

International Snapshot

Year ending December 2020

Process overview

- Usually the International Visitor Survey (IVS) produces international visitation estimates using a combination of airport interviews, immigration data taken from visa applications/passports, previous travel records and sampled incoming passenger cards.
- Due to COVID-19 and the introduction of international border restrictions, interviewing has not been possible since late March 2020.
- Since the June quarter 2020 IVS results have been produced by using more extensive immigration (administrative data) and incoming passenger card information (all cards are currently being processed rather than sampled) while spend has been imputed based on spend characteristics from previous IVS interviews.

Restriction Timeline:



December 2020 quarterly results

- Overnight visitor expenditure (OVE) and visitation decreased due to the closure of the Australia's borders on 20 March 2020. Only a very small number of international travellers were allowed to arrive in Australia in the December quarter. Total visitation to both Queensland and Australia decreased by more than 99 per cent in the December quarter 2020 compared to the December quarter 2019.
- Visitation decreased by more than 99 per cent for all travel purposes in the September quarter 2020 compared to the September quarter 2019, except for employment which decreased by 87.4 per cent for Queensland and 92.9 per cent for Australia.

International visitation, by purpose

	Queensland			Australia		Change over the year
	Dec qtr 2020	Sep qtr 2019	Change over the year	Dec qtr 2020	Sep qtr 2019	
Holiday*	168	547,000	-100.0%	752	1,355,000	-99.9%
VFR	1,783	207,000	-99.1%	10,317	1,024,000	-99.0%
Business	529	57,000	-99.1%	2,386	281,000	-99.2%
Employment	1,338	11,000	-87.4%	3,376	48,000	-92.9%
Education	68	20,000	-99.7%	369	106,000	-99.7%
Leisure	1,951	695,000	-99.7%	11,069	2,039,000	-99.5%
Total visitation	4,954	781,000	-99.4%	20,330	2,457,000	-99.2%

*Includes working holiday makers

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International overnight visitor expenditure, by purpose

	Queensland			Australia		
	Dec qtr 2020	Sep qtr 2019	Change over the year	Dec qtr 2020	Sep qtr 2019	Change over the year
Holiday	\$0.8m	\$802.6m	-99.9%	\$5.8m	\$2,968.0m	-99.8%
VFR	\$8.9m	\$231.5m	-96.2%	\$82.5m	\$1,298.0m	-93.6%
Business	\$2.6m	\$77.3m	-96.6%	\$18.2m	\$524.7m	-96.5%
Employment	\$7.6m	\$59.7m	-87.2%	\$34.9m	\$372.5m	-90.6%
Education	\$0.7m	\$382.9m	-99.8%	\$7.9m	\$2,118.7m	-99.6%
<i>Leisure</i>	\$9.7m	\$1,034.1m	-99.1%	\$88.3m	\$4,266.0m	-97.9%
Total purpose	\$25.8m	\$1,584.9m	-98.4%	\$277.6m	\$11,590.4m	-97.6%

Year ended December 2020 results

In the year ending December 2020, Queensland's total international visitor expenditure decreased by \$4,672.0m compared to the year ending December 2019, to \$1,411.1m (down by 76.8 per cent). This was on the back of the total visitation decreasing by 2,290,000 visitors to 493,000 visitors (down by 82.3 per cent).

International overnight visitor expenditure and visitation

	Spend \$m			Visitors		
	Total \$m	Annual % change ¹	3yr trend	Total visitors	Annual % change	3yr trend
Queensland	\$1,411.1m	-76.8%	-22.3%	493,000	-82.3%	-26.8%
New South Wales	\$2,716.4m	-76.1%	-23.4%	839,000	-80.9%	-26.2%
Victoria	\$2,466.3m	-72.1%	-20.3%	615,000	-80.4%	-25.0%
Western Australia	\$552.2m	-76.8%	-24.8%	220,000	-77.9%	-24.9%
South Australia	\$279.9m	-76.8%	-25.0%	106,000	-78.3%	-25.7%
Tasmania	\$173.6m	-68.7%	-19.6%	81,000	-71.4%	-22.7%
ACT	\$111.4m	-80.3%	-24.4%	39,000	-85.4%	-26.8%
Northern Territory	\$72.3m	-83.5%	-28.5%	50,000	-83.2%	-27.3%
Australia	\$7,783.1m	-75.2%	-22.5%	1,705,000	-80.4%	-25.3%

Visitor expenditure, by purpose

	Queensland			Australia		
	Expenditure	Annual % change	3yr trend	Expenditure	Annual % change	3yr trend
Holiday	\$515.0m	-82.0%	-26.6%	\$2,030.8m	-80.9%	-25.2%
VFR	\$179.6m	-77.8%	-22.0%	\$1,196.3m	-73.8%	-23.7%
Business	\$49.0m	-83.2%	-24.3%	\$296.6m	-85.5%	-28.3%
Employment	\$64.1m	-72.6%	-24.8%	\$438.6m	-71.8%	-26.5%
Education	\$565.1m	-68.8%	-14.7%	\$3,664.6m	-70.1%	-18.1%
<i>Leisure</i>	<i>\$694.6m</i>	<i>-81.1%</i>	<i>-25.6%</i>	<i>\$3,227.1m</i>	<i>-78.7%</i>	<i>-24.8%</i>
Total purpose	\$1,411.1m	-76.8%	-22.3%	\$7,783.1m	-75.2%	-22.5%

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Visitation, by purpose

	Queensland			Australia		
	Total visitors	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Holiday	302,000	-83.9%	-27.7%	847,000	-82.0%	-25.7%
VFR	143,000	-81.0%	-25.1%	702,000	-79.3%	-25.2%
Business	31,000	-85.2%	-25.8%	162,000	-84.6%	-26.9%
Employment	14,000	-69.1%	-25.2%	62,000	-70.2%	-28.2%
Education	34,000	-71.0%	-21.7%	182,000	-72.2%	-21.7%
Leisure	412,000	-83.0%	-27.2%	1,315,000	-81.1%	-25.6%
Total purpose	493,000	-82.3%	-26.8%	1,705,000	-80.4%	-25.3%

Visitation and expenditure by source market

	Queensland				Australia			
	Visitors	Annual Change	Spend \$m	Annual Change	Visitors	Annual Change	Spend \$m	Annual Change
New Zealand	73,000	-85.2%	\$107.5m	-82.2%	221,000	-83.0%	\$338.8m	-79.2%
Total Asia	187,000	-85.0%	\$758.7m	-77.6%	717,000	-83.6%	\$4,992.4m	-75.5%
China	54,000	-89.1%	\$311.5m	-80.7%	184,000	-86.1%	\$2,305.1m	-77.7%
Japan	40,000	-81.8%	\$83.8m	-81.8%	87,000	-80.9%	\$270.8m	-78.1%
Singapore	7,000	-89.7%	\$27.8m	-81.7%	53,000	-87.2%	\$180.5m	-83.6%
Malaysia	7,000	-84.9%	\$43.6m	-47.8%	42,000	-87.7%	\$225.7m	-76.6%
Korea	19,000	-74.3%	\$56.0m	-77.6%	47,000	-81.5%	\$242.4m	-77.3%
India	12,000	-85.2%	\$47.6m	-68.3%	80,000	-78.6%	\$443.1m	-64.9%
Hong Kong	12,000	-81.1%	\$59.7m	-71.1%	55,000	-80.7%	\$239.6m	-76.6%
Indonesia	3,000	-88.7%	\$14.0m	-77.1%	32,000	-83.7%	\$179.9m	-73.6%
Taiwan	16,000	-80.1%	\$59.6m	-71.3%	32,000	-81.8%	\$184.4m	-73.9%
Thailand	2,000	-87.6%	\$8.4m	-85.3%	14,000	-85.1%	\$88.9m	-77.9%
Other Asia	14,000	-80.1%	\$46.9m	-68.3%	89,000	-79.6%	\$631.9m	-59.9%
North America	67,000	-77.8%	\$189.9m	-66.3%	232,000	-75.5%	\$705.6m	-71.3%
USA	50,000	-78.9%	\$132.2m	-68.5%	182,000	-76.2%	\$561.4m	-70.9%
Canada	17,000	-74.0%	\$57.8m	-60.2%	50,000	-72.2%	\$144.2m	-72.5%
Total Europe	123,000	-77.6%	\$241.7m	-77.1%	418,000	-73.1%	\$1,228.0m	-75.9%
UK	49,000	-77.6%	\$90.0m	-73.7%	194,000	-71.1%	\$502.6m	-71.8%
Germany	19,000	-76.6%	\$33.0m	-79.6%	51,000	-74.3%	\$166.8m	-75.9%
France	12,000	-75.7%	\$27.1m	-68.7%	33,000	-75.9%	\$107.3m	-78.1%
Scandinavia	11,000	-72.4%	\$25.6m	-77.3%	28,000	-72.7%	\$92.1m	-75.4%
Italy	5,000	-81.8%	\$10.1m	-82.4%	15,000	-79.9%	\$51.9m	-83.2%
Switzerland	3,000	-77.6%	\$8.2m	-71.8%	12,000	-75.4%	\$44.3m	-79.7%
Netherlands	5,000	-81.2%	\$9.8m	-81.7%	15,000	-76.2%	\$43.3m	-80.3%
Other Europe	19,000	-79.4%	\$38.0m	-82.0%	70,000	-73.3%	\$219.7m	-78.1%
Other Markets	42,000	-77.6%	\$113.2m	-76.0%	118,000	-78.2%	\$518.3m	-72.7%
All Markets	493,000	-82.3%	\$1,411.1m	-76.8%	1,705,000	-80.4%	\$7,783.1m	-75.2%

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Regional overview

	Spend \$m			Visitation		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Brisbane	\$780.9m	-73.2%	-18.7%	273,000	-81.6%	-24.9%
Gold Coast	\$271.9m	-79.7%	-23.5%	173,000	-84.0%	-27.3%
TNQ	\$180.8m	-82.4%	-28.0%	133,000	-83.5%	-29.5%
Sunshine Coast	\$58.0m	-79.5%	-23.2%	56,000	-83.0%	-25.9%
Whitsundays	\$40.2m	-73.5%	-26.8%	43,000	-80.4%	-28.0%
SQC*	\$8.9m	-90.4%	-26.6%	10,000	-82.6%	-24.5%
SGBR	\$8.2m	-91.7%	-28.2%	23,000	-83.9%	-29.0%
Townsville	np	np	np	23,000	-81.7%	-30.1%
Fraser Coast	np	np	np	26,000	-80.3%	-30.0%
Mackay*	np	np	np	7,000	-85.1%	-27.8%
Outback*	np	np	np	np	np	np
Queensland	\$1,411.1m	-76.8%	-22.3%	493,000	-82.3%	-26.8%

* due to small sample sizes for SQC, Mackay and Outback, annual % change needs to be treated with caution.

Notes:

1. Annual change refers to the percentage change between the year covered by this snapshot compared to the year prior.
2. Avg stay = average length of stay expressed in nights.
3. Total includes those visitors classified as 'Other'. Therefore, the sum of holiday, VFR, business and education visitors may not equal to 'Total'.
4. Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia.
5. North America includes United States of America and Canada.
6. Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and Other Europe.
7. Visiting friends or relatives (VFR).
8. All expenditure figures include package expenditure.
9. SGBR - Southern Great Barrier Reef region is comprised of the Capricorn, Bundaberg and Gladstone regions.
10. SQC - Southern Queensland Country region is comprised of Toowoomba, Southern and Western Downs regions.
11. To stabilise some results, trend is used to average data over three years. Trend change is the average change over three years rather than a year-on-year comparison.
12. Visitation does not add to the total as some visitors will make stopovers in more than one state/region.
13. 'Total purpose' includes: holiday, visiting friends or relatives, business, and other reasons for visiting.

Other notes:

- Expenditure estimates should be used with caution
- "n/p" = not published for technical reasons
- For this publication data has been adjusted to conform to Tourism and Events Queensland's regional definitions, which may differ slightly from Australian Bureau of Statistics Tourism Regions