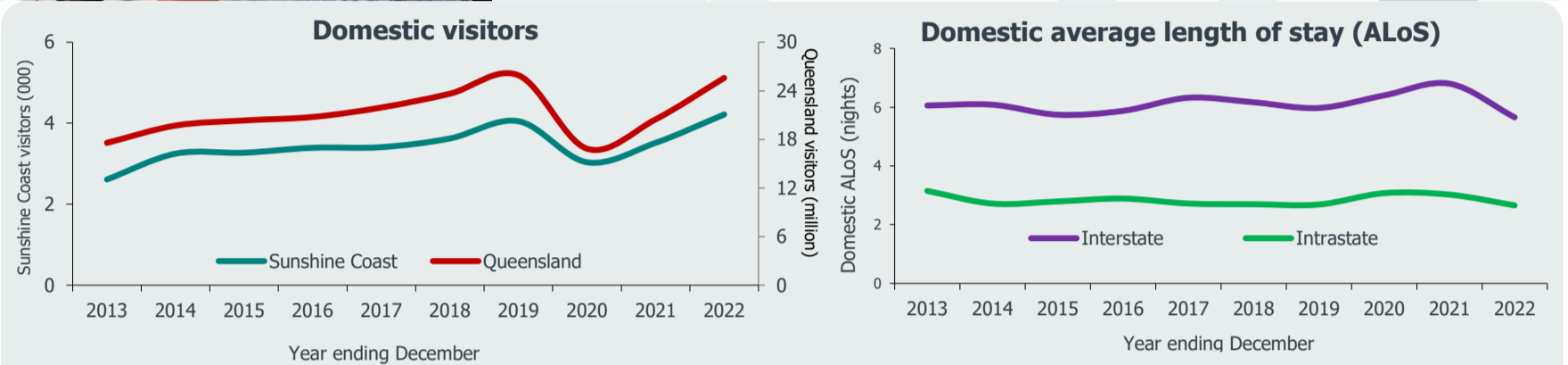


# Sunshine Coast Regional Snapshot

Year ending December 2022



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic overnight</b>	<b>4,215,000</b>	<b>2,460,000</b>	<b>1,389,000</b>	<b>232,000</b>	<b>\$4,264.5m</b>
Annual % change <sup>1</sup>	▲ 19.9%	▲ 19.0%	▲ 27.4%	▲ 12.4%	▲ 58.6%
3-yr trend % change <sup>2</sup>	▲ 1.6%	▲ 4.1%	● -0.2%	▼ -16.7%	▲ 20.6%
Change vs Dec 2019	▲ 4.1%	▲ 11.3%	● -0.5%	▼ -35.6%	▲ 55.3%



### 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 quarters 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. Please see [International Visitor Survey \(IVS\) methodology](#) | Tourism Research Australia (TRA) for more information. TRA has recommended that data not be presented at the regional level until IVS interviews are fully reintroduced.

### Domestic visitors

#### Domestic - change against year ending December 2019

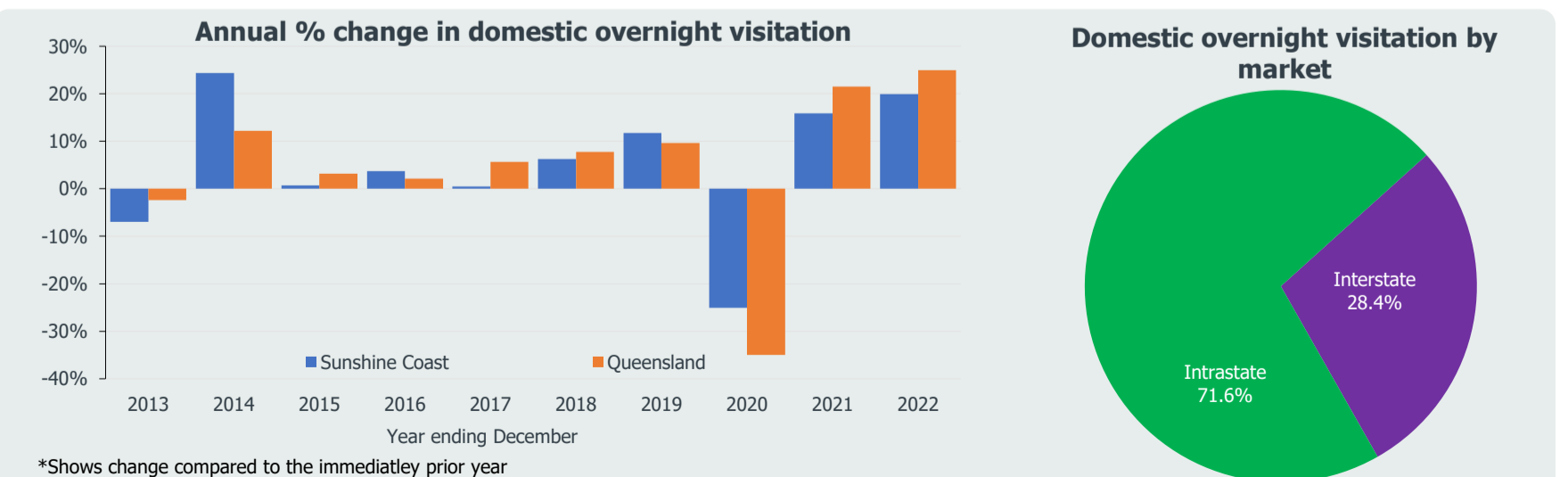
- Domestic overnight visitor expenditure (OVE) grew by 55.3 per cent to a record \$4.3 billion compared to the year ending December 2019. This was on the back of record visitor numbers (4.2 million, up 4.1 per cent) and visitor nights (14.8 million, up 1.8 per cent). On top of this the average spend per night also rose by 52.6 per cent to \$288.
- The increase in visitation came from the holiday market, with a record 2.5 million visiting the Sunshine Coast, up 11.3 per cent compared to 2019. Visiting friends and relatives (VFR) was steady compared to 2019 (down 0.5 per cent to 1.4 million), but business visitation was lower by 35.6 per cent to 232,000.
- There was also a record number of interstate visitors (1.2 million, up 7.4 per cent). This included a record number of interstate holiday (770,000, up 11.3 per cent) and VFR (337,000, up 8.4 per cent) visitors. By market, Sunshine Coast welcomed a record number of visitors from both New South Wales (592,000, up 4.1 per cent) and Victoria (439,000, up 11.7 per cent).
- There were 3.0 million intrastate visitors which was 2.9 per cent higher than in 2019. The Sunshine Coast's largest source market, Brisbane, grew by 15.8 per cent to 2.0 million.

#### Domestic - change against year ending December 2021

- Over the year OVE was 58.6 per cent higher, visitation was up by 19.9 per cent and visitor nights were up by 15.5 per cent.

#### Domestic - quarterly change compared to December quarter 2019

- In the December quarter 2022, both visitor numbers (down 9.0 per cent to 1.0 million) and nights (down 14.5 per cent to 3.6 million) were lower compared to the December quarter 2019.
- Intrastate visitation was steady (down 0.8 per cent at 804,000) compared to the December quarter 2019, while interstate visitation was down 29.1 per cent to 232,000.



\*Shows change compared to the immediately prior year

# Sunshine Coast Regional Snapshot

Year ending December 2022

## 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	2,460,000	19.0%	11.3%	9,675,000	11.6%	8.1%	3.9	-0.3	-0.1
VFR	1,389,000	27.4%	-0.5%	4,060,000	29.0%	-4.3%	2.9	0.0	-0.1
Business	232,000	12.4%	-35.6%	725,000	26.5%	-29.7%	3.1	0.3	0.3
<b>Domestic<sup>3</sup></b>	<b>4,215,000</b>	<b>19.9%</b>	<b>4.1%</b>	<b>14,796,000</b>	<b>15.5%</b>	<b>1.8%</b>	<b>3.5</b>	<b>-0.1</b>	<b>-0.1</b>
<b>Intrastate</b>									
Holiday	1,690,000	-1.6%	11.3%	5,142,000	-13.8%	12.0%	3.0	-0.4	0.0
VFR	1,052,000	14.4%	-3.0%	2,283,000	8.1%	-3.4%	2.2	-0.1	0.0
Business	172,000	-3.7%	-35.8%	363,000	-21.3%	-48.0%	2.1	-0.5	-0.5
<b>Intrastate</b>	<b>3,016,000</b>	<b>2.8%</b>	<b>2.9%</b>	<b>8,015,000</b>	<b>-9.6%</b>	<b>1.8%</b>	<b>2.7</b>	<b>-0.4</b>	<b>0.0</b>
<b>Interstate</b>									
Holiday	770,000	120.4%	11.3%	4,533,000	67.3%	4.1%	5.9	-1.9	-0.4
VFR	337,000	96.7%	8.4%	1,777,000	71.7%	-5.6%	5.3	-0.8	-0.8
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>1,199,000</b>	<b>106.8%</b>	<b>7.4%</b>	<b>6,782,000</b>	<b>72.0%</b>	<b>1.7%</b>	<b>5.7</b>	<b>-1.1</b>	<b>-0.3</b>

## 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	2,044,000	3.5%	15.8%	5,246,000	-11.5%	13.2%	2.6	-0.4	-0.1
Regional Qld	972,000	1.3%	-16.7%	2,769,000	-5.9%	-14.4%	2.8	-0.2	0.1
Sydney	342,000	137.4%	9.7%	1,763,000	124.4%	20.5%	5.2	-0.3	0.5
Regional NSW	249,000	125.0%	-2.7%	1,158,000	94.5%	1.4%	4.6	-0.7	0.2
Melbourne	286,000	87.8%	15.4%	2,029,000	85.3%	24.0%	7.1	-0.1	0.5
Regional Vic	152,000	n/p	5.2%	961,000	n/p	-20.8%	6.3	n/p	-2.1

## 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	5,631,000	-9.7%	-28.7%	\$650.3m	2.2%	-7.6%
Queensland	42,951,000	11.7%	-18.7%	\$6,503.3m	54.6%	11.5%
<b>Australia</b>	<b>201,414,000</b>	<b>25.5%</b>	<b>-18.9%</b>	<b>\$29,023.6m</b>	<b>58.7%</b>	<b>10.2%</b>

## State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,591,000	25.0%	-1.2%	105,599,000	27.1%	2.6%
NSW	35,118,000	44.2%	-9.9%	113,228,000	31.1%	-7.6%
Victoria	26,168,000	45.8%	-12.0%	77,260,000	35.7%	-7.5%
<b>Australia</b>	<b>108,212,000</b>	<b>31.8%</b>	<b>-7.9%</b>	<b>399,726,000</b>	<b>24.5%</b>	<b>-4.4%</b>

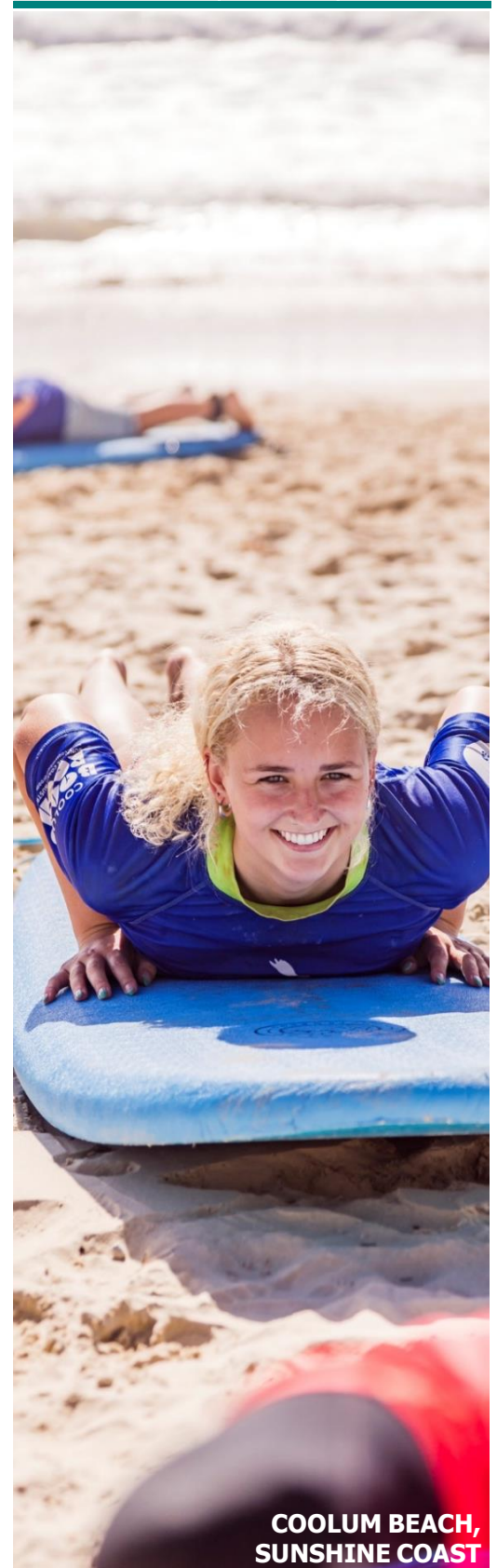
  

Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	11,032,000	23.3%	10.2%	50,368,000	25.0%	16.1%
NSW	15,123,000	46.5%	2.2%	51,365,000	39.0%	1.4%
Victoria	12,587,000	47.9%	1.1%	37,980,000	35.6%	6.0%
<b>Australia</b>	<b>47,647,000</b>	<b>29.0%</b>	<b>3.1%</b>	<b>185,101,000</b>	<b>25.5%</b>	<b>7.0%</b>



## December quarterly data - domestic overnight

	Sunshine Coast	Queensland
<b>Visitors</b>	1,037,000	6,455,000
Change over the year	15.1%	22.4%
Change vs 2019	-9.0%	-4.4%
<b>Nights</b>	3,571,000	24,752,000
Change over the year	9.4%	22.0%
Change vs 2019	-14.5%	-5.8%



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

# Regional Comparison

Year ending December 2022

## 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	7,384,000	39.7%	-9.7%	23,530,000	46.2%	-0.6%	3.2	0.1	0.3	32%	40%	22%	29%
Gold Coast	4,122,000	27.3%	-1.9%	15,513,000	38.4%	-6.3%	3.8	0.3	-0.2	54%	30%	13%	16%
Tropical North Queensland	2,525,000	27.4%	13.9%	14,304,000	40.5%	27.9%	5.7	0.5	0.6	61%	20%	17%	10%
<b>Sunshine Coast</b>	<b>4,215,000</b>	<b>19.9%</b>	<b>4.1%</b>	<b>14,796,000</b>	<b>15.5%</b>	<b>1.8%</b>	<b>3.5</b>	<b>-0.1</b>	<b>-0.1</b>	<b>58%</b>	<b>33%</b>	<b>6%</b>	<b>16%</b>
Southern Great Barrier Reef	2,269,000	7.7%	-2.1%	8,131,000	6.9%	-10.1%	3.6	0.0	-0.3	35%	30%	28%	9%
Southern Queensland Country	2,521,000	20.0%	13.1%	6,659,000	6.9%	12.9%	2.6	-0.3	0.0	33%	39%	21%	10%
Townsville North Queensland	1,208,000	15.1%	-6.9%	4,893,000	15.9%	2.2%	4.0	0.0	0.4	40%	27%	26%	5%
Outback Queensland*	956,000	-6.7%	-17.0%	4,552,000	-10.4%	-25.4%	4.8	n/p	-0.5	39%	20%	36%	4%
Whitsundays*	851,000	11.2%	34.8%	4,866,000	24.9%	74.5%	5.7	n/p	1.3	71%	n/p	n/p	3%
Fraser Coast*	820,000	2.6%	6.9%	3,229,000	2.2%	5.3%	3.9	n/p	-0.1	53%	33%	n/p	3%
Mackay*	1,181,000	3.8%	11.1%	4,560,000	1.5%	4.1%	3.9	n/p	-0.3	21%	16%	57%	5%
<b>Total Queensland</b>	<b>25,591,000</b>	<b>25.0%</b>	<b>-1.2%</b>	<b>105,599,000</b>	<b>27.1%</b>	<b>2.6%</b>	<b>4.1</b>	<b>0.1</b>	<b>0.2</b>	<b>43%</b>	<b>33%</b>	<b>20%</b>	<b>100%</b>

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

### 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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