

Brisbane Regional Snapshot

Year Ending December 2020

	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	4,727,000	1,247,000	2,094,000	886,000	\$2,578.9m
Annual % change ¹	▼ -42.8%	▼ -47.5%	▼ -36.9%	▼ -57.6%	▼ -51.7%
3-yr trend % change ²	▼ -10.0%	▼ -10.9%	▼ -7.2%	▼ -15.1%	▼ -12.1%
International Overnight	273,000	126,000	85,000	23,000	\$780.9m
Annual % change	▼ -81.6%	▼ -83.7%	▼ -81.3%	▼ -84.0%	▼ -73.2%
3-yr trend % change	▼ -24.9%	▼ -25.7%	▼ -24.4%	▼ -24.2%	▼ -18.7%
TOTAL	5,000,000	1,374,000	2,179,000	909,000	\$3,359.7m
Annual % change	▼ -48.7%	▼ -56.4%	▼ -42.3%	▼ -59.2%	▼ -59.2%
3-yr trend % change	▼ -12.3%	▼ -14.7%	▼ -9.4%	▼ -15.7%	▼ -14.4%



Domestic Visitors

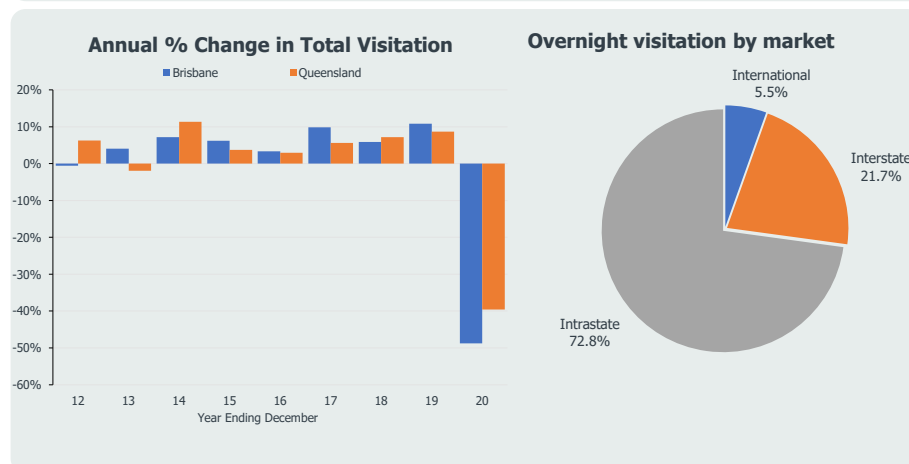
The year ending December 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders were reopened to all states except Victoria on 10 July but were reclosed to New South Wales and ACT a month after. Borders reopened to ACT as of 25 September, all of regional NSW by 3 November and Victoria and Greater Sydney on 1 December. Restrictions were put in place on Greater Sydney again on 20 December.

- Visitation in the December quarter 2020 was 33.6 per cent lower than in the December quarter 2019, with visitor nights down 34.8 per cent over the same period.
- In the year ending December 2020, domestic expenditure in Brisbane fell by 51.7 per cent to \$2.6 billion on the back of visitation, which decreased by 42.8 per cent to 4.7 million and spend-per-night decreasing by 17.6 per cent to \$184 per night.
- Visitor nights decreased to 14.0m (down 41.4 per cent), with Average Length of Stay (ALoS) up 0.1 nights at 3.0 nights per visitor.
- The decline in visitation was seen across all purposes of travel, with fewer travellers Visiting Friends and Relatives (VFR) (down 36.9 per cent to 2.1m), taking holidays (down 47.5 per cent to 1.2m) and travelling for business (down 57.6 per cent to 886,000).
- The intrastate market accounts for 77 per cent of domestic overnight visitation to the Brisbane region. This market fell by 22.0 per cent to 3.6m visitors. The largest declines in intrastate visitation came from those living in the Southern Queensland Country region (down 42.7 per cent to 371,000), Sunshine Coast region (down 30.9 per cent to 620,000 visitors) and Southern Great Barrier Reef (down 27.2 per cent to 309,000).
- Interstate visitation fell 69.9 per cent to 1.1m visitors. Given extended border closures, visitation from Melbourne decreased by 81.5 per cent to 121,000 and Sydney decreased 75.8 per cent to 263,000.

International Visitors

NOTE: International Visitor Survey (IVS) interviews have been paused due to border closures in late March 2020. As a result, from June 2020 the IVS has been produced using more extensive immigration and incoming passenger card information and spend has been imputed to previous IVS interviews.

- In the year ending December 2020, international visitors spent \$780.9m in Brisbane, which declined by 73.2 per cent over the year. This was due to visitation decreasing by 81.6 per cent to 273,000. ALoS decreased by 4.5 nights to 23.1 nights and total nights decreased by 77.2 per cent to 6.3m.
- The decline in visitation in the year ending December 2020 was seen across all purpose of travel, with fewer holidaymakers (down 83.7 per cent year-on-year to 126,000), VFR travellers (down 81.3 per cent to 85,000) and business visitors (down 84.0 per cent to 23,000).



December quarter 2020

	Brisbane	Queensland
Domestic		
Visitors	1,501,000	5,112,000
Change vs December 2019	-33.6%	-24.3%
Nights	4,222,000	19,855,000
Change vs December 2019	-34.8%	-24.5%

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Brisbane Regional Snapshot

Year Ending December 2020

Domestic visitors to Brisbane

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	1,247,000	-47.5%	3,585,000	-44.7%	2.9	0.1
VFR	2,094,000	-36.9%	5,906,000	-42.7%	2.8	-0.3
Business	886,000	-57.6%	2,322,000	-54.7%	2.6	0.2
Domestic³	4,727,000	-42.8%	14,016,000	-41.4%	3.0	0.1
Intrastate						
Holiday	1,052,000	-33.6%	2,573,000	-29.9%	2.4	0.1
VFR	1,633,000	-22.1%	3,622,000	-27.9%	2.2	-0.2
Business	520,000	-20.1%	1,154,000	-34.6%	2.2	-0.5
Intrastate	3,642,000	-22.0%	8,823,000	-26.2%	2.4	-0.1
Interstate						
Holiday	195,000	-75.4%	1,011,000	-64.0%	5.2	1.6
VFR	461,000	-62.3%	2,284,000	-56.8%	5.0	0.6
Business	366,000	-74.6%	1,168,000	-65.3%	3.2	0.9
Interstate	1,085,000	-69.9%	5,193,000	-56.6%	4.8	1.5

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Brisbane	15,550,000	-27.0%	\$1,609.6m	-25.1%
Queensland	39,272,000	-25.7%	\$4,247.9m	-27.2%
Australia	164,192,000	-33.9%	\$17,433.1m	-33.8%

State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	16,851,000	-35.0%	66,194,000	-35.7%
NSW	24,447,000	-37.3%	83,772,000	-31.6%
Victoria	13,963,000	-53.1%	46,232,000	-44.6%
Australia	72,514,000	-38.3%	275,404,000	-34.1%
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	6,433,000	-35.7%	25,737,000	-40.7%
NSW	9,699,000	-34.4%	34,735,000	-31.4%
Victoria	5,839,000	-53.1%	19,708,000	-45.0%
Australia	29,391,000	-36.4%	111,252,000	-35.7%

International visitors to Brisbane

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Holiday	126,000	-83.7%	1,386,000	-81.6%
VFR	85,000	-81.3%	1,518,000	-80.9%
Business	23,000	-84.0%	195,000	-79.2%
Education	25,000	-69.1%	2,564,000	-72.1%
Total³	273,000	-81.6%	6,306,000	-77.2%

State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	493,000	-82.3%	12,361,000	-77.5%
NSW	839,000	-80.9%	24,428,000	-74.7%
Victoria	615,000	-80.4%	19,599,000	-73.2%
Australia	1,705,000	-80.4%	68,973,000	-74.9%
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	302,000	-83.9%	4,365,000	-80.9%
NSW	428,000	-82.5%	6,001,000	-79.2%
Victoria	307,000	-81.9%	3,647,000	-79.4%
Total	847,000	-82.0%	17,471,000	-79.3%

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.

If you have any questions or comments, please email research@queensland.com.

For tourism region definitions, please see <https://www.tra.gov.au/Regional/tourism-regions>.



Curiosity Brisbane 2021

Regional Comparison



Year Ending December 2020

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	4,727,000	-42.8%	14,016,000	-41.4%	3.0	0.1	26%	44%	19%	28%
Gold Coast	2,222,000	-47.1%	7,619,000	-54.0%	3.4	-0.5	49%	37%	10%	13%
TNQ	1,448,000	-34.7%	6,993,000	-37.5%	4.8	-0.2	48%	22%	25%	9%
Sunshine Coast	3,034,000	-25.1%	10,527,000	-27.6%	3.5	-0.1	58%	32%	7%	18%
SGBR	1,788,000	-22.8%	7,044,000	-22.2%	3.9	0.0	33%	29%	28%	11%
SQC	1,646,000	-25.0%	4,718,000	-20.0%	2.9	0.2	31%	35%	26%	10%
Townsville	797,000	-38.6%	2,778,000	-42.0%	3.5	-0.2	35%	27%	28%	5%
Outback*	823,000	-5.6%	4,311,000	0.5%	5.2	n/p	28%	16%	47%	5%
Whitsundays*	532,000	-0.4%	2,124,000	-4.4%	4.0	n/p	62%	18%	14%	3%
Fraser Coast*	575,000	-4.5%	1,905,000	-11.4%	3.3	n/p	47%	37%	8%	3%
Mackay*	939,000	3.8%	3,905,000	0.6%	4.2	n/p	15%	13%	63%	6%
Total Queensland	16,851,000	-35.0%	66,194,000	-35.7%	3.9	0.0	38%	34%	22%	100%

* Three-year trend change %²

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	273,000	-81.6%	6,306,000	-77.2%	23.1	4.5	46%	31%	8%	55%
Gold Coast	173,000	-84.0%	2,348,000	-76.0%	13.6	4.5	74%	18%	2%	35%
TNQ	133,000	-83.5%	1,451,000	-78.8%	10.9	2.5	89%	7%	2%	27%
Sunshine Coast	56,000	-83.0%	634,000	-77.7%	11.3	2.7	76%	23%	2%	11%
SGBR	23,000	-83.9%	254,000	-87.8%	11.2	-3.6	76%	16%	0%	5%
SQC*	10,000	-24.5%	281,000	-24.1%	28.7	n/p	36%	48%	7%	2%
Townsville	23,000	-81.7%	239,000	-83.5%	10.3	-1.1	75%	16%	2%	5%
Outback*	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Whitsundays	43,000	-80.4%	232,000	-83.1%	5.4	-0.8	95%	2%	1%	9%
Fraser Coast	26,000	-80.3%	168,000	-73.2%	6.5	1.7	89%	9%	1%	5%
Mackay*	7,000	-27.8%	65,000	-28.4%	9.2	n/p	64%	31%	0%	1%
Total Queensland	493,000	-82.3%	12,361,000	-77.5%	25.1	5.3	61%	29%	6%	100%

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.

Disclaimer:

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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.