

Sunshine Coast Regional Snapshot, year ending December 2024

Sunshine Coast Regional Snapshot



Domestic Summary

International Summary

Regional Comparison

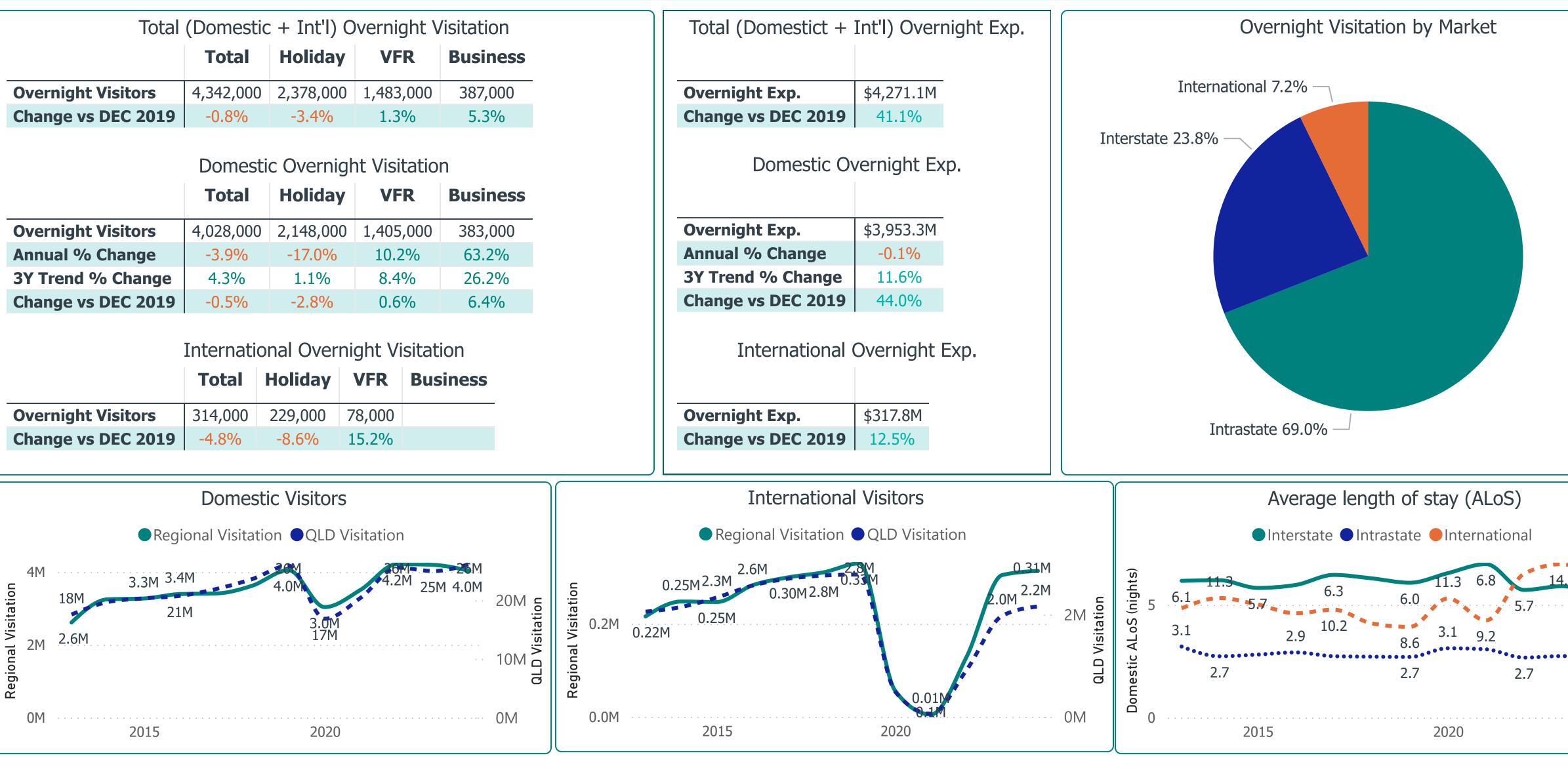
- The snapshots are updated quarterly with annual data. These results cover overnight visitation, visitor
- Please note that the annual growth will be left blank for regions which report growth-rates on a three-year trend. In a number of regions, a three year-trend is used instead of annual growth rates

Home		Regional Summary	Do
Region Selection		Sunchi	ne Coas
Sunshine Coast	\checkmark	Sunsin	ne Cuas

The Sunshine Coast welcomed 4.3 million overnight visitors, which is down 3.5 per cent over the year. These visitors spent \$4.3 billion which is down 1.1 per cent.

Domestic overnight visitor expenditure (OVE) on the Sunshine Coast was steady (down 0.1 per cent) over the year at \$4.0 billion. This was because an increase in the average spend per night was offset by a decrease in the average length of stay (ALoS) and the total number of visitors. Average spend per night increased 11.2 per cent to \$292. However, the ALoS decreased by 0.2 nights to 3.4 nights and total visitation was also down by 3.9 per cent to 4.0 million.

International visitors spent \$317.8 million on the Sunshine Coast, up 12.5 per cent compared to 2019, but down 12.4 per cent over the year. The growth compared to 2019 was due to the ALoS on the Sunshine Coast increasing 3.9 nights to 12.5 nights. As a result, total international nights on the Sunshine Coast have grown by 38.7 per cent since 2019 to 3.9 million. The Sunshine Coast was also the closest Queensland region to reaching its pre-COVID-19 international visitation levels. Visitation recovered to 314,000 visitors or 95.2 per cent of 2019 levels. The average spend per night was \$81, which is down 18.9 per cent compared to 2019.



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 December 2024 is the fifth 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 this period, growth since the year ending December 2019 is the most recent comparison at the total level.

Please see International Visitor Survey (IVS) methodology | Tourism Research Australia (TRA) for more information: www.tra.gov.au

Regional Comparison

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Region	Selection				6			•
Sunshine Coast		\checkmark			Suns	shine C	oast Ke	egiona
		Do	mestic ove	rnight visit	ors to Reg	ion		
Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg	Length of Stay	Year # Chg
Domestic								
Total	4,028,000	-3.9%	4.3%	13,520,000	-10.2%	1.7%	3.4	-0.2
Holiday	2,148,000	-17.0%	1.1%	7,901,000	-20.7%	-2.7%	3.7	-0.2
VFR	1,405,000	10.2%	8.4%	4,377,000	11.6%	11.1%	3.1	0.0
Business	383,000	63.2%	26.2%	811,000	47.1%	12.9%	2.1	-0.2
🖃 Intrastate								
Total	2,996,000	-0.8%	0.7%	8,162,000	-0.8%	-2.8%	2.7	0.0
Holiday	1,575,000	-12.2%	-2.8%	4,834,000	-10.2%	-6.9%	3.1	0.1
VFR	1,058,000	9.0%	4.7%	2,398,000	15.0%	4.4%	2.3	0.1
Business	288,000			571,000			2.0	
Interstate								
Total	1,032,000	-11.9%	15.3%	5,357,000	-21.5%	8.1%	5.2	-0.6
Holiday	573,000	-27.8%	11.7%	3,067,000	-33.1%	3.0%	5.3	-0.4
VFR	346,000	13.9%	21.5%	1,979,000	7.7%	20.3%	5.7	-0.3
Business								

Domestic	dav	trin	visitors	to	Queensland
	ady				Y aca biana

\$810.9M

-11.5%

Domestic day trip visitors to Region

Day trip visitors	Year % Chg	3Y Trend % Chg	Exp(\$) million	Year % Chg	3Y Tr
43,078,000	-6.1%	3.6%	\$6,532.9M	-9.8%	

1.1%

6,429,000

-2.3%

Domestic	day	trip	visitors	to	Australia
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Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Tr
200,564,000	-7.2%	6.9%	\$30,673.5M	-6.9%	

Snapshot

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	Key dor	mestic so	ource mark	ets to Re	gion	
Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights •	Year % Chg	3Y %
Brisbane	1,948,000	-3.7%	-0.1%	5,302,000	4.8%	-
Regional QLD	1,048,000	4.9%	2.4%	2,861,000	-9.9%	-
Melbourne	247,000	-28.5%	12.0%	1,176,000	-39.8%	
Regional NSW	239,000	23.3%	23.1%	1,046,000	20.6%	1
Regional VIC						
Sydney						

Please note that the annual growth will be left blank for regions which report growth-rates on a threeyear 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 decline in domestic visitation reflects holiday visitation being down 17.0 per cent over the year to 2.1 million. Having said that, business visitation reached a record 383,000 after increasing 63.2 per cent over the year and visiting friends and relatives (VFR) visitation was up 10.2 per cent to 1.4 million.

The decline in visitation to the Sunshine Coast was most profound from interstate visitors. There were 1.0 million interstate visitors, which is 11.9 per cent less than the previous year. Visitation from Victoria was down 18.9 per cent to 397,000 and visitation from New South Wales was down 9.3 per cent to 442,000.

Intrastate visitation was steady (down 0.8 per cent) at 3.0 million. There were a record 298,000 intraregional visitors (up 56.5 per cent) but visitation from Brisbane was down 3.7 per cent to 1.9 million.

Day trip visitors Year % Chg 3Y Trend % Chg Exp (\$) million Year % Chg 3Y Trend % Chg

7.9%

Frend % Chg

13.0%

Frend % Chg

15.4%



	Home			Regional Summ	ary	Dome
Re	gion Selec	ction			Sunchin	e Coast
Sunshine Co	bast	\checkmark			Sunsmi	
		Internati	onal over	night 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	314,000	-4.8%	3,942,000	38.7%	12.5	3.9
Holiday	229,000	-8.6%	1,795,000	24.9%	7.8	2.1
VFR	78,000	15.2%	1,353,000	52.3%	17.4	4.2
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 al left blank where it is not publishable due to small sample sizes. VFR refers to Visiting Friends and Relatives.

The strength in international visitation was driven by the 78,000 VFR visitors, which is up 15.2 per cent compared to 2019. Holiday visitation has had a slower recovery. There were 229,000 holiday visitors, equivalent of 91.4 per cent of 2019 visitation.

New Zealand was the region's largest international market and is close to recovery with 84,000 visitors marking 98.2 per cent recovered. Visitation from the second largest market, the United Kingdom, reached a record 70,000, up 25.9 per cent. Visitation from the United States of America was just below 2019 levels at 23,000 (97.4 per cent recovered) and visitation from Germany was 66.0 per cent recovered at 22,000. There were 26,000 visitors from Asia which is a recovery to 69.1 per cent of 2019 levels.

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Source Market	Visitors •	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019
New Zealand	84,000	-1.8%	716,000	11.0%
United Kingdom	70,000	25.9%	519,000	22.0%
United States of America	23,000	-2.6%	150,000	-5.6%
Germany	22,000	-34.0%	239,000	33.9%
Netherlands	11,000	16.7%	61,000	10.7%
Canada	10,000	-20.7%	160,000	39.5%
France	7,000	-35.1%	85,000	75.2%
China				
Hong Kong				
India				
Indonacia				

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Тор	Top 10 International source market (Holiday)									
Source Market	Visitors •	Change vs YE Dec 2019	Nights	Change vs YE Dec 2019						
New Zealand	56,000	2.4%	363,000	-3.6%						
United Kingdom	55,000	31.2%	254,000	8.1%						
Germany	20,000	-37.2%	136,000	7.9%						
United States of America	15,000	-17.2%	55,000	-40.7%						
Netherlands	10,000	16.0%	54,000	8.4%						
Canada										
China										
France										
Hong Kong										
India										
Tudonosia										

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Region Comparison

	Domestic region comparison										
Region	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg	Length of Stay	Nights change			
Queensland	26,187,000	4.8%	8.0%	99,260,000	2.2%	5.7%	3.8	-0.1			
Brisbane	8,149,000	11.2%	15.6%	25,603,000	16.8%	16.5%	3.1	0.1			
Fraser Coast	730,000		1.4%	2,705,000		1.0%	3.7	0.0			
Gold Coast	4,287,000	3.6%	9.1%	14,894,000	-0.0%	8.8%	3.5	-0.1			
Mackay	1,161,000		1.6%	4,220,000		1.2%	3.6	0.1			
Outback Queensland	1,107,000		6.1%	4,280,000		-0.8%	3.9	-0.4			
Queensland Country	3,137,000	8.9%	6.5%	9,599,000	9.9%	7.3%	3.1	0.0			
SGBR	1,925,000	5.1%	2.1%	6,792,000	7.1%	1.3%	3.5	0.1			
Sunshine Coast	4,028,000	-3.9%	4.3%	13,520,000	-10.2%	1.7%	3.4	-0.2			
Townsville	1,279,000	11.8%	6.8%	4,038,000	-3.9%	-1.4%	3.2	-0.5			
Tropical North Queensland	2,162,000	-5.4%	2.6%	9,922,000	-15.0%	-0.7%	4.6	-0.5			
Whitsundays	709,000		-3.5%	3,160,000		-2.5%	4.5	0.7			

International region comparison							Internation	International share by purpose				
Region	Visitors	Change vs 2019	Nights	Change vs 2019	Length of Stay	Change vs 2019	Region	Holiday%	VFR%	Busir		
Queensland	2,158,000	-22.5%	53,254,000	-3.0%	24.7	4.9	Queensland	59%	33%	8		
Brisbane	1,275,000	-13.7%	28,073,000	3.7%	22.0	3.7	Brisbane	45%	33%	11		
Fraser Coast	88,000	-33.0%	467,000	-25.5%	5.3	0.5	Fraser Coast	90%	9%	0		
Gold Coast	635,000	-41.2%	8,021,000	-17.9%	12.6	3.6	Gold Coast	71%	22%	4		
Mackay	37,000	-22.8%	754,000	80.4%	20.5	11.8	Mackay	70%	20%	59		
Outback Queensland	20,000	-22.0%	490,000	33.1%	24.1	10.0	Outback Queensland	50%	26%	10		
Queensland Country	51,000	-33.7%	2,184,000	-12.7%	43.1	10.4	Queensland Country	37%	42%	60		
SGBR	94,000	-30.4%	1,687,000	0.3%	18.0	5.5	SGBR	68%	21%	40		
Sunshine Coast	314,000	-4.8%	3,942,000	38.7%	12.5	3.9	Sunshine Coast	73%	25%	10		
Townsville	108,000	-14.5%	1,140,000	-21.2%	10.6	-0.9	Townsville	80%	13%	19		
Tropical North Queensland	543,000	-32.8%	5,157,000	-24.5%	9.5	1.0	Tropical North Queensland	88%	8%	20		
Whitsundays	188,000	-14.7%	1,338,000	-2.3%	7.1	0.9	Whitsundays	96%	3%	00		
•	state, and re	egional level. The var	iable nature	of travel, combined	with sampling varia		earch Australia (TRA). These are large and s are subject to) means that regional res	•				

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. Irend 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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RegionHoliday%VFR%Business%Queensland41%32%24%Brisbane30%37%25%Fraser Coast48%28%19%Gold Coast55%29%13%Mackay21%18%55%Outback Queensland35%16%43%Gueensland Country35%32%26%SGBR33%32%28%Townsville33%28%28%Mitsundays672%17%8%	Domestic share by purpose								
Brisbane30%37%25%Fraser Coast48%28%19%Gold Coast55%29%13%Mackay21%18%55%Outback Queensland35%16%43%Queensland Country35%32%26%SGBR35%32%28%Sunshine Coast53%35%10%Townsville33%28%28%Tropical North Queensland50%21%21%	Region	Holiday%	VFR%	Business%					
Fraser Coast 48% 28% 19% Gold Coast 55% 29% 13% Mackay 21% 18% 55% Outback Queensland 35% 16% 43% Queensland Country 35% 32% 26% SGBR 35% 32% 28% Sunshine Coast 53% 35% 10% Townsville 33% 28% 28% Tropical North Queensland 50% 21% 27%	Queensland	41%	32%	24%					
Gold Coast55%29%13%Mackay21%18%55%Outback Queensland35%16%43%Queensland Country35%32%26%SGBR35%32%28%Sunshine Coast53%35%10%Townsville33%28%28%Tropical North Queensland50%21%27%	Brisbane	30%	37%	25%					
Mackay 21% 18% 55% Outback Queensland 35% 16% 43% Queensland Country 35% 32% 26% SGBR 35% 32% 28% Sunshine Coast 53% 35% 10% Townsville 33% 28% 28% Tropical North Queensland 50% 21% 27%	Fraser Coast	48%	28%	19%					
Outback Queensland35%16%43%Queensland Country35%32%26%SGBR35%32%28%Sunshine Coast53%35%10%Townsville33%28%28%Tropical North Queensland50%21%27%	Gold Coast	55%	29%	13%					
Queensland Country 35% 32% 26% SGBR 35% 32% 28% Sunshine Coast 53% 35% 10% Townsville 33% 28% 28% Tropical North Queensland 50% 21% 27%	Mackay	21%	18%	55%					
SGBR 35% 32% 28% Sunshine Coast 53% 35% 10% Townsville 33% 28% 28% Tropical North Queensland 50% 21% 27%	Outback Queensland	35%	16%	43%					
Sunshine Coast 53% 35% 10% Townsville 33% 28% 28% Tropical North Queensland 50% 21% 27%	Queensland Country	35%	32%	26%					
Townsville 33% 28% 28% Tropical North Queensland 50% 21% 27%	SGBR	35%	32%	28%					
Tropical North Queensland50%21%27%	Sunshine Coast	53%	35%	10%					
	Townsville	33%	28%	28%					
Whitsundays 72% 17% 8%	Tropical North Queensland	50%	21%	27%					
	Whitsundays	72%	17%	8%					

