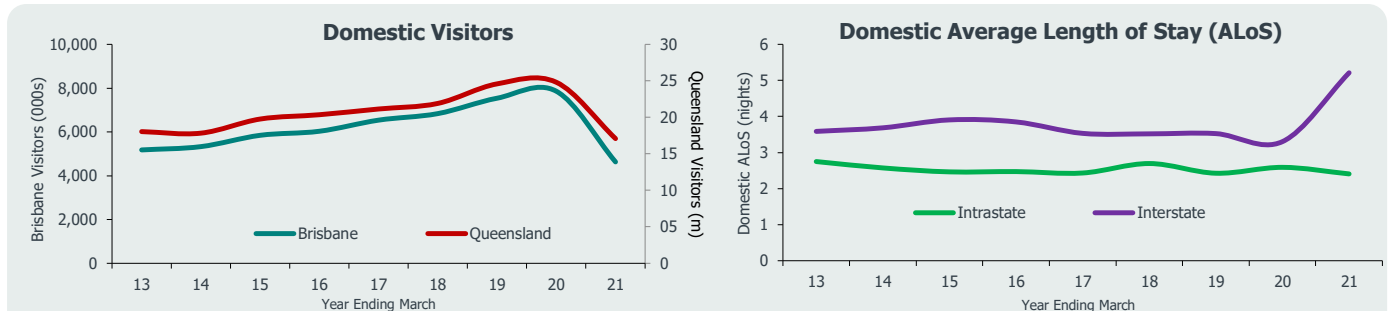


Brisbane Regional Snapshot

Year Ending March 2021



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	4,631,000	1,352,000	2,034,000	785,000	\$2,525.0m
Annual % change ¹	▼ -41.1%	▼ -38.8%	▼ -37.1%	▼ -59.0%	▼ -50.2%
3-yr trend % change ²	▼ -9.9%	▼ -10.3%	▼ -6.9%	▼ -16.3%	▼ -13.1%
Change vs Dec 2019	▼ -43.4%	▼ -42.8%	▼ -37.9%	▼ -62.0%	▼ -53.1%
TOTAL OVERNIGHT	4,644,000	1,352,000	2,038,000	786,000	\$2,591.1m
Annual % change	▼ -49.6%	▼ -53.4%	▼ -44.4%	▼ -61.6%	▼ -66.8%
3-yr trend % change	▼ -13.4%	▼ -16.0%	▼ -10.1%	▼ -17.3%	▼ -18.9%
Change vs Dec 2019	▼ -51.9%	▼ -56.9%	▼ -45.4%	▼ -64.3%	▼ -68.7%



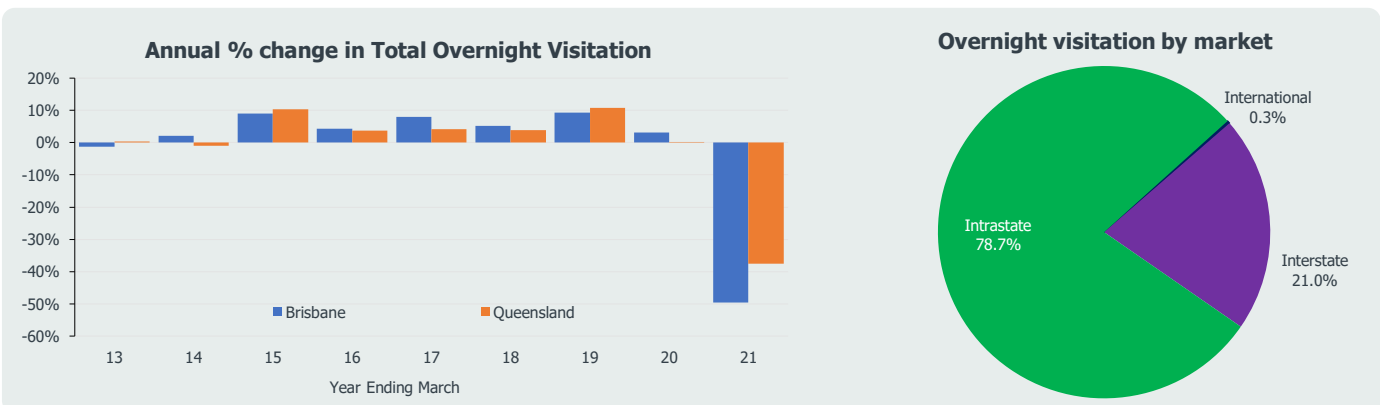
Total Overnight Visitors

- In the year ending March 2021, Brisbane welcomed 4.6 million total (domestic and international) overnight visitors (down 49.6 per cent over the year) who spent \$2.6 billion (down 66.8 per cent over the year).
- This includes international visitors as well as domestic, but with Australia's borders closed to most countries over the year international results are not being reported on their own.

Domestic Visitors

The year ending March 2021 (i.e. 1 April 2020 – 31 March 2021) reflects the full year impacts of COVID-19 on domestic travel that have occurred since the border closures, lockdowns and restrictions that began in late March 2020.

- In the year ending March 2021, domestic expenditure in Brisbane decreased by 50.2 per cent over the year to \$2.5b on the back of visitation. This was on the back of visitation decreasing by 41.1 per cent to 4.6m and spend per night decreasing by 18.5 per cent to \$182 per night.
- Visitor nights decreased 38.9 per cent to 13.9m, with average length of stay up 0.1 nights to 3.0 nights.
- As the last fully unaffected year, the year ending December 2019 will be seen as the benchmark pre-COVID period. Compared to year ending December 2019, domestic expenditure was down 53.1 per cent, visitation was down 43.4 per cent and nights were down 41.4 per cent.
- The decline in visitation was seen across all purposes of travel, with business travel (down 59.0 per cent to 785,000) hit particularly hard. In comparison, holiday visitation was down 38.8 per cent to 1.4m and visiting friends and relatives visitation was down 37.1 per cent to 2.0m.
- Interstate travel has seen sharp declines due to various restrictions put in place over the year along with consumer preference to travel within their own state. Total interstate visitation decreased by 70.8 per cent (to 976,000) which included a 77.4 per cent decrease from Melbourne (to 140,000) and an 82.8 per cent decrease from Sydney (to 177,000). As a result, the interstate markets share of total visitation to Brisbane decreased 21 percentage points to 21 per cent.
- Intrastate market has been less affected than the interstate market and as a result it now accounts for 79 per cent of domestic overnight visitation to the Brisbane region. This market declined by 19.2 per cent to 3.7m visitors. Brisbane's largest intrastate markets are intraregional travel (down 15.5 per cent to 1.2m), the Gold Coast (up 11.7 per cent to a record 639,000), Sunshine Coast (down 25.1 per cent to 635,000) and Southern Queensland Country (down 24.5 per cent to 450,000).
- Looking specifically at the March quarter 2021, visitation was steady (up 0.3 per cent) compared to the March quarter 2020, but 16.9 per cent lower than in the March quarter 2019. Visitor nights were up 6.8 per cent compared to March quarter 2020 but down 11.0 per cent compared to the March quarter 2019.



Brisbane Regional Snapshot

Year Ending March 2021

Domestic overnight visitors to Brisbane

	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019	Length of Stay	Year # Chg	Change vs YE Dec 2019
Holiday	1,352,000	-38.8%	-42.8%	3,888,000	-33.5%	-39.6%	2.9	0.2	0.2
VFR	2,034,000	-37.1%	-37.9%	5,872,000	-40.7%	-42.3%	2.9	-0.2	-0.2
Business	785,000	-59.0%	-62.0%	2,079,000	-56.9%	-59.2%	2.6	0.1	0.2
Domestic³	4,631,000	-41.1%	-43.4%	13,885,000	-38.9%	-41.4%	3.0	0.1	0.1
Intrastate									
Holiday	1,176,000	-21.0%	-25.3%	2,915,000	-16.7%	-20.2%	2.5	0.1	0.2
VFR	1,598,000	-22.0%	-22.4%	3,592,000	-25.0%	-26.8%	2.2	-0.1	-0.1
Business	498,000	-18.8%	-21.2%	1,050,000	-38.6%	-39.3%	2.1	-0.7	-0.6
Intrastate	3,655,000	-19.2%	-20.3%	8,799,000	-24.8%	-25.2%	2.4	-0.2	-0.2
Interstate									
Holiday	176,000	-75.7%	-77.7%	974,000	-58.5%	-65.1%	5.5	2.3	2.0
VFR	436,000	-63.2%	-64.2%	2,280,000	-55.3%	-56.8%	5.2	0.9	0.9
Business	287,000	-78.0%	-80.0%	1,029,000	-67.0%	-69.4%	3.6	1.2	1.2
Interstate	976,000	-70.8%	-72.8%	5,087,000	-53.9%	-57.3%	5.2	1.9	1.9

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Change vs YE Dec 2019	Expenditure (\$) million	Year % Chg	Change vs YE Dec 2019
Brisbane	15,019,000	-23.9%	-28.3%	\$1,492.7m	-28.6%	-29.9%
Queensland	39,106,000	-22.1%	-26.0%	\$4,066.4m	-29.7%	-30.3%
Australia	158,468,000	-33.6%	-36.2%	\$16,742.5m	-35.3%	-36.4%

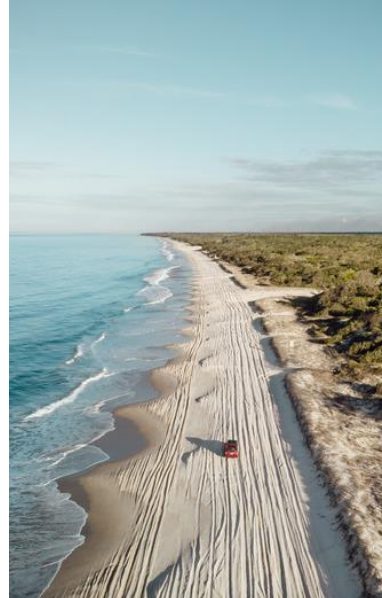
State comparison - Domestic Overnight

All Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	17,087,000	-31.1%	-34.1%	68,773,000	-30.2%	-33.2%
NSW	24,920,000	-33.1%	-36.1%	86,514,000	-26.7%	-29.4%
Victoria	13,351,000	-52.8%	-55.1%	45,933,000	-43.6%	-45.0%
Australia	72,805,000	-35.2%	-38.0%	281,126,000	-30.6%	-32.7%
Holiday Visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	6,848,000	-28.3%	-31.6%	27,906,000	-32.5%	-35.7%
NSW	10,414,000	-24.6%	-29.6%	37,579,000	-19.6%	-25.8%
Victoria	5,996,000	-49.5%	-51.8%	20,604,000	-42.9%	-42.5%
Australia	31,330,000	-28.0%	-32.2%	118,884,000	-28.2%	-31.3%

March quarterly Data

	Brisbane	Queensland
Overnight Visitors	1,539,000	5,137,000
Change over the year	0.3%	4.8%
Change vs 2019	-16.9%	-14.5%
Nights	5,018,000	21,822,000
Change over the year	6.8%	13.4%
Change vs 2019	-11.0%	-7.6%

Beach Drive at Bribie Island



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For tourism region definitions, [click here](#)



Mount Barney Lodge

Regional Comparison



Year Ending March 2021

Domestic regional comparison										% Proportion of Travel Purpose			% Share of Total Visitors
Total Visitors	Visitors	Year % Chg	Change vs 2019	Nights	Year % Chg	Change vs 2019	Length of stay	Nights change	Change vs 2019	Holiday %	VFR %	Business %	
Brisbane	4,631,000	-41.1%	-43.4%	13,885,000	-38.9%	-41.4%	3.0	0.1	0.1	29%	44%	17%	27%
Gold Coast	2,445,000	-37.7%	-41.8%	8,050,000	-46.4%	-51.4%	3.3	-0.5	-0.6	50%	36%	10%	14%
TNQ	1,487,000	-31.9%	-32.9%	7,288,000	-34.2%	-34.9%	4.9	-0.2	-0.1	48%	21%	25%	9%
Sunshine Coast	3,137,000	-17.9%	-22.5%	10,955,000	-23.8%	-24.7%	3.5	-0.3	-0.1	59%	31%	6%	18%
SGBR	1,830,000	-19.0%	-21.0%	7,386,000	-14.4%	-18.4%	4.0	0.2	0.1	36%	29%	26%	11%
SQC	1,773,000	-17.7%	-20.5%	5,662,000	3.1%	-4.0%	3.2	0.6	0.5	28%	38%	25%	10%
Townsville	731,000	-40.4%	-43.7%	3,025,000	-32.7%	-36.8%	4.1	0.5	0.4	38%	29%	24%	4%
Outback*	855,000	-23.6%	-25.7%	4,397,000	-26.5%	-28.0%	5.1	-0.2	-0.2	28%	19%	43%	5%
Whitsundays*	528,000	-15.3%	-16.3%	2,202,000	-18.0%	-21.0%	4.2	-0.1	-0.3	67%	16%	11%	3%
Fraser Coast*	579,000	-22.1%	-24.5%	1,957,000	-37.0%	-36.1%	3.4	-0.8	-0.6	51%	34%	6%	3%
Mackay*	874,000	-20.5%	-17.8%	3,778,000	-11.5%	-13.7%	4.3	0.4	0.2	16%	14%	61%	5%
Total Queensland	17,087,000	-31.1%	-34.1%	68,773,000	-30.2%	-33.2%	4.0	0.1	0.1	40%	34%	20%	100%

* Three-year trend change %²

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 per cent mobile phone interview (from 50 per cent mobile phone/50 per cent 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
3. This figure includes "Other" visitors.

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