

# Southern Great Barrier Reef Regional Snapshot



Year Ending December 2019



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>2,317,000</b>	<b>735,000</b>	<b>693,000</b>	<b>749,000</b>	<b>\$1,197.6m</b>
Annual % change <sup>1</sup>	▲ 9.8%	● 0.0%	▲ 33.1%	▲ 8.2%	▲ 4.7%
3-yr trend % change <sup>2</sup>	▲ 8.0%	▲ 6.0%	▲ 4.8%	▲ 16.0%	▲ 5.4%
<b>International Overnight</b>	<b>141,000</b>	<b>109,000</b>	<b>19,000</b>	<b>n/p</b>	<b>\$98.3m</b>
Annual % change	▼ -3.5%	▼ -3.6%	▼ -13.7%	n/p	▼ -8.0%
3-yr trend % change	▲ 0.7%	▲ 1.0%	▼ -1.8%	n/p	▲ 3.3%
<b>TOTAL</b>	<b>2,457,000</b>	<b>844,000</b>	<b>712,000</b>	<b>n/p</b>	<b>\$1,296.0m</b>
Annual % change	▲ 8.9%	● -0.4%	▲ 31.1%	n/p	▲ 3.6%
3-yr trend % change	▲ 7.5%	▲ 5.3%	▲ 4.6%	n/p	▲ 5.2%

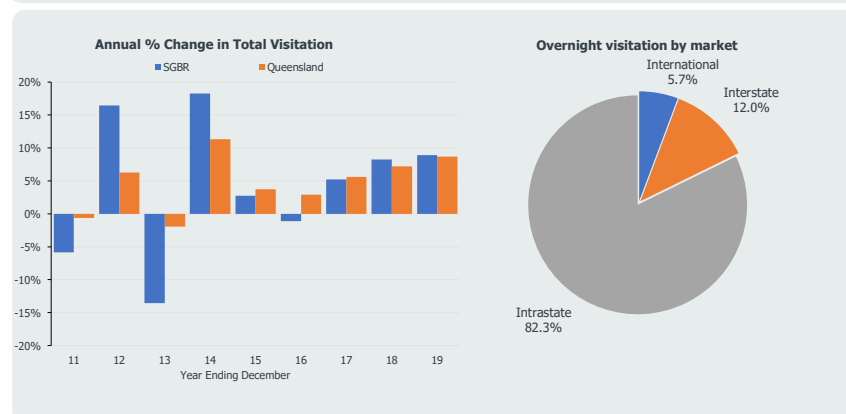


## Domestic Visitors

- The Southern Great Barrier Reef (SGBR) region welcomed 2.3m domestic overnight visitors, up by 9.8%, in the year ending December 2019. Domestic visitors are crucial to the region, accounting for 94% of overnight travellers and 92% of overnight expenditure.
- Domestic overnight visitor expenditure increased by 4.7% to \$1.2b. While visitation grew, Average Length of Stay (ALoS) also grew by 0.1 nights to 3.9 nights though spend per night decreased by 6.6% to \$132 per night. Total nights grew by 12.1% to a record 9.0m.
- People Visiting Friends and Relatives (VFR) was the key source of visitation growth, increasing 33.1% to 693,000. Business visitation also grew (up 8.2% to 749,000), while holiday visitation was steady (unchanged) at 735,000.
- The intrastate market accounted for 2.0m visitors (up by 9.9%), or 87% of domestic visitors to the region. Intraregional overnight visitation is the largest intrastate source market, accounting for a third (33%) of intrastate visitors (658,000). Brisbane is the second-largest market, accounting for almost another third (32%) of visitors (640,000).
- The interstate market increased by 9.0% to 295,000 visitors. New South Wales accounts for more than half (52%) of the interstate market (153,000 visitors).

## International Visitors

- There were 141,000 international visitors to the SGBR region in the year ending December 2019, a year-on-year decrease of 3.5%. The international market accounted for 6% of overnight visitation and 8% of overnight expenditure in the region.
- Overnight visitor expenditure in the region decreased by 8.0% to \$98.3m. While the ALoS grew by 3.1 nights to 14.8 nights, spend per night decreased by 24.4% to \$47 per night. Over the period total nights grew by 21.8% to 2.1m.
- Holidays are the main reason for international travel to the region, accounting for 78% of visitation. Holiday visitation decreased by 3.6% to 109,000 visitors. Meanwhile, VFR visitation decreased by 13.7% to 19,000.
- Western markets dominate the region's top international source markets, accounting for 81% of international visitation to the region. The top markets are the United Kingdom (24,000 visitors steady, down 0.7%), Germany (20,000 visitors, up 0.6%) and New Zealand (16,000 visitors, down 19.1%).



## 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](#)

# Southern Great Barrier Reef Regional Snapshot

## Domestic visitation Year Ending December 2019

### Domestic visitors to SGBR

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	735,000	0.0%	2,936,000	-10.2%	4.0	-0.5
VFR	693,000	33.1%	2,788,000	48.7%	4.0	0.4
Business	749,000	8.2%	2,980,000	19.5%	4.0	0.4
<b>Domestic<sup>3</sup></b>	<b>2,317,000</b>	<b>9.8%</b>	<b>9,048,000</b>	<b>12.1%</b>	<b>3.9</b>	<b>0.1</b>
<b>Intrastate</b>						
Holiday	598,000	1.4%	2,037,000	-2.6%	3.4	-0.1
VFR	608,000	34.9%	1,947,000	45.7%	3.2	0.2
Business	690,000	5.4%	2,635,000	28.4%	3.8	0.7
<b>Intrastate</b>	<b>2,022,000</b>	<b>9.9%</b>	<b>6,899,000</b>	<b>17.6%</b>	<b>3.4</b>	<b>0.2</b>
<b>Interstate</b>						
Holiday	138,000	-5.5%	899,000	-23.7%	6.5	-1.6
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>295,000</b>	<b>9.0%</b>	<b>2,150,000</b>	<b>-2.7%</b>	<b>7.3</b>	<b>-0.9</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
SGBR	2,915,000	16.3%	\$479.9m	39.5%
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 SGBR

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	640,000	26.4%	2,552,000	39.4%
Regional Qld	1,381,000	3.6%	4,347,000	7.7%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	91,000	n/p	407,000	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

### 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>



# Southern Great Barrier Reef Regional Snapshot



## International visitation Year Ending December 2019

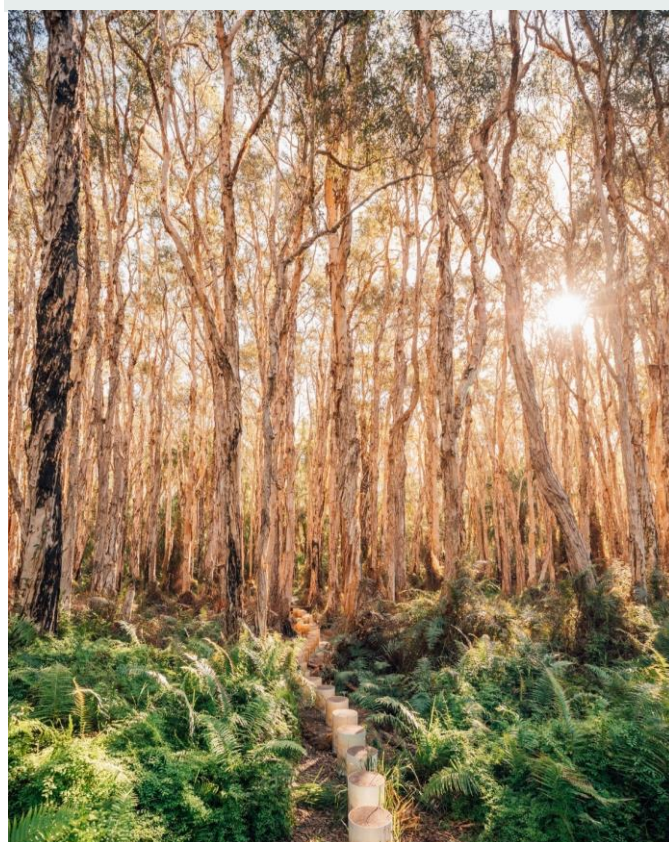
### International visitors to SGBR

All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	109,000	-3.6%	1,144,000	8.9%	10.5	1.2
VFR	19,000	-13.7%	409,000	29.8%	21.1	7.1
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Total<sup>3</sup></b>	<b>141,000</b>	<b>-3.5%</b>	<b>2,084,000</b>	<b>21.8%</b>	<b>14.8</b>	<b>3.1</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
United Kingdom	24,000	-0.7%	209,000	21.5%
Germany	20,000	0.6%	94,000	-53.9%
New Zealand	16,000	-19.1%	100,000	-31.5%
USA	11,000	-2.1%	60,000	-8.6%
France	10,000	43.6%	137,000	113.7%
Netherlands	8,000	21.0%	30,000	26.2%
Scandinavia	6,000	-12.9%	26,000	-45.0%

Due to sampling, some data may not be publishable (n/p), however the markets will still appear in order.

### Top 10 holiday source markets

Holiday	Visitors	Year % Chg	Nights	Year % Chg
Germany	20,000	-1.4%	87,000	-43.7%
United Kingdom	19,000	-3.5%	126,000	18.3%
France	9,000	41.2%	118,000	117.3%
USA	8,000	-5.1%	48,000	40.1%
Netherlands	8,000	16.5%	23,000	14.7%
Scandinavia	6,000	-15.4%	25,000	-47.5%

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/it/r.jsp?ABSMs>

*Disclaimer:*  
By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

# 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%
Gold Coast	4,202,000	11.1%	16,559,000	13.6%	3.9	0.1	51%	33%	12%	16%
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%
<b>SGBR</b>	<b>2,317,000</b>	<b>9.8%</b>	<b>9,048,000</b>	<b>12.1%</b>	<b>3.9</b>	<b>0.1</b>	<b>32%</b>	<b>30%</b>	<b>32%</b>	<b>9%</b>
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	n/p	28%	15%	54%	4%
Whitsundays*	631,000	10.8%	2,788,000	10.3%	4.4	n/p	62%	21%	16%	2%
Fraser Coast*	767,000	8.6%	3,066,000	5.9%	4.0	n/p	53%	31%	12%	3%
Mackay*	1,063,000	7.3%	4,380,000	11.3%	4.1	n/p	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%
Gold Coast	1,080,000	3.1%	9,765,000	-2.6%	9.0	-0.5	79%	16%	3%	39%
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%
<b>SGBR</b>	<b>141,000</b>	<b>-3.5%</b>	<b>2,084,000</b>	<b>21.8%</b>	<b>14.8</b>	<b>3.1</b>	<b>77%</b>	<b>14%</b>	<b>4%</b>	<b>5%</b>
SQC*	56,000	10.6%	1,560,000	8.9%	27.7	n/p	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	n/p	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	n/p	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.