 per cent). Visitation was still recovering from New Zealand (78,000 or 91.2 per cent recovered), Germany (22,000 or 64.6 per cent recovered), and the USA (22,000 or 90.9 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	78,000	-8.8%	587,000	-8.9%
United Kingdom	62,000	12.0%	639,000	50.3%
Germany	22,000	-35.4%	264,000	48.1%
United States of America	22,000	-9.1%	236,000	48.6%
Canada	12,000	0.2%	158,000	38.0%
France	9,000	-14.9%	136,000	181.1%
Netherlands	9,000	0.8%	48,000	-13.2%
Scandinavia	8,000	-25.7%	202,000	204.1%
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	50,000	-8.8%	309,000	-18.0%
United Kingdom	50,000	18.4%	344,000	46.1%
Germany	19,000	-40.3%	156,000	24.0%
United States of America	15,000	-15.4%	132,000	42.6%
Netherlands	9,000	5.0%	43,000	-14.8%
Canada	8,000		126,000	
France	8,000	-20.7%	111,000	145.6%
Scandinavia	5,000	-38.3%	69,000	67.1%
China				
Hong Kong				
India				

Region Comparison

Year Ending June 2024



Domestic region comparison

Region	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg	Length of Stay	Nights change
Queensland	25,588,000	1.3%	7.1%	98,615,000	-2.8%	5.8%	3.9	-0.2
Brisbane	7,549,000	4.7%	11.5%	23,746,000	6.1%	13.3%	3.1	0.0
Fraser Coast	867,000		6.3%	3,211,000		9.2%	3.7	0.0
Gold Coast	4,158,000	-3.8%	9.1%	14,401,000	-6.7%	7.8%	3.5	-0.1
Mackay	1,123,000		6.7%	3,978,000		5.0%	3.5	0.0
Outback Queensland	961,000		-1.5%	4,372,000		-4.2%	4.5	0.2
Queensland Country	3,007,000	2.3%	5.6%	8,991,000	3.6%	4.2%	3.0	0.0
SGBR	1,827,000	-5.2%	0.2%	6,324,000	-11.6%	-1.0%	3.5	-0.3
Sunshine Coast	4,261,000	9.7%	4.3%	14,226,000	0.2%	2.0%	3.3	-0.3
Townsville	1,320,000	22.7%	12.0%	4,491,000	7.9%	4.7%	3.4	-0.5
Tropical North Queensland	2,202,000	-13.3%	4.2%	11,488,000	-11.0%	6.2%	5.2	0.1
Whitsundays	787,000		2.7%	2,965,000		-0.8%	3.8	-1.7

Domestic share by purpose

Region	Holiday%	VFR%	Business%
Queensland	42%	32%	23%
Brisbane	30%	38%	25%
Fraser Coast	54%	27%	19%
Gold Coast	56%	27%	14%
Mackay	24%	15%	54%
Outback Queensland	31%	14%	45%
Queensland Country	36%	33%	27%
SGBR	39%	30%	23%
Sunshine Coast	58%	33%	7%
Townsville	36%	30%	24%
Tropical North Queensland	55%	21%	20%
Whitsundays	67%	16%	15%

International region comparison

Region	Visitors	Change vs 2019	Nights	Change vs 2019	Length of Stay	Change vs 2019
Queensland	2,124,000	-23.7%	52,023,000	-5.3%	24.5	4.7
Brisbane	1,245,000	-15.7%	27,068,000	0.0%	21.7	3.4
Fraser Coast	96,000	-26.9%	519,000	-17.2%	5.4	0.6
Gold Coast	647,000	-40.1%	8,067,000	-17.4%	12.5	3.4
Mackay	30,000	-36.5%	559,000	33.7%	18.5	9.7
Outback Queensland	19,000	-26.7%	446,000	21.0%	23.3	9.2
Queensland Country	52,000	-31.8%	2,244,000	-10.3%	43.1	10.3
SGBR	80,000	-40.3%	1,146,000	-31.9%	14.3	1.8
Sunshine Coast	302,000	-8.5%	4,310,000	51.6%	14.3	5.7
Townsville	105,000	-16.8%	1,172,000	-19.0%	11.2	-0.3
Tropical North Queensland	497,000	-38.5%	5,324,000	-22.1%	10.7	2.3
Whitsundays	181,000	-17.7%	1,167,000	-14.8%	6.4	0.2

International share by purpose

Region	Holiday%	VFR%	Business%
Queensland	57%	34%	9%
Brisbane	41%	35%	11%
Fraser Coast	90%	9%	0%
Gold Coast	71%	24%	4%
Mackay	66%	23%	5%
Outback Queensland	56%	25%	7%
Queensland Country	38%	44%	7%
SGBR	68%	20%	4%
Sunshine Coast	71%	25%	2%
Townsville	78%	15%	3%
Tropical North Queensland	88%	7%	3%
Whitsundays	95%	3%	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.

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