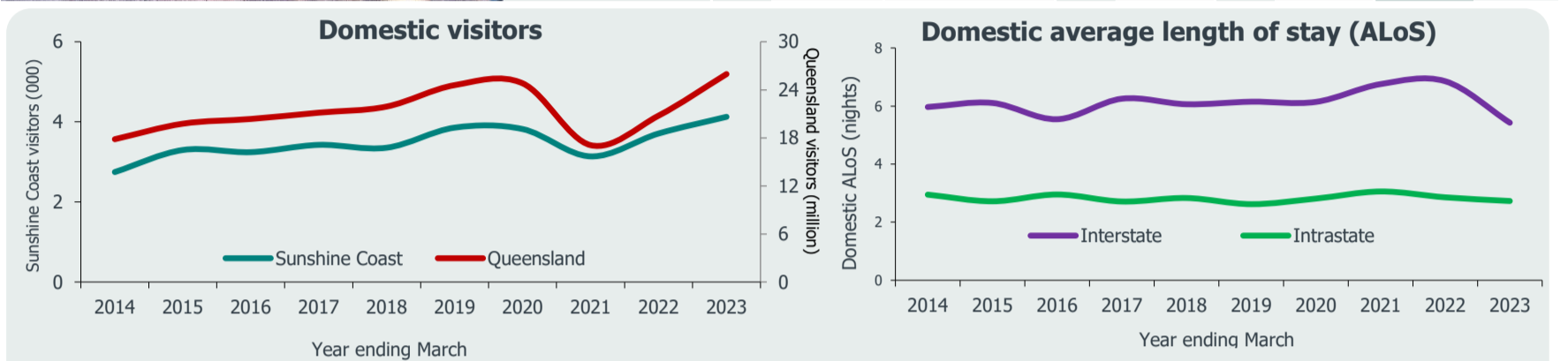


Year ending March 2023



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	4,125,000	2,479,000	1,298,000	236,000	\$4,411.5m
Annual % change ¹	▲ 11.2%	▲ 14.5%	▲ 9.3%	▲ 20.2%	▲ 52.0%
3-yr trend % change ²	▲ 2.9%	▲ 7.0%	▼ -2.3%	▼ -9.5%	▲ 22.5%
Change vs Dec 2019	▲ 1.9%	▲ 12.1%	▼ -7.0%	▼ -34.3%	▲ 60.7%



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 quarter 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. A full sample of interviews was conducted in the March quarter 2023. 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.

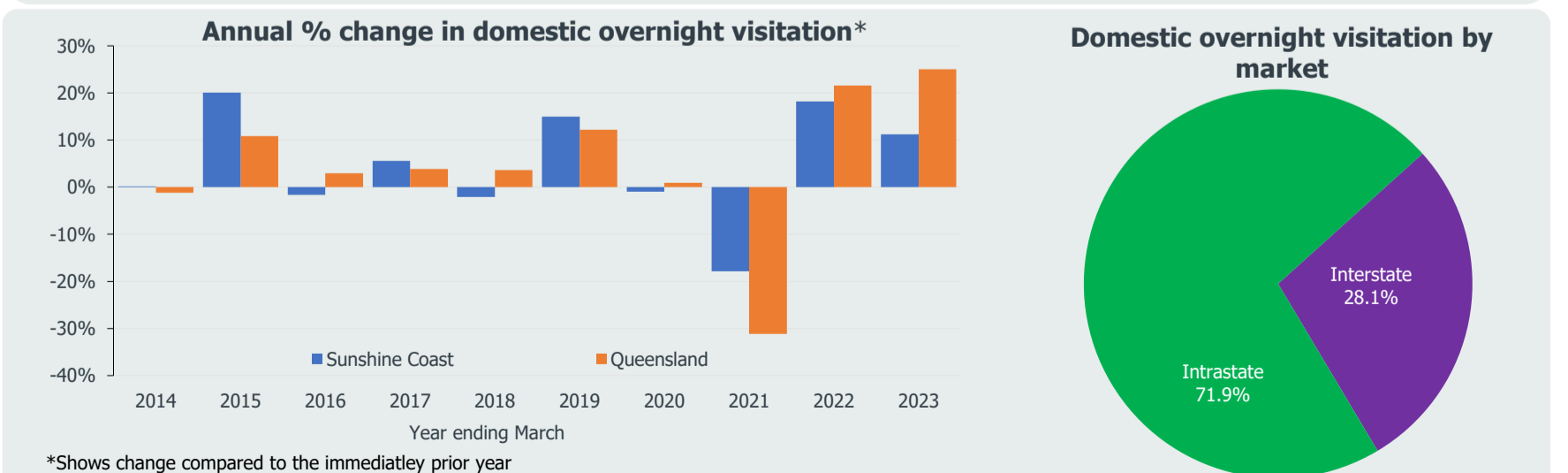
Domestic visitors

Annual

- Domestic overnight visitor expenditure (OVE) grew by 52.0 per cent over the year to a record \$4.4 billion. This was 60.7 per cent higher than the pre-COVID-19 period. The growth in OVE was due to an increase in spend per night (up 40.1 per cent to \$307 per night). On top of this both visitation (4.1 million, up 11.2 per cent) and nights (14.4 million, up 8.5 per cent) were higher year on year.
- There was a record 2.5 million holiday visitors, which was 14.5 per cent higher year on year. The strongest growth was in business visitation (up 20.2 per cent to 236,000). Visiting friends and relatives (VFR, up 9.3 per cent to 1.3 million) also increased over the year.
- The strongest growth over the year came from the interstate market (up 73.8 per cent to 1.2 million). This included a record number of interstate holiday visitors (775,000, up 92.9 per cent). Visitation from New South Wales was up 71.4 per cent to 556,000 and Victoria was 70.5 per cent higher to 415,000.
- Over the year there were 3.0 million intrastate visitors, which was slightly lower (down 2.5 per cent). The decrease came from the Brisbane market which was 3.7 per cent lower to 2.0 million visitors. However, there was a record number of visitors from the Gold Coast (302,000, up 39.1 per cent).

Quarterly

- In the March quarter 2023, both visitor numbers (down 8.0 per cent to 1.0 million) and nights (down 9.4 per cent to 4.4 million) were lower than the March quarter 2022. Intrastate visitation was 6.2 per cent lower than the year before.



*Shows change compared to the immediately prior year

Sunshine Coast Regional Snapshot

Year ending March 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	2,479,000	14.5%	12.1%	9,885,000	14.9%	10.5%	4.0	0.0	-0.1
VFR	1,298,000	9.3%	-7.0%	3,655,000	2.5%	-13.9%	2.8	-0.2	-0.2
Business	236,000	20.2%	-34.3%	596,000	-3.4%	-42.1%	2.5	-0.6	-0.3
Domestic³	4,125,000	11.2%	1.9%	14,382,000	8.5%	-1.1%	3.5	-0.1	-0.1
Intrastate									
Holiday	1,704,000	-3.3%	12.2%	5,400,000	-5.0%	17.6%	3.2	-0.1	0.1
VFR	983,000	-0.4%	-9.4%	2,146,000	-1.7%	-9.2%	2.2	0.0	0.0
Business	176,000	-3.0%	-34.5%	336,000	-28.5%	-51.8%	1.9	-0.7	-0.7
Intrastate	2,966,000	-2.5%	1.2%	8,093,000	-6.8%	2.8%	2.7	-0.1	0.0
Interstate									
Holiday	775,000	92.9%	12.0%	4,485,000	53.7%	3.0%	5.8	-1.5	-0.5
VFR	315,000	57.2%	1.3%	1,509,000	9.2%	-19.8%	4.8	-2.1	-1.3
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	1,159,000	73.8%	3.8%	6,289,000	37.5%	-5.7%	5.4	-1.4	-0.5

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	1,989,000	-3.7%	14.6%	5,169,000	-12.8%	13.2%	2.6	-0.3	0.0
Regional Qld	977,000	0.1%	-18.3%	2,924,000	6.1%	-11.5%	3.0	0.2	0.2
Sydney	321,000	70.5%	3.0%	1,660,000	61.2%	13.4%	5.2	-0.3	0.5
Regional NSW	235,000	72.6%	-8.4%	1,142,000	77.8%	0.0%	4.9	0.1	0.4
Melbourne	250,000	36.2%	0.7%	1,354,000	-15.0%	-17.3%	5.4	-3.3	-1.2
Regional Vic	165,000	n/p	14.5%	1,044,000	n/p	-14.0%	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	6,200,000	4.7%	-21.5%	\$770.3m	20.8%	9.5%
Queensland	45,754,000	25.1%	-13.4%	\$7,111.5m	63.5%	21.9%
Australia	215,762,000	38.2%	-13.1%	\$31,752.5m	69.6%	20.6%

State comparison - domestic overnight

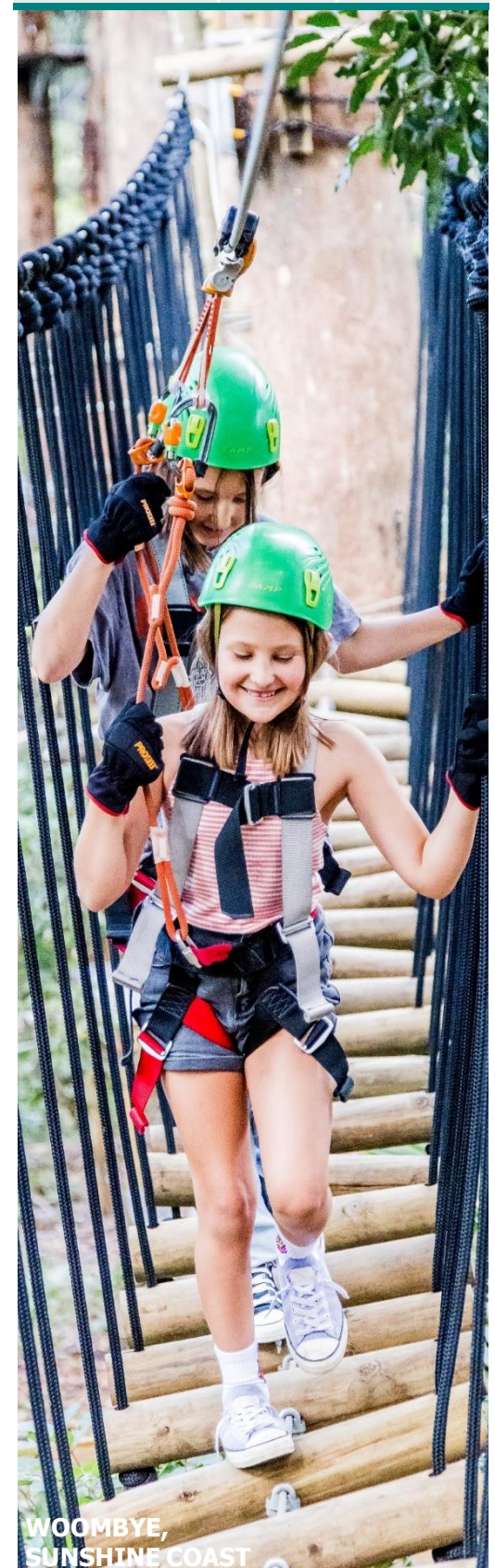
All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,964,000	25.0%	0.2%	104,990,000	23.6%	2.0%
NSW	36,052,000	48.0%	-7.5%	114,512,000	33.7%	-6.6%
Victoria	27,545,000	51.7%	-7.4%	81,969,000	46.9%	-1.8%
Australia	111,918,000	36.3%	-4.7%	409,364,000	28.6%	-2.0%
Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	11,268,000	24.3%	12.6%	50,529,000	22.6%	16.5%
NSW	15,546,000	49.1%	5.1%	51,513,000	34.6%	1.7%
Victoria	13,120,000	53.1%	5.4%	39,819,000	46.4%	11.1%
Australia	48,955,000	32.4%	5.9%	188,066,000	27.2%	8.7%



YANDINA, SUNSHINE COAST

March quarterly data - domestic overnight

	Sunshine Coast	Queensland
Visitors	1,037,000	5,805,000
Change over the year	-8.0%	6.9%
Change vs 2019	-2.1%	-3.4%
Nights	4,010,000	23,110,000
Change over the year	-9.4%	-2.6%
Change vs 2019	7.8%	-2.1%



WOOMBYE, SUNSHINE COAST

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

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

Regional Comparison

Year ending March 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	7,407,000	47.0%	-7.5%	23,205,000	47.4%	0.0%	3.1	0.0	0.2	33%	39%	22%	29%
Gold Coast	4,222,000	29.3%	0.5%	15,413,000	27.7%	-6.9%	3.7	0.0	-0.3	53%	32%	12%	16%
Tropical North Queensland	2,496,000	20.7%	12.6%	13,762,000	27.8%	23.0%	5.5	0.3	0.5	60%	20%	17%	10%
Sunshine Coast	4,125,000	11.2%	1.9%	14,382,000	8.5%	-1.1%	3.5	-0.1	-0.1	60%	31%	6%	16%
Southern Great Barrier Reef	2,339,000	17.6%	1.0%	8,553,000	20.7%	-5.5%	3.7	0.1	-0.2	34%	29%	30%	9%
Southern Queensland Country	2,699,000	17.8%	12.5%	7,274,000	11.3%	14.2%	2.7	-0.2	0.0	35%	39%	20%	10%
Townsville North Queensland	1,144,000	-0.7%	-11.8%	4,697,000	9.5%	-1.9%	4.1	0.4	0.4	39%	27%	27%	4%
Outback Queensland*	1,058,000	-2.2%	-8.2%	4,716,000	-8.6%	-22.7%	4.5	n/p	-0.8	35%	18%	42%	4%
Whitsundays*	862,000	12.0%	36.7%	4,732,000	23.7%	69.7%	5.5	n/p	1.1	68%	18%	n/p	3%
Fraser Coast*	850,000	5.3%	10.7%	3,286,000	2.3%	7.2%	3.9	n/p	-0.1	54%	32%	n/p	3%
Mackay*	1,207,000	3.5%	13.4%	4,269,000	0.0%	-2.6%	3.5	n/p	-0.6	22%	19%	51%	5%
Total Queensland	25,964,000	25.0%	0.2%	104,990,000	23.6%	2.0%	4.0	0.0	0.1	43%	32%	20%	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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