

Domestic Tourism Snapshot

Year ending June 2021

Domestic overnight visitors within Australia

	Visitors	Annual ¹ Change vs YE	Change vs YE Dec 2019	Avg ² stay	Annual # change
Total Australia³	87,359,000	-5.1%	-25.6%	3.8	0.1
Holiday	39,554,000	15.6%	-14.4%	3.8	-0.1
VFR ⁴	29,152,000	-8.7%	-27.0%	3.4	0.1
Business	14,971,000	-31.7%	-44.6%	4.1	0.4

Intrastate	71,336,000	8.9%	-12.3%	3.3	0.2
Holiday	33,713,000	32.1%	-0.9%	3.5	0.4
VFR ⁴	22,795,000	-2.1%	-19.7%	2.6	0.1
Business	11,238,000	-12.9%	-23.8%	3.8	0.1

Interstate	17,523,000	-38.1%	-54.3%	5.7	0.6
Holiday	6,427,000	-32.1%	-51.3%	5.4	-0.4
VFR ⁴	6,605,000	-26.1%	-44.7%	5.8	0.8
Business	3,991,000	-56.9%	-68.2%	4.7	1.0

Domestic overnight visitor expenditure in Australia

	Expenditure	Annual ¹ Change vs YE	Change vs YE Dec 2019
Total Australia⁵	\$61,342.2m	-2.6%	-24.0%
Holiday ⁶	\$32,567.6m	23.1%	-2.9%
VFR ⁶	\$9,791.4m	-1.1%	-22.2%
Business ⁶	\$8,299.1m	-29.4%	-45.7%



Australians holidaying at home

The year ending June 2021 (i.e. 1 July 2020 – 31 June 2021) reflects the period since initial COVID-19 restrictions began to ease after the initial nationwide COVID-19's restrictions that were in place during the June quarter 2020 (i.e. April – June 2020), prior to the year ending June 2021. Queensland reopened its borders with all of New South Wales and Victoria from 1 December 2020, with subsequent restrictions put in place during different time periods due to outbreaks through to the year ending June 2021.

A total of 87.4 million domestic overnight trips were taken in Australia in the year ending June 2021, a decrease of 5.1 per cent year on year. These trips generated \$61.3 billion in expenditure, down 2.6 per cent per cent annually. Compared to the benchmark COVID-19 free period of the year ending December 2019, visitation was 25.6 per cent lower and overnight visitor expenditure (OVE) was 24.0 per cent lower.

National OVE was lower across all visitor purposes compared to the pre-COVID-19 period, although holiday OVE (down 2.9 per cent compared to 2019 to \$32.6b) was furthest along its recovery. In comparison, business OVE was 45.7 per cent lower than the pre-COVID-19 period at \$8.3b and visiting friends and relatives (VFR) visitor expenditure was down 22.2 per cent to \$9.8b. Holiday visitation was 14.4 per cent lower than 2019 at 39.6m; business visitation was 44.6 per cent lower than 2019 at 15.0m and VFR visitation was 27.0 per cent lower than 2019 at 29.2m.

At the state level, domestic OVE in Queensland grew over the year (up 6.7 per cent to \$16.3b), so Queensland gained market share (up 2.3 percentage points (ppt) to 26.5 per cent). Queensland also gained holiday market share (up 0.3ppt to 27.1 per cent) as Queensland's holiday OVE grew over the year by 24.5 per cent to \$8.8b.

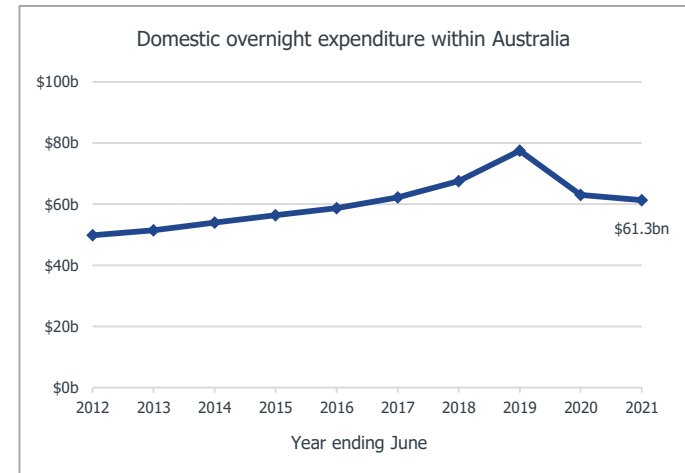
Reflecting various state border restrictions over the year, interstate travel in Australia (down 54.3 per cent compared to 2019 at 17.5m) decreased by more than intrastate travel (down 12.3 per cent compared to 2019 at 71.3m). This was also reflected in OVE, with intrastate OVE steady compared to 2019 (down 0.8 per cent) at \$42.9m and interstate OVE 50.8 per cent lower than in 2019 at \$18.4b.

June quarter performance

The June quarter 2021 saw continued improvement relative to previous quarters, with total OVE in line with the June quarter 2019 (down 0.3 per cent). However, total visitation was down 18.8 per cent compared to the June quarter 2019 with visitation for each of the purposes also decreasing, including: holiday visitation (down 9.1 per cent) VFR visitation (down 19.8 per cent) and business visitation (down 37.4 per cent).

June quarter 2021 overnight visitors in Australia

	Visitors June QTR 2021	Visitors June QTR 2019	Change vs June qtr 2019
Total Australia	24,581,000	30,277,000	-18.8%
Holiday	10,851,000	11,938,000	-9.1%
VFR ⁴	8,100,000	10,101,000	-19.8%
Business	4,505,000	7,194,000	-37.4%



Domestic Tourism Snapshot

Year ending June 2021

Domestic overnight visitors in Queensland

	Visitors	Annual change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Queensland	20,758,000	1.6%	-19.9%	4.0	0.0
Holiday	8,971,000	20.9%	-10.4%	4.2	-0.2
VFR	6,920,000	-3.7%	-22.6%	3.5	0.0
Business	3,874,000	-21.2%	-36.8%	3.9	0.2

Intrastate	16,914,000	15.9%	-4.9%	3.5	0.2
Holiday	7,399,000	48.0%	11.1%	3.7	0.6
VFR	5,536,000	3.7%	-14.2%	2.8	0.0
Business	3,073,000	-11.0%	-21.8%	3.9	-0.1

Interstate	3,844,000	-34.0%	-52.7%	6.3	0.4
Holiday	1,573,000	-35.0%	-53.1%	6.9	-0.4
VFR	1,384,000	-25.1%	-44.4%	6.4	0.7
Business	801,000	-45.3%	-63.5%	4.1	0.8

Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change	Change vs YE Dec 2019
Total Queensland ⁵	\$16,285.3m	6.7%	-16.2%
Holiday ⁶	\$8,825.3m	24.5%	0.1%
VFR ⁶	\$2,408.7m	3.8%	-16.6%
Business ⁶	\$2,067.0m	-11.9%	-37.2%



BYFIELD NATIONAL PARK, CAPRICORN

Holiday spend first to recover for Queensland

Pent up demand has led domestic OVE to grow year on year as holiday spend has returned to pre-COVID-19 levels. In Queensland over the year ending June 2021, domestic OVE increased by 6.7 per cent year-on-year to \$16.3b, on the back of visitation increasing by 1.6 per cent to 20.8m. However, total OVE was 16.2 per cent lower and total visitation was 19.9 per cent lower than in the year ending December 2019. While holiday OVE has reached 2019 levels (0.1 per cent higher at \$8.8b), both VFR (16.6 per cent lower at \$2.4b) and business (37.2 per cent lower at \$2.1b) decreased.

Intrastate visitors spend more than ever before

Queenslanders spent more while travelling in their own state than ever before. Intrastate OVE reached a record \$11.0b which is 8.0 per cent more than in 2019. This is on the back of record intrastate holiday (\$5.9b up 47.1 per cent) and VFR (\$1.6b up 1.0 per cent) OVE. Intrastate spend per visitor grew by 13.6 per cent since 2019 to \$653 per visitor, more than offsetting a 4.9 per cent decrease in intrastate visitation to 16.9m. Even as Queenslanders were spending up big while holidaying and visiting friends in their home state, interstate OVE was 43.1 per cent lower than in 2019 at \$5.2b on the back of interstate visitation decreasing by 52.7 per cent compared with 2019 to 3.8m.

Queensland's June quarter

Queensland was one of the fastest states in its recovery and so performed better than the national average (national OVE was down 0.3 per cent versus 2019). OVE in Queensland in the June quarter 2021 totalled \$5.1b, which was up by 11.8 per cent compared to the pre-COVID-19 June quarter 2019. Queensland's intrastate OVE was in line with the June quarter 2019 (up 0.4 per cent), while interstate OVE grew by 26.2 per cent.

The growth in Queensland's OVE in the June quarter was largely due to holiday visitors who spent 46.8 per cent more than in the June quarter 2019, while VFR OVE also grew (up 7.0 per cent compared to 2019). However, business OVE was 31.6 per cent lower than in June 2019.

Two speed recovery around the regions

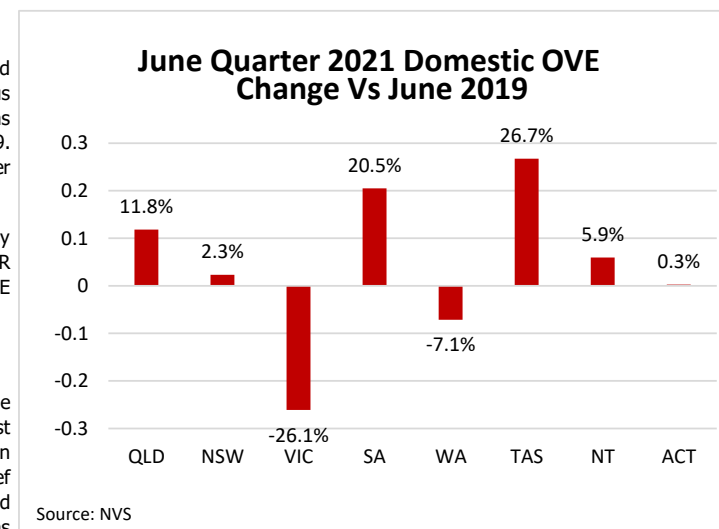
Both the Sunshine Coast (\$2.7b, steady compared to 2019) and the Whitsundays (\$896.6m, up 19.8 per cent on average annually over the past three years) reached record domestic OVE levels. In addition, the Southern Queensland Country region (up 3.0 per cent) the Southern Great Barrier Reef region (stable, down 0.7 per cent) and Fraser Coast (up 4.3 per cent) reached OVE levels in line with or exceeding 2019. However, OVE in all other regions was still below 2019 levels. Looking at quarterly data we see that visitor nights were in line or had grown since 2019 in all but two regions.

June quarter 2021 overnight visitors in Queensland

	Visitor June qtr 2021	Visitor June qtr 2019	Change vs June qtr 2019
Total Queensland	5,823,000	6,539,000	-11.0%
Holiday	2,479,000	2,487,000	-0.3%
VFR ⁴	1,845,000	2,210,000	-16.5%
Business	1,223,000	1,692,000	-27.7%
Overnight Visitor Expenditure	\$5,113.5m	\$4,572.2m	11.8%

June Quarter 2021 Queensland Interstate vs Intrastate

	Visitors June wtr 2021	Visitor June qtr 2019	Change vs June qtr 2019
Visitation			
Interstate	1,672,000	2,004,000	-16.6%
Intrastate	4,151,000	4,535,000	-8.5%
Overnight Visitor Expenditure			
Interstate	\$2,551.6m	\$2,021.4m	26.2%
Intrastate	\$2,561.9m	\$2,550.8m	0.4%



Domestic Tourism Snapshot

Year ending June 2021



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	20,758,000	1.6%	-19.9%	8,971,000	20.9%	-10.4%
Brisbane	5,622,000	-10.9%	-31.2%	1,734,000	-0.6%	-26.6%
Gold Coast	3,180,000	2.8%	-24.3%	1,735,000	16.2%	-19.8%
Sunshine Coast	3,766,000	17.0%	-7.0%	2,278,000	37.0%	3.0%
SQC ⁷	2,077,000	10.8%	-6.9%	662,000	40.6%	8.4%
SGBR ⁸	2,099,000	12.3%	-9.4%	812,000	39.0%	10.4%
Townsville	939,000	-5.7%	-27.6%	391,000	17.7%	-3.0%
TNQ ⁹	1,928,000	8.6%	-13.1%	1,041,000	11.1%	-9.5%

	Visitors ¹	3-yr trend	Holiday visitors	3-yr trend
Fraser Coast	725,000	-0.6%	392,000	-1.7%
Mackay	907,000	0.3%	214,000	8.9%
Outback	1,006,000	1.8%	288,000	-6.9%
Whitsundays	726,000	10.3%	477,000	13.3%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$16,285.3m	6.7%	-16.2%	100%	\$785
Brisbane	\$3,305.5m	-18.6%	-38.5%	20%	\$588
Gold Coast	\$2,865.8m	4.0%	-22.4%	18%	\$901
Sunshine Coast	\$2,745.4m	24.5%	0.0%	17%	\$729
SQC	\$751.3m	34.3%	3.0%	5%	\$362
SGBR	\$1,189.2m	25.4%	-0.7%	7%	\$567
Townsville	\$677.9m	2.6%	-14.2%	4%	\$722
TNQ	\$2,342.8m	12.1%	-6.6%	14%	\$1,215

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$429.6m	0.9%	3%	\$593
Mackay	\$422.8m	1.3%	3%	\$466
Outback	\$592.6m	-4.0%	4%	\$589
Whitsundays	\$896.6m	19.8%	6%	\$1,235

June Quarter 2021 overnight visitors and nights, by region

	Visitor June qtr 2021	Visitor June qtr 2019	Change vs June qtr 2019	Nights June qtr 2021	Nights June qtr 2019	Change vs June qtr 2019
Total Queensland	5,823,000	6,539,000	-11.0%	21,990,000	24,359,000	-9.7%
Brisbane	1,433,000	1,988,000	-27.9%	4,083,000	5,780,000	-29.4%
Sunshine Coast	960,000	930,000	3.3%	3,195,000	3,086,000	3.5%
SQC	599,000	576,000	3.9%	1,588,000	1,480,000	7.3%
Gold Coast	969,000	1,063,000	-8.9%	3,766,000	3,786,000	-0.5%
SGBR	498,000	617,000	-19.2%	1,580,000	2,195,000	-28.0%
TNQ	581,000	548,000	6.0%	2,728,000	2,287,000	19.3%
Townsville	323,000	344,000	-6.1%	1,281,000	1,106,000	15.9%

Brisbane

Domestic OVE decreased by 38.5 per cent compared to December 2019 to \$3.3b on the back of visitation decreasing by 31.2 per cent to 5.6m visitors and spend per night decreasing by 12.7 per cent to \$198 in the year ending June 2021. The decline in visitation compared with 2019 was most pronounced for business visitors (down 50.8 per cent to 1.0m), followed by VFR visitation (down 27.2 per cent to 2.4m) and holiday visitation (down 26.6 per cent to 1.7m). Interstate visitation (down 58.9 per cent to 1.5m) experienced a larger decrease compared to 2019 than intrastate visitation (down 9.6 per cent to 4.1m). Visitation from Victoria was down 68.3 per cent to 277,000, visitation from Sydney was down 69.4 per cent to 332,000 and visitation from regional New South Wales was down 39.2 per cent to 566,000. Among intrastate markets, intraregional travel decreased 2.5 per cent to 1.4m, visitation from the Sunshine Coast decreased 20.2 per cent to 706,000, but visitation from the Gold Coast grew 23.3 per cent to a record 674,000. In the June quarter 2021 visitation was down 27.9 per cent compared to the pre-COVID-19 June quarter 2019.

Fraser Coast

Annual OVE was \$429.6m in the year ending June 2021, which is steady (up 0.9 per cent) over the past three years. This reflected visitation which was also steady (down 0.6 per cent) at 725,000. Holiday visitation (which makes up 54 per cent of visitors to the region) decreased by 1.7 per cent on average over the past three years to 392,000 and VFR (which accounts for 31 per cent of visitation) also decreased by 1.7 per cent on average over the same period to 226,000. Intrastate visitation increased by 3.9 per cent on average to a record 638,000 while interstate visitation was not publishable due to small visitor survey sample size.

Outback Queensland

Annual OVE in Outback Queensland decreased by 4.0 per cent on average over the past three years to \$592.6m, as average spend per visitor decreased by 5.9 per cent on average to \$589, and visitation increased by 1.8 per cent on average to 1.0m. Both business (up 1.7 per cent on average to 432,000) and VFR (up 4.4 per cent on average to 183,000) grew over the past three years, while holiday visitation decreased (down 6.9 per cent on average to 288,000). Intrastate visitation accounts for 89 per cent of visitors to Outback Queensland and has increased by 6.7 per cent on average to 891,000. On the other hand, interstate visitation was down 15.9 per cent on average over the past three years to 115,000.

Whitsundays

Annual OVE grew by 19.8 per cent on average over the past three years to a record \$896.6m on the back of a record 726,000 visitors (up 10.3 per cent on average over the past three years) and spend per visitor growing by 7.5 per cent on average over the period to \$1,235 per visitor. The Whitsundays has seen the benefit of intrastate demand for travel, with intrastate visitation reaching a record 610,000 after growing by 22.2 per cent on average annually over the past three years. However, interstate visitation was down 49.9 per cent to 116,000. Holiday visitation accounts for 66 per cent of domestic visitation to the region, and it grew by 13.3 per cent on average over the past three years to a record 477,000.

Gold Coast

OVE in the year ending June 2021 decreased by 22.4 per cent compared to year ending December 2019 to \$2.9b on the back of visitation decreasing by 24.3 per cent to 3.2m. The decrease in visitation was most pronounced among business visitors (down 43.5 per cent to 283,000), followed by VFR visitors (down 24.7 per cent to 1.1m) and holiday visitors (down 19.8 per cent to 1.7m). The decrease in visitation was largely due to interstate visitation, which decreased 45.6 per cent to 1.2m. This included a 53.3 per cent reduction in visitation from Sydney to 324,000, a 53.0 per cent reduction of visitors from Melbourne to 199,000 and a 22.1 per cent reduction in visitation from regional New South Wales to 435,000. Intrastate visitation was 1.5 per cent lower compared to 2019 and visitation from Gold Coast's largest market, Brisbane, was in line (0.0 per cent change) with year ending December 2019 at 1.4m visitors. Visitation in the June quarter 2021 was 8.9 per cent lower than the June quarter 2019.

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	16,914,000	15.9%	-4.9%
Brisbane	4,145,000	8.6%	-9.6%
Gold Coast	1,996,000	32.9%	-1.5%
Sunshine Coast	3,159,000	35.0%	7.8%
SQC	1,832,000	16.4%	2.1%
SGBR	1,950,000	18.8%	-3.5%
Townsville	832,000	-1.6%	-21.8%
TNQ	1,489,000	23.3%	-0.8%

	Visitors	3-yr trend
Fraser Coast	638,000	3.9%
Mackay	831,000	2.3%
Outback	891,000	6.7%
Whitsundays	610,000	22.2%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	3,844,000	-34.0%	-52.7%
Brisbane	1,477,000	-40.8%	-58.9%
Gold Coast	1,184,000	-25.5%	-45.6%
Sunshine Coast	607,000	-30.9%	-45.6%
SQC	245,000	-18.3%	-43.7%
SGBR	149,000	-34.8%	-49.4%
Townsville	107,000	-28.9%	-54.0%
TNQ	439,000	-22.7%	-38.8%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	115,000	-15.9%
Whitsundays	116,000	-10.4%



Domestic Tourism Snapshot

Year ending June 2021



Domestic visitors by region

	Visitors	Annual change	Change vs YE Dec 2019	Holiday visitors	Annual change	Change vs YE Dec 2019
Total Queensland	20,758,000	1.6%	-19.9%	8,971,000	20.9%	-10.4%
Brisbane	5,622,000	-10.9%	-31.2%	1,734,000	-0.6%	-26.6%
Gold Coast	3,180,000	2.8%	-24.3%	1,735,000	16.2%	-19.8%
Sunshine Coast	3,766,000	17.0%	-7.0%	2,278,000	37.0%	3.0%
SQC ^c	2,077,000	10.8%	-6.9%	662,000	40.6%	8.4%
SGBR ⁸	2,099,000	12.3%	-9.4%	812,000	39.0%	10.4%
Townsville	939,000	-5.7%	-27.6%	391,000	17.7%	-3.0%
TNQ ⁹	1,928,000	8.6%	-13.1%	1,041,000	11.1%	-9.5%

	Visitors	3-yr trend ¹⁰	Holiday visitors	3-yr trend
Fraser Coast	725,000	-0.6%	392,000	-1.7%
Mackay	907,000	0.3%	214,000	8.9%
Outback	1,006,000	1.8%	288,000	-6.9%
Whitsundays	726,000	10.3%	477,000	13.3%

Expenditure in Queensland regions

	Expenditure	Annual change	Change vs YE Dec 2019	Share	Spend per visitor
Total Queensland	\$16,285.3m	6.7%	-16.2%	100%	\$785
Brisbane	\$3,305.5m	-18.6%	-38.5%	20%	\$588
Gold Coast	\$2,865.8m	4.0%	-22.4%	18%	\$901
Sunshine Coast	\$2,745.4m	24.5%	0.0%	17%	\$729
SQC	\$751.3m	34.3%	3.0%	5%	\$362
SGBR	\$1,189.2m	25.4%	-0.7%	7%	\$567
Townsville	\$677.9m	2.6%	-14.2%	4%	\$722
TNQ	\$2,342.8m	12.1%	-6.6%	14%	\$1,215

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$429.6m	0.9%	3%	\$593
Mackay	\$422.8m	1.3%	3%	\$466
Outback	\$592.6m	-4.0%	4%	\$589
Whitsundays	\$896.6m	19.8%	6%	\$1,235

June Quarter 2021 overnight visitors and nights, by region

	Visitors	Visitor June qtr 2019	Change vs June qtr 2019	Nights	Visitor June qtr 2019	Change vs June qtr 2019
Total Queensland	5,823,000	6,539,000	-11.0%	21,990,000	24,359,000	-9.7%
Brisbane	1,433,000	1,988,000	-27.9%	4,083,000	5,780,000	-29.4%
Sunshine Coast	960,000	930,000	3.3%	3,195,000	3,086,000	3.5%
SQC	599,000	576,000	3.9%	1,588,000	1,480,000	7.3%
Gold Coast	969,000	1,063,000	-8.9%	3,766,000	3,786,000	-0.5%
SGBR	498,000	617,000	-19.2%	1,580,000	2,195,000	-28.0%
TNQ	581,000	548,000	6.0%	2,728,000	2,287,000	19.3%
Townsville	323,000	344,000	-6.1%	1,281,000	1,106,000	15.9%

Sunshine Coast

Sunshine Coast's domestic OVE reached a record \$2.7b and was in line (0.0 per cent change) with year ending December 2019. While visitation was 7.0 per cent lower than 2019 at 3.8m visitors, this was offset by an 8.6 per cent increase in spend per night in the region. The Sunshine Coast welcomed a record 2.3m holiday visitors (up 3.0 per cent from 2019), while both business (down 40.2 per cent to 215,000) and VFR visitation (down 18.1 per cent, to 1.1m) decreased. The Sunshine Coast welcomed a record 3.2m intrastate visitors, up 7.8 per cent compared to 2019, which included a record 2.0m visitors from Brisbane (up 15.8 per cent since 2019). Interstate visitation decreased 45.6 per cent to 607,000 and includes a 50.4 per cent reduction from regional New South Wales to 127,000, a 49.9 per cent reduction from Sydney to 156,000 and a 39.4 per cent reduction from Melbourne to 151,000. In the June quarter 2021, visitation to the Sunshine Coast was up by 3.3 per cent compared to the June quarter 2019.

Tropical North Queensland (TNQ)

OVE decreased by 6.6 per cent compared to 2019 to \$2.3b on the back of visitation decreasing by 13.1 per cent to 1.9m. VFR visitation decreased the most (down 28.0 per cent to 388,000), followed by business visitation (down 14.5 per cent to 404,000) and holiday visitation (down 9.5 per cent to 1.0m). The decrease in visitation was due to the interstate market, which was down by 38.8 per cent to 439,000. This included a 19.9 per cent reduction in visitation from New South Wales to 231,000. Total intrastate visitation was steady (down 0.8 per cent) at 1.5m compared to 2019, while intrastate holiday visitation reached a record 735,000 visitors (up 10.3 per cent). The largest intrastate market is intraregional travel which was down 2.4 per cent to 721,000. In the June quarter 2021, visitation to TNQ was up by 6.0 per cent compared to the June quarter 2019.

Townsville

OVE decreased 14.2 per cent from 2019 to \$677.9m, reflecting a 27.6 per cent decrease in visitation to 939,000. This decrease is largely due to the business and interstate markets. Business visitation was down 42.6 per cent to 216,000, VFR visitation was down 30.8 per cent to 275,000 and holiday visitation was down 3.0 per cent to 391,000. Interstate visitation was down 54.0 per cent compared to 2019 at 107,000 visitors. Intrastate visitation was 21.8 per cent lower than 2019 at 832,000 visitors. However, intrastate holiday visitation grew by 15.8 per cent compared to 2019 to a record 347,000. In the June quarter 2021, visitation to Townsville was down 6.1 per cent compared to June quarter 2019, while nights were up by 15.9 per cent. This increase in quarterly visitor nights reflects a large increase in leisure nights which was largely due to nights spent in hotel accommodation.

Southern Great Barrier Reef (SGBR)

OVE was steady (down 0.7 per cent) compared to 2019 at \$1.2b with a 13.9 per cent increase in spend per night to \$151 per night offset by a 9.4 per cent decrease in visitation. Holiday visitation reached a record 812,000 visitors (up 10.4 per cent compared to 2019), but the growth in holiday visitation was offset by decreases in both VFR (down 10.3 per cent to 621,000) and business visitation (down 36.3 per cent to 477,000). Intrastate visitation decreased by 3.5 per cent to 2.0m, with intraregional travel down 22.0 per cent to 514,000, while visitation from Brisbane was up 2.0 per cent to 644,000. Interstate visitation was down 49.4 per cent compared with 2019 to 149,000. In the June quarter 2021, visitation to the region was down 19.2 per cent, largely due to a decrease in business visitation to the region.

Southern Queensland Country (SQC)

OVE grew by 3.0 per cent since 2019 to \$751.3m. Although visitation was down 6.9 per cent to 2.1m, this was more than offset by a 12.4 per cent increase in average length of stay to 3.0 nights. Holiday visitation grew by 8.4 per cent since 2019 to a record 662,000, while VFR visitation (down 19.5 per cent to 756,000) and business visitation (down 10.0 per cent to 480,000) both decreased. The decrease in visitation was due to the interstate market which was down 43.7 per cent to 245,000, including a 35.5 per cent decrease in visitation from New South Wales to 171,000. Intrastate visitation was 2.1 per cent higher than 2019 at 1.8m, including a record 615,000 holiday visitors (up 30.2 per cent). Brisbane visitation was down 1.1 per cent compared with 2019 to 831,000, intraregional travel was 17.8 per cent lower compared with 2019 at 356,000. Visitation in the June quarter 2021 was 3.9 per cent higher than visitation in the June quarter 2019.

Mackay

Annual OVE in Mackay was \$422.8m, growing by 1.3 per cent on average over the three years to June 2021. This growth reflects that spend per night grew by 8.9 per cent on average over the three years to \$125 per night, while visitation was steady (up 0.3 per cent) on average at 907,000. Holiday visitation grew by 8.9 per cent on average over the past three years to 214,000, which was offset by decreasing VFR (down 4.8 per cent on average to 164,000) and business visitation (down 2.0 per cent on average to 434,000). The region's visitation is predominantly from the intrastate market (92 per cent of trips), which grew on average by 2.3 per cent over the past three years to 831,000 visitors.

Intrastate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total intrastate	16,914,000	15.9%	-4.9%
Brisbane	4,145,000	8.6%	-9.6%
Gold Coast	1,996,000	32.9%	-1.5%
Sunshine Coast	3,159,000	35.0%	7.8%
SQC	1,832,000	16.4%	2.1%
SGBR	1,950,000	18.8%	-3.5%
Townsville	832,000	-1.6%	-21.8%
TNQ	1,489,000	23.3%	-0.8%

	Visitors	3-yr trend
Fraser Coast	638,000	3.9%
Mackay	831,000	2.3%
Outback	891,000	6.7%
Whitsundays	610,000	22.2%

Interstate visitation

	Visitors	Annual change	Change vs YE Dec 2019
Total interstate	3,844,000	-34.0%	-52.7%
Brisbane	1,477,000	-40.8%	-58.9%
Gold Coast	1,184,000	-25.5%	-45.6%
Sunshine Coast	607,000	-30.9%	-45.6%
SQC	245,000	-18.3%	-43.7%
SGBR	149,000	-34.8%	-49.4%
Townsville	107,000	-28.9%	-54.0%
TNQ	439,000	-22.7%	-38.8%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	115,000	-15.9%
Whitsundays	116,000	-10.4%



Domestic Tourism Snapshot

Year ending June 2021



State expenditure comparison

	Expenditure	Annual change	Change vs YE Dec 2019	Share of expenditure	Spend per visitor
Total Australia	\$61,342.2m	-2.6%	-24.0%	100.0%	\$702
Queensland	\$16,285.3m	6.7%	-16.2%	26.5%	\$785
New South Wales	\$19,402.4m	7.2%	-18.0%	31.6%	\$643
Victoria	\$8,853.3m	-33.6%	-47.9%	14.4%	\$533
Other States	\$16,801.1m	3.1%	-18.5%	27.4%	\$762

State visitation comparison

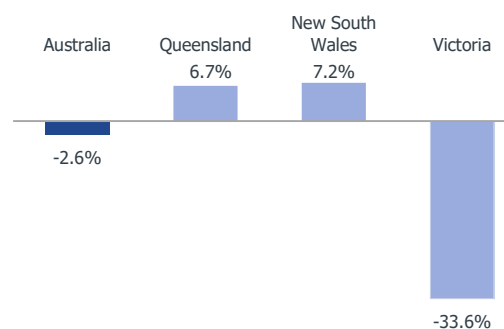
	Visitors	Annual Change	Change vs YE Dec 2019	Avg stay	Annual # change
Total Australia	87,359,000	-5.1%	-25.6%	3.8	0.1
Queensland	20,758,000	1.6%	-19.9%	4.0	0.0
New South Wales	30,155,000	-0.5%	-22.6%	3.4	0.2
Victoria	16,611,000	-26.8%	-44.2%	3.2	0.3
Other States	22,037,000	1.1%	-17.7%	4.2	0.0

Total holiday	39,554,000	15.6%	-14.4%	3.8	-0.1
Queensland	8,971,000	20.9%	-10.4%	4.2	-0.2
New South Wales	13,374,000	25.1%	-9.6%	3.5	0.0
Victoria	7,682,000	-16.9%	-38.3%	3.3	0.2
Other States	10,297,000	26.7%	-2.5%	4.0	-0.3

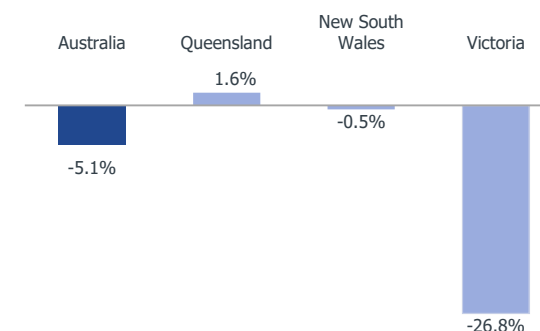
Total VFR	29,152,000	-8.7%	-27.0%	3.4	0.1
Queensland	6,920,000	-3.7%	-22.6%	3.5	0.0
New South Wales	10,444,000	-6.9%	-25.7%	3.2	0.2
Victoria	6,020,000	-23.1%	-41.5%	3.0	0.2
Other States	6,168,000	-1.0%	-16.0%	3.7	0.0

Total Business	14,971,000	-31.7%	-44.6%	4.1	0.4
Queensland	3,874,000	-21.2%	-36.8%	3.9	0.2
New South Wales	4,874,000	-28.3%	-41.5%	3.2	0.2
Victoria	2,061,000	-55.2%	-64.6%	3.1	0.5
Other States	4,627,000	-26.1%	-38.6%	5.1	0.3

Annual change in visitor expenditure by state, Year ending June 2021



Annual change in visitation by state, Year ending June 2021



Data Source:

The information included in this report refers to overnight visitor data extracted from the National Visitor Survey (NVS), managed by Tourism Research Australia (TRA) a federally-funded body based in Canberra. Approximately 120,000 Australian residents aged 15+ are surveyed annually using a telephone interview. The statistics included in this report depict rolling annual data and are updated each quarter. The use of rolling annual data removes seasonality from the data allowing the measurement of real growth and decline.

For this publication, data has been adjusted to conform to Tourism and Events Queensland's (TEQ) tourism region definitions.

In 2019, TRA transitioned to 100 per cent mobile phone interviewing, after previously doing 50 per cent of the sample from landlines. 97 per cent of the Australian population aged 15 years or more own a mobile phone. This change will improve the accuracy of national, state and territory estimates.

Please visit tra.gov.au for more information on the methodology, back-casting process and impact on results.

Disclaimer:

By using this information, you acknowledge that this information is provided by 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.

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.
3. Total includes visitors classified as 'Other' purpose. Total Australia includes visitors classified as 'Other/transit' i.e. not allocated to a state/territory.
4. VFR = Visiting friends or relatives.
5. Expenditure including airfares and long distance transport costs.
6. Expenditure excluding airfares and long distance transport costs.
7. SQC = Southern Queensland Country. Region is inclusive of the Toowoomba, South Burnett, Southern Downs and Western Downs regions.
8. SGBR = Southern Great Barrier Reef. Region is inclusive of Capricorn, Gladstone and Bundaberg.
9. TNQ = Tropical North Queensland.
10. Trend change refers to the percentage change between the three years to this year ended, compared to the three years to the prior year ending.

n/p = Not publishable

Strategic Research and Development
Tourism and Events Queensland
e. research@queensland.com
w. teq.queensland.com/research