

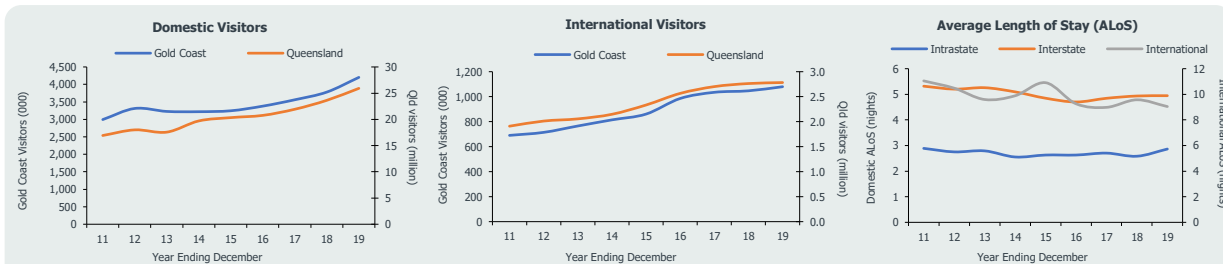
# Gold Coast Regional Snapshot



Year Ending December 2019



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>4,202,000</b>	<b>2,163,000</b>	<b>1,396,000</b>	<b>501,000</b>	<b>\$3,691.3m</b>
Annual % change <sup>1</sup>	▲ 11.1%	▲ 5.8%	▲ 31.9%	▼ -7.0%	▲ 5.3%
3-yr trend % change <sup>2</sup>	▲ 7.7%	▲ 5.4%	▲ 9.9%	▲ 13.2%	▲ 9.1%
<b>International Overnight</b>	<b>1,080,000</b>	<b>851,000</b>	<b>167,000</b>	<b>36,000</b>	<b>\$1,341.0m</b>
Annual % change	▲ 3.1%	▲ 3.8%	▲ 6.2%	▼ -14.0%	▼ -5.4%
3-yr trend % change	▲ 3.1%	▲ 3.1%	▲ 6.1%	● 0.3%	▲ 5.1%
<b>TOTAL</b>	<b>5,282,000</b>	<b>3,014,000</b>	<b>1,564,000</b>	<b>537,000</b>	<b>\$5,032.3m</b>
Annual % change	▲ 9.4%	▲ 5.2%	▲ 28.5%	▼ -7.5%	▲ 2.2%
3-yr trend % change	▲ 6.7%	▲ 4.8%	▲ 9.5%	▲ 12.1%	▲ 7.9%

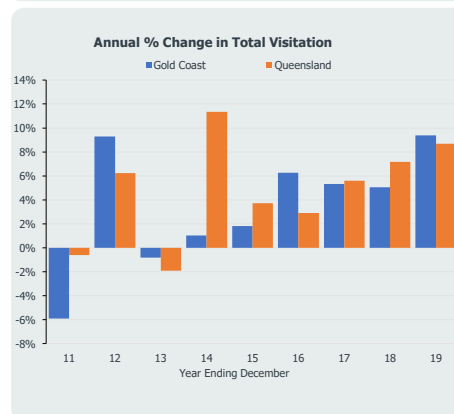


## Domestic Visitors

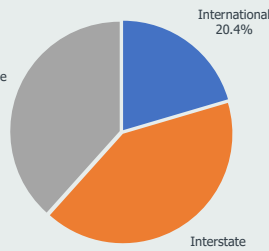
- Overnight visitor expenditure on the Gold Coast grew by 5.3% to \$3.7b on the back of visitation growing by 11.1% to a record 4.2m. The Average Length of Stay (ALoS) increased by 0.1 nights to 3.9 nights and spend per night declined by 7.3% to \$223 per night.
- The region saw particularly strong growth in holiday visitation (up 5.8% to 2.2m) and Visiting Friends and Relatives (VFR, up 31.9% to a record 1.4m). Business visitation declined by 7.0% to 501,000.
- Just over half (52%) of visitors were interstate travellers. Interstate travel to the Gold Coast grew by 6.4% to record 2.2m visitors. The holiday segment increased 9.4% to 1.2m visitors and VFR visitation grew 27.0% to a record 644,000. The Gold Coast welcomed a record number of visitors from Sydney (up 11.7% to 694,000), while visitation from Melbourne grew by 6.5% to 423,000.
- The intrastate market grew by 16.7% to 2.0m visitors, with a record number of VFR visitors (up 36.4% to 752,000) and growth across holiday (up 1.7%) and business (up 27.7%) categories. Visitation from Brisbane, the Gold Coast's largest domestic market, grew 15.2% to 1.4m.
- The early September bushfires that occurred in Northern NSW and Beechmont, including the iconic Australian nature-based Binna Burra Lodge which was destroyed in the bushfire on 8th September 2019, might have deterred holiday and business travellers to visit the Gold Coast region, but quarterly data suggests that this holiday visitation recovered in December.

## International Visitors

- There was a record 1.1m international visitors to the Gold Coast in the year ending December 2019, up 3.1% compared to the year prior. These visitors spent \$1.3b in the region, down 5.4% year-on-year.
- Total expenditure decreased as spend per night was down 2.9% over the year to \$137 per night. The ALoS declined by 0.5 nights to 9.0 nights and as a result total visitor nights decreased 2.6% to 9.8m.
- Holiday visitation grew in the latest period (up 3.8%) at 851,000 visitors and the Gold Coast remains Queensland's most popular international holiday destination. The number of VFR visitors increased 6.2% to 167,000 visitors, while business visitation decreased 14.0% to 36,000.
- China is the Gold Coast's largest international source market, accounting for 25% of all international visitors to the Gold Coast. Chinese visitation increased by 2.2% over the year to 275,000.
- Visitation from the United States of America, the Gold Coast's fifth-largest market, grew by 11.2% to a record 46,000 visitors. Across the Gold Coast's other major markets, visitation also grew from Japan (up 9.8% to 75,000) and the United Kingdom (up 5.4% to 63,000) but was steady from New Zealand (down 0.8% to 212,000).



## Overnight visitation by market



## New National Visitor Survey methodology, 2019

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use with caution when comparing 2019 results with previous time periods.

Note that 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.

## Research Updates

To receive an email alert whenever new tourism figures are released [click here](#)

# Gold Coast Regional Snapshot

## Domestic visitation Year Ending December 2019

### Domestic visitors to the Gold Coast

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	2,163,000	5.8%	9,421,000	14.7%	4.4	0.3
VFR	1,396,000	31.9%	4,313,000	20.8%	3.1	-0.3
Business	501,000	-7.0%	1,458,000	-11.2%	2.9	-0.1
<b>Domestic<sup>3</sup></b>	<b>4,202,000</b>	<b>11.1%</b>	<b>16,559,000</b>	<b>13.6%</b>	<b>3.9</b>	<b>0.1</b>
<b>Intrastate</b>						
Holiday	978,000	1.7%	2,632,000	6.6%	2.7	0.1
VFR	752,000	36.4%	1,604,000	35.7%	2.1	0.0
Business	213,000	27.7%	510,000	-6.7%	2.4	-0.9
<b>Intrastate</b>	<b>2,026,000</b>	<b>16.7%</b>	<b>5,799,000</b>	<b>29.4%</b>	<b>2.9</b>	<b>0.3</b>
<b>Interstate</b>						
Holiday	1,185,000	9.4%	6,788,000	18.2%	5.7	0.4
VFR	644,000	27.0%	2,709,000	13.4%	4.2	-0.5
Business	288,000	-22.6%	948,000	-13.4%	3.3	0.3
<b>Interstate</b>	<b>2,176,000</b>	<b>6.4%</b>	<b>10,760,000</b>	<b>6.6%</b>	<b>4.9</b>	<b>0.0</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Gold Coast	8,880,000	16.1%	\$904.8m	16.3%
Queensland	52,854,000	20.5%	\$5,834.8m	14.3%
<b>Australia</b>	<b>248,349,000</b>	<b>20.9%</b>	<b>\$26,338.4m</b>	<b>17.5%</b>

### Key domestic source markets to the Gold Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	1,420,000	15.2%	3,326,000	17.7%
Regional Qld	606,000	20.4%	2,473,000	49.3%
Sydney	694,000	11.7%	2,958,000	13.0%
Regional NSW	558,000	-11.5%	2,122,000	-10.4%
Melbourne	423,000	6.5%	2,405,000	13.9%
Regional Vic	215,000	22.2%	1,542,000	29.5%

### State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	25,914,000	9.6%	102,952,000	10.4%
NSW	38,968,000	11.9%	122,556,000	13.6%
Victoria	29,748,000	13.5%	83,510,000	11.5%
<b>Australia</b>	<b>117,448,000</b>	<b>12.0%</b>	<b>417,907,000</b>	<b>12.5%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	10,008,000	7.9%	43,386,000	5.3%
NSW	14,795,000	7.3%	50,651,000	8.6%
Victoria	12,453,000	10.8%	35,845,000	8.6%
<b>Australia</b>	<b>46,228,000</b>	<b>9.7%</b>	<b>173,034,000</b>	<b>8.9%</b>



# Gold Coast Regional Snapshot

## International visitation Year Ending December 2019

### International visitors to the Gold Coast

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	851,000	3.8%	4,438,000	-6.4%	5.2	-0.6
VFR	167,000	6.2%	2,309,000	15.4%	13.8	1.1
Business	36,000	-14.0%	142,000	-40.9%	3.9	-1.8
<b>Total<sup>3</sup></b>	<b>1,080,000</b>	<b>3.1%</b>	<b>9,765,000</b>	<b>-2.6%</b>	<b>9.0</b>	<b>-0.5</b>

### State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,783,000	0.7%	54,926,000	-0.2%
NSW	4,384,000	0.3%	96,576,000	0.4%
Victoria	3,138,000	3.2%	73,064,000	0.3%
<b>Australia</b>	<b>8,709,000</b>	<b>2.2%</b>	<b>274,477,000</b>	<b>0.2%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,872,000	0.2%	22,858,000	0.7%
NSW	2,447,000	-1.3%	28,846,000	2.6%
Victoria	1,697,000	5.6%	17,708,000	6.1%
<b>Total</b>	<b>4,695,000</b>	<b>1.5%</b>	<b>84,374,000</b>	<b>2.4%</b>



### Top 10 source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
China	275,000	2.2%	1,585,000	-20.0%
New Zealand	212,000	-0.8%	1,473,000	-3.5%
Japan	75,000	9.8%	992,000	9.0%
United Kingdom	63,000	5.4%	763,000	-5.3%
USA	46,000	11.2%	458,000	-8.3%
Taiwan	44,000	37.7%	309,000	-24.3%
India	36,000	-4.3%	399,000	85.9%
Korea	34,000	-3.3%	279,000	-41.0%
Singapore	33,000	-3.4%	163,000	-35.6%
Hong Kong	31,000	-11.5%	218,000	-25.7%

### Top 10 holiday source markets

Holiday	Visitors	Year % Chg	Nights	Year % Chg
China	255,000	6.3%	732,000	16.6%
New Zealand	138,000	7.6%	923,000	4.6%
Japan	55,000	8.8%	529,000	3.2%
United Kingdom	42,000	-3.4%	310,000	-20.4%
Taiwan	42,000	53.9%	196,000	-24.1%
Korea	31,000	-0.2%	162,000	-41.1%
USA	31,000	3.4%	150,000	-34.1%
Singapore	29,000	-4.0%	127,000	-20.4%
India	29,000	-14.8%	88,000	-25.9%
Germany	25,000	3.6%	83,000	-45.5%

Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. [www.teq.queensland.com](http://www.teq.queensland.com).

If you have any questions or comments, please email [research@queensland.com](mailto:research@queensland.com).

The tourism regions are defined by the Australian Bureau of Statistics (ABS) as a collection of Statistical Area Level 2s (SA2), please refer to the interactive map at <http://stat.abs.gov.au/itt/r.jsp?ABSMAPS>

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# Regional Comparison



Year Ending December 2019

## Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	8,271,000	11.8%	23,903,000	10.6%	2.9	0.0	29%	40%	25%	32%
<b>Gold Coast</b>	<b>4,202,000</b>	<b>11.1%</b>	<b>16,559,000</b>	<b>13.6%</b>	<b>3.9</b>	<b>0.1</b>	<b>51%</b>	<b>33%</b>	<b>12%</b>	<b>16%</b>
TNQ	2,218,000	9.6%	11,188,000	7.3%	5.0	-0.1	52%	24%	21%	9%
Sunshine Coast	4,048,000	11.8%	14,540,000	13.9%	3.6	0.1	55%	34%	9%	16%
SGBR	2,317,000	9.8%	9,048,000	12.1%	3.9	0.1	32%	30%	32%	9%
SQC	2,195,000	1.9%	5,901,000	3.0%	2.7	0.0	29%	41%	24%	8%
Townsville	1,297,000	-2.9%	4,786,000	2.3%	3.7	0.2	31%	31%	29%	5%
Outback*	1,080,000	7.4%	5,876,000	20.2%	5.4	np	28%	15%	54%	4%
Whitsundays*	631,000	10.8%	2,788,000	10.3%	4.4	np	62%	21%	16%	2%
Fraser Coast*	767,000	8.6%	3,066,000	5.9%	4.0	np	53%	31%	12%	3%
Mackay*	1,063,000	7.3%	4,380,000	11.3%	4.1	np	19%	19%	55%	4%
<b>Total Queensland</b>	<b>25,914,000</b>	<b>9.6%</b>	<b>102,952,000</b>	<b>10.4%</b>	<b>4.0</b>	<b>0.0</b>	<b>39%</b>	<b>35%</b>	<b>24%</b>	<b>100%</b>

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

## International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	1,482,000	5.9%	27,642,000	-3.7%	18.7	-1.9	52%	31%	10%	53%
<b>Gold Coast</b>	<b>1,080,000</b>	<b>3.1%</b>	<b>9,765,000</b>	<b>-2.6%</b>	<b>9.0</b>	<b>-0.5</b>	<b>79%</b>	<b>16%</b>	<b>3%</b>	<b>39%</b>
TNQ	808,000	-6.3%	6,833,000	8.7%	8.5	1.2	92%	5%	2%	29%
Sunshine Coast	330,000	6.2%	2,842,000	2.3%	8.6	-0.3	76%	20%	2%	12%
SGBR	141,000	-3.5%	2,084,000	21.8%	14.8	3.1	77%	14%	4%	5%
SQC*	56,000	10.6%	1,560,000	8.9%	27.7	np	40%	39%	12%	2%
Townsville	126,000	-7.2%	1,447,000	14.5%	11.5	2.2	83%	12%	3%	5%
Outback*	25,000	-5.1%	329,000	-1.5%	13.2	np	61%	19%	9%	1%
Whitsundays	220,000	-5.9%	1,369,000	5.8%	6.2	0.7	95%	3%	0%	8%
Fraser Coast	131,000	0.9%	627,000	23.0%	4.8	0.9	89%	10%	1%	5%
Mackay*	48,000	0.7%	418,000	-7.9%	8.8	np	75%	16%	5%	2%
<b>Total Queensland</b>	<b>2,783,000</b>	<b>0.7%</b>	<b>54,926,000</b>	<b>-0.2%</b>	<b>19.7</b>	<b>-0.2</b>	<b>67%</b>	<b>27%</b>	<b>7%</b>	<b>100%</b>

### 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% mobile phone interview (from 50% mobile phone/50% 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.