

Total Domestic and International Fact Sheet

Year ending December 2020

National and state overview

Total overnight visitor expenditure and visitation

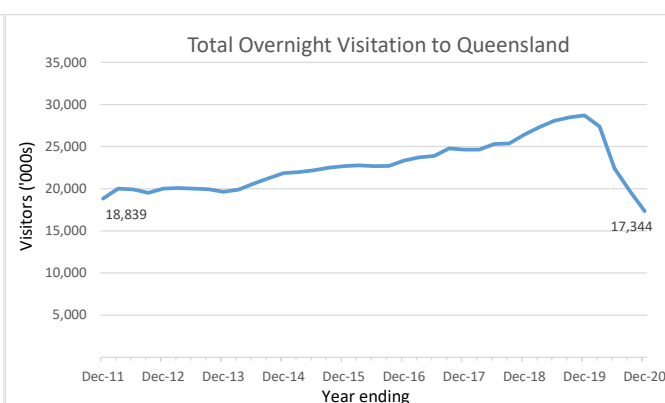
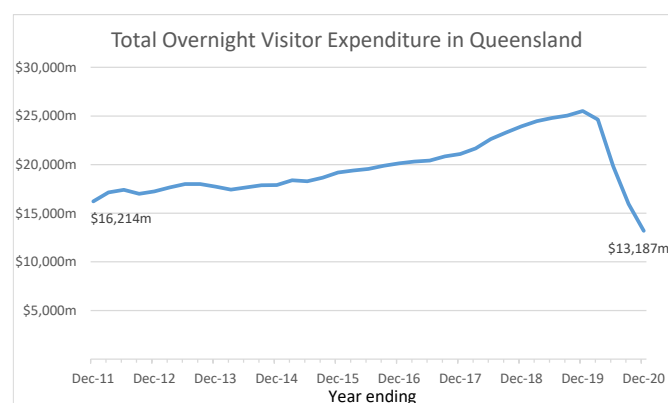
	Spend \$m			Visitors ¹		
	Total \$m	Annual % change	3yr trend	Total visitors	Annual % change	3yr trend
Queensland	\$13,186.7m	-48.3%	-11.2%	17,344,000	-39.6%	-9.1%
New South Wales	\$16,879.3m	-51.8%	-12.8%	25,286,000	-41.7%	-9.4%
Victoria	\$9,459.2m	-63.4%	-16.9%	14,578,000	-55.7%	-15.0%
Western Australia	\$6,642.6m	-39.3%	-7.2%	8,982,000	-25.3%	-3.1%
South Australia	\$3,378.3m	-47.4%	-9.8%	5,579,000	-35.0%	-5.9%
Tasmania	\$1,842.1m	-45.4%	-10.0%	2,261,000	-35.4%	-7.5%
ACT	\$1,089.1m	-55.1%	-14.9%	1,696,000	-51.2%	-14.3%
Northern Territory	\$947.4m	-63.4%	-18.2%	986,000	-50.7%	-15.8%
Australia	\$53,424.6m	-52.4%	-12.8%	74,219,000	-41.2%	-9.4%

Total overnight visitor expenditure, by purpose

	Queensland			Australia		
	Spend \$m	Annual % change	3yr trend	Spend \$m	Annual % change	3yr trend
Holiday	\$6,338.6m	-45.7%	-11.2%	\$24,253.5m	-45.1%	-10.9%
VFR	\$1,930.8m	-47.8%	-11.2%	\$8,453.4m	-50.7%	-13.1%
Business	\$1,869.0m	-47.8%	-8.6%	\$7,826.3m	-54.8%	-11.3%
Total purpose²	\$13,186.7m	-48.3%	-11.2%	\$53,424.6m	-52.4%	-12.8%

Total overnight visitation, by purpose

	Queensland			Australia		
	Visitors	Annual % change	3yr trend	Visitors	Annual % change	3yr trend
Holiday	6,735,000	-43.3%	-11.1%	30,238,000	-40.6%	-9.7%
VFR	5,912,000	-39.0%	-8.0%	25,498,000	-41.2%	-9.3%
Business	3,751,000	-40.8%	-8.3%	15,069,000	-46.4%	-9.8%
Total purpose²	17,344,000	-39.6%	-9.1%	74,219,000	-41.2%	-9.4%



Total Domestic and International Fact Sheet

Year ending December 2020

Regional overview

Overnight visitor expenditure

	Domestic			International			Total		
	Total \$m	Annual % change	3yr trend	Total \$m	Annual % change	3yr trend	Total \$m	Annual % change	3yr trend
Brisbane	\$2,578.9m	-51.7%	-12.1%	\$780.9m	-73.2%	-18.7%	\$3,359.7m	-59.2%	-14.4%
Gold Coast	\$1,853.7m	-49.8%	-10.8%	\$271.9m	-79.7%	-23.5%	\$2,125.6m	-57.8%	-14.4%
Sunshine Coast	\$1,953.0m	-28.9%	-1.2%	\$58.0m	-79.5%	-23.2%	\$2,011.0m	-33.6%	-3.3%
TNQ	\$1,445.1m	-42.4%	-8.5%	\$180.8m	-82.4%	-28.0%	\$1,625.9m	-54.0%	-14.6%
SGBR	\$970.5m	-19.0%	-0.6%	\$8.2m	-91.7%	-28.2%	\$978.7m	-24.5%	-2.9%
Whitsundays*	\$630.9m	16.2%	9.7%	\$40.2m	-73.5%	-26.8%	\$671.1m	-3.4%	0.9%
SQC*	\$578.5m	-28.6%	-4.3%	\$8.9m	-90.4%	-26.6%	\$587.4m	-34.9%	-6.3%
Townsville	\$515.2m	-34.8%	-10.5%	np	np	np	\$542.6m	-38.7%	-12.3%
Outback*	\$463.2m	-37.8%	-9.2%	np	np	np	\$471.0m	-37.9%	-9.5%
Mackay*	\$399.5m	-22.4%	2.0%	np	np	np	\$402.1m	-24.4%	1.2%
Fraser Coast*	\$325.9m	-20.9%	-3.8%	np	np	np	\$336.6m	-26.5%	-6.0%
Queensland	\$11,775.6m	-39.4%	-7.6%	\$1,411.1m	-76.8%	-22.3%	\$13,186.7m	-48.3%	-11.2%

Overnight visitation

	Domestic			International			Total		
	Total visitors ¹	Annual % change	3yr trend	Total visitors ¹	Annual % change	3yr trend	Total visitors ¹	Annual % change	3yr trend
Brisbane	4,727,000	-42.8%	-10.0%	273,000	-81.6%	-24.9%	5,000,000	-48.7%	-12.3%
Gold Coast	2,222,000	-47.1%	-11.6%	173,000	-84.0%	-27.3%	2,395,000	-54.7%	-15.0%
Sunshine Coast	3,034,000	-25.1%	-3.4%	56,000	-83.0%	-25.9%	3,090,000	-29.4%	-5.1%
TNQ	1,448,000	-34.7%	-6.2%	133,000	-83.5%	-29.5%	1,581,000	-47.8%	-13.1%
SGBR	1,788,000	-22.8%	-2.3%	23,000	-83.9%	-29.0%	1,810,000	-26.3%	-4.0%
Whitsundays*	532,000	-15.7%	-0.4%	43,000	-80.4%	-28.0%	575,000	-32.4%	-8.0%
SQC*	1,646,000	-25.0%	-5.2%	10,000	-82.6%	-24.5%	1,656,000	-26.4%	-5.6%
Townsville	797,000	-38.6%	-7.7%	23,000	-81.7%	-30.1%	820,000	-42.4%	-9.9%
Outback*	823,000	-23.7%	-5.6%	np	np	np	827,000	-25.1%	-6.1%
Mackay*	939,000	-11.7%	3.8%	7,000	-85.1%	-27.8%	946,000	-14.8%	2.2%
Fraser Coast*	575,000	-25.1%	-4.5%	26,000	-80.3%	-30.0%	601,000	-33.1%	-8.5%
Queensland	16,851,000	-35.0%	-7.1%	493,000	-82.3%	-26.8%	17,344,000	-39.6%	-9.1%

Notes:

1. Visitation does not add to the total as some visitors will make stopovers in more than one state/region.
2. 'Total purpose' includes holiday, visiting friends or relatives (VFR), business, and other reasons for visiting.

np/p = not publishable.

* Due to volatility of small sizes for the indicated regions, data needs to be treated with caution.