



Sunshine Coast Regional Snapshot

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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

Domestic overnight visitors to Region								
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 day trip visitors to Region					
Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Trend % Chg
6,429,000	-2.3%	1.1%	\$810.9M	-11.5%	7.9%

Domestic day trip visitors to Queensland					
Day trip visitors	Year % Chg	3Y Trend % Chg	Exp(\$) million	Year % Chg	3Y Trend % Chg
43,078,000	-6.1%	3.6%	\$6,532.9M	-9.8%	13.0%

Domestic day trip visitors to Australia					
Day trip visitors	Year % Chg	3Y Trend % Chg	Exp (\$) million	Year % Chg	3Y Trend % Chg
200,564,000	-7.2%	6.9%	\$30,673.5M	-6.9%	15.4%

Key domestic source markets to Region						
Overnight Visitation	Visitors	Year % Chg	3Y Trend % Chg	Nights	Year % Chg	3Y Trend % Chg
Brisbane	1,948,000	-3.7%	-0.1%	5,302,000	4.8%	-3.5%
Regional QLD	1,048,000	4.9%	2.4%	2,861,000	-9.9%	-1.6%
Melbourne	247,000	-28.5%	12.0%	1,176,000	-39.8%	1.6%
Regional NSW	239,000	23.3%	23.1%	1,046,000	20.6%	17.2%
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.

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.

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	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 also be 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, the 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.

Top 10 International source market (Total)				
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				
Indonesia				

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				
Indonesia				

