

# Domestic Tourism Snapshot

Year ending December 2020

## Domestic overnight visitors within Australia

	Visitors	Annual <sup>1</sup> change	Avg stay <sup>2</sup>	Annual # change
<b>Total Australia<sup>3</sup></b>	<b>72,514,000</b>	<b>-38.3%</b>	<b>3.8</b>	<b>0.2</b>
Holiday	29,391,000	-36.4%	3.8	0.0
VFR <sup>4</sup>	24,796,000	-37.9%	3.3	0.1
Business	14,907,000	-44.9%	4.1	0.6

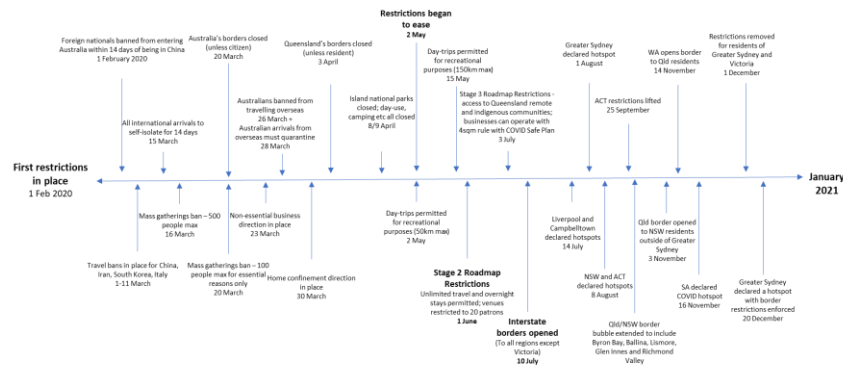
<b>Intrastate</b>	<b>59,965,000</b>	<b>-26.3%</b>	<b>3.3</b>	<b>0.4</b>
Holiday	25,443,000	-25.2%	3.4	0.5
VFR <sup>4</sup>	20,001,000	-29.6%	2.6	0.2
Business	11,204,000	-24.0%	3.9	0.5

<b>Interstate</b>	<b>13,584,000</b>	<b>-64.6%</b>	<b>5.6</b>	<b>0.8</b>
Holiday	4,307,000	-67.4%	5.5	0.0
VFR <sup>4</sup>	4,942,000	-58.6%	5.6	0.9
Business	3,913,000	-68.9%	4.5	1.1

## Domestic overnight visitor expenditure in Australia

	Expenditure	Annual <sup>5</sup> change
<b>Total Australia<sup>5</sup></b>	<b>\$45,641.5m</b>	<b>-43.4%</b>
Holiday <sup>6</sup>	\$22,222.8m	-33.7%
VFR <sup>6</sup>	\$7,257.2m	-42.3%
Business <sup>6</sup>	\$7,529.6m	-50.7%

## COVID-19 Restrictions Timeline



## National visitation down over the year

The year ending December 2020 results reflect the impact of bushfires which predominantly occurred in NSW and Victoria in early 2020 till 23 February 2020, and then the impacts of COVID-19 since March 2020.

A total of 72.5m domestic overnight trips were taken in Australia in the year ending December 2020, a decrease of 38.3 per cent year on year. These trips generated \$45.6b in expenditure, down by 43.4 per cent annually.

The decrease in national OVE occurred across visitor purposes. Business OVE decreased the most (down 50.7 per cent to \$7.5b), while visiting friends and relatives (VFR) OVE was down 42.3 per cent to \$7.3b and holiday OVE was down 33.7 per cent to \$22.2b. Similarly, business visitation decreased by 44.9 per cent to 14.9m, VFR visitation decreased by 37.9 per cent to 24.8m and holiday visitation decreased by 36.4 per cent to 29.4m.

At the state level, the decrease in domestic OVE in Queensland in the year ending December 2020 (down 39.4 per cent to \$11.8b) was shallower than the national average so Queensland gained market share (up 1.7 percentage points (pp) to 25.8 per cent). However, Queensland lost holiday market share (down 0.1pp to 26.2 per cent) as Queensland's holiday OVE decreased by 33.9 per cent over the year to \$5.8b.

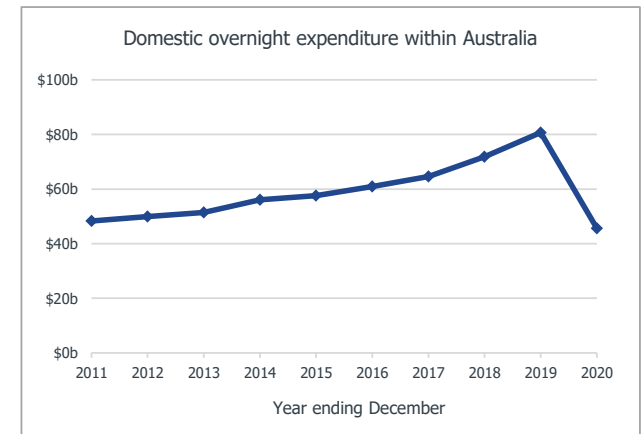
Reflecting the closure of some state borders until the start of December, nationally interstate travel (down 64.6 per cent to 13.6m) decreased by more than intrastate travel (down 26.3 per cent to 60.0m). This was also reflected in OVE, with intrastate down 24.2 per cent to \$32.8b and interstate down 65.8 per cent to \$12.8b.

## December quarter performance

Although the December quarter was still affected by a number of State border closures, there was some recovery from intrastate travel although at the end of the quarter travel was affected by restrictions related to an outbreak on the Northern Beaches of Sydney. Nationally, business visitation was the most affected by COVID-19 in the December 2020 quarter, decreasing by 46.7 per cent compared to December quarter 2019. In comparison, holiday visitation decreased 12.9 per cent and VFR visitation decreased 27.3 per cent.

## Dec Quarter 2020 overnight visitors in Australia

	Visitors	Change vs Dec qtr 2019
<b>Total Australia</b>	<b>21,671,000</b>	<b>-26.3%</b>
Holiday	9,464,000	-12.9%
VFR <sup>4</sup>	7,653,000	-27.3%
Business	3,693,000	-46.7%



# Domestic Tourism Snapshot

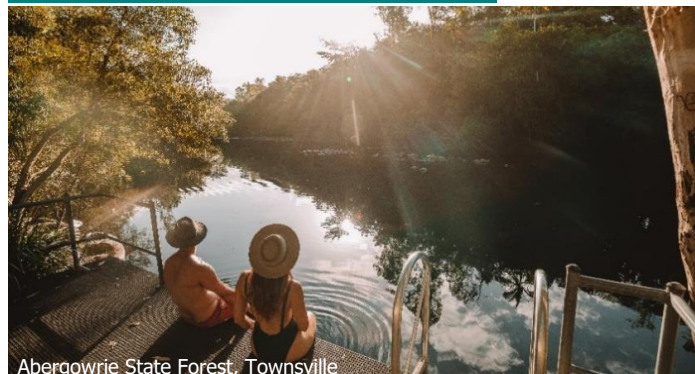
Year ending December 2020

## Domestic overnight visitors in Queensland

	Visitors	Annual change	Avg stay	Annual # change
<b>Total Queensland</b>	<b>16,851,000</b>	<b>-35.0%</b>	<b>3.9</b>	<b>0.0</b>
Holiday	6,433,000	-35.7%	4.0	-0.3
VFR	5,769,000	-35.5%	3.4	-0.1
Business	3,720,000	-39.3%	4.2	0.5
<b>Intrastate</b>	<b>14,423,000</b>	<b>-18.9%</b>	<b>3.5</b>	<b>0.2</b>
Holiday	5,571,000	-16.3%	3.5	0.5
VFR	4,823,000	-25.3%	2.8	0.2
Business	3,153,000	-19.8%	4.1	0.1
<b>Interstate</b>	<b>2,428,000</b>	<b>-70.1%</b>	<b>6.4</b>	<b>0.9</b>
Holiday	862,000	-74.3%	7.0	0.2
VFR	946,000	-62.0%	6.1	0.7
Business	567,000	-74.2%	4.4	1.3

## Domestic overnight visitor expenditure in Queensland

	Expenditure	Annual change
<b>Total Queensland</b> <sup>5</sup>	<b>\$11,775.6m</b>	<b>-39.4%</b>
Holiday <sup>6</sup>	\$5,823.6m	-33.9%
VFR <sup>6</sup>	\$1,751.2m	-39.4%
Business <sup>6</sup>	\$1,820.0m	-44.6%



Abergowrie State Forest, Townsville

## Queensland's result when 2020 finally ended.

In Queensland over the year ending December 2020, domestic OVE decreased by 39.4 per cent year on year to \$11.8b, on the back of visitation decreasing by 35.0 per cent to 16.9m.

By purpose, business OVE decreased the most (down 44.6 per cent over the year to \$1.8b) on the back of a 39.3 per cent decrease in business visitation (to 3.7m). VFR OVE decreased by 39.4 per cent to \$1.8b due to a 35.5 per cent decrease in visitation and holiday OVE decreased by 33.9 per cent to \$5.8b due to a 35.7 per cent decrease in visitation to 6.4m.

## Record Intrastate Holiday Spend

Queenslanders spent more while enjoying their home state, with intrastate holiday spend reaching a record high (up 8.1 per cent) to \$4.3b. However, spend for the other purposes of intrastate travel decreased so total intrastate spend was down 12.9 per cent to \$8.9b and intrastate visitation was down 18.9 per cent to 14.4m. The decrease in intrastate market was dwarfed by the decrease in interstate spend (down 68.8 per cent to \$2.9b) and visitation (down 70.1 per cent to 2.4m).

## Queensland sees green shoots of recovery

Total OVE in Queensland in the December quarter 2020 totalled \$3.9 b, down 23.4 per cent compared to the December quarter 2019. Queensland performed better than the national average in this quarter (national OVE was down 30.6 per cent compared to the same period in 2019) and monthly data suggests consistent improvements since September. Intrastate OVE grew by 15.8 per cent to \$3.2b compared to the same period in 2019, but results were still weighed down by the interstate market. Interstate OVE was down 69.1 per cent and interstate visitation was down 68.7 per cent, with borders remaining closed to both Victoria and greater Sydney for most of the December quarter.

In the December quarter 2020 business travel decreased the most (down 32.1 per cent compared to the December quarter 2019), followed by VFR travel (down 28.2 per cent) and holiday travel (down 16.3 per cent).

## Regional results

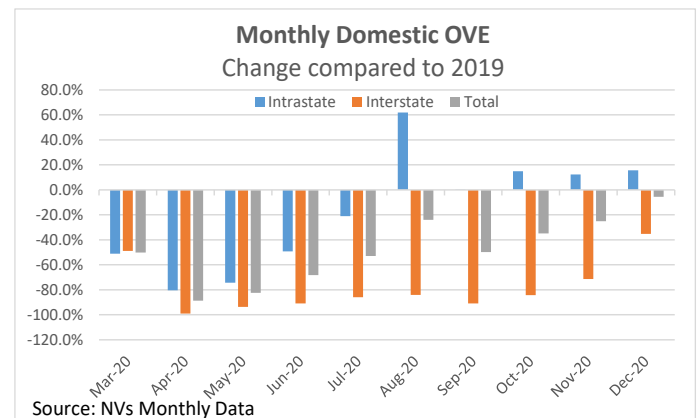
A multi-speed recovery is evident among Queensland's tourism regions. With interstate reliant regions like Brisbane (down 51.7 per cent) and the Gold Coast (down 49.8 per cent) OVE performing worse in the year ending December 2020 than more intrastate reliant regions such as SGBR (down 19.0 per cent) and Southern Queensland Country (down 28.6 per cent). This multispeed recovery is also prominent in the quarterly data with visitation to SGBR (down 3.5 per cent compared to the December quarter 2019) and Southern Queensland Country (down 7.2 per cent) recording the smallest decreases compared to the December quarter 2019.

## Dec Quarter 2020 overnight visitors in Queensland

	Visitors	Change vs Dec qtr 2019
<b>Total Queensland</b>	<b>5,112,000</b>	<b>-24.3%</b>
Holiday	2,167,000	-16.3%
VFR <sup>4</sup>	1,761,000	-28.2%
Business	989,000	-32.1%
<b>Overnight Visitor Expenditure</b>	<b>\$3,899.4m</b>	<b>-23.4%</b>

## Dec Quarter 2020 Queensland Interstate vs Intrastate

	Visitors	Change vs Dec qtr 2019
<b>Visitation</b>		
Interstate	676,000	-68.7%
Intrastate	4,436,000	-3.5%
<b>Overnight Visitor Expenditure</b>		
Interstate	\$729.3m	-69.1%
Intrastate	\$3,170.1m	15.8%



# Domestic Tourism Snapshot



Year ending December 2020

## Domestic visitors by region

	Visitors	Annual change	Holiday visitors	Annual change
<b>Total Queensland</b>	<b>16,851,000</b>	<b>-35.0%</b>	<b>6,433,000</b>	<b>-35.7%</b>
Brisbane	4,727,000	-42.8%	1,247,000	-47.5%
Gold Coast	2,222,000	-47.1%	1,092,000	-49.5%
Sunshine Coast	3,034,000	-25.1%	1,760,000	-20.4%
SQC <sup>7</sup>	1,646,000	-25.0%	516,000	-19.6%
SGBR <sup>8</sup>	1,788,000	-22.8%	593,000	-19.3%
Townsville	797,000	-38.6%	275,000	-31.8%
TNQ <sup>9</sup>	1,448,000	-34.7%	700,000	-39.1%

	Visitors	3-yr trend <sup>10</sup>	Holiday visitors	3-yr trend
Fraser Coast	575,000	-4.5%	272,000	-8.2%
Mackay	939,000	3.8%	145,000	-3.3%
Outback	823,000	-5.6%	230,000	-8.2%
Whitsundays	532,000	-0.4%	330,000	2.4%

## Expenditure in Queensland regions

	Expenditure	Annual change	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$11,775.6m</b>	<b>-39.4%</b>	<b>100%</b>	<b>\$699</b>
Brisbane	\$2,578.9m	-51.7%	21.9%	\$546
Gold Coast	\$1,853.7m	-49.8%	15.7%	\$834
Sunshine Coast	\$1,953.0m	-28.9%	16.6%	\$644
SQC	\$578.5m	-28.6%	4.9%	\$351
SGBR	\$970.5m	-19.0%	8.2%	\$543
Townsville	\$515.2m	-34.8%	4.4%	\$647
TNQ	\$1,445.1m	-42.4%	12.3%	\$998

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$325.9m	-3.8%	2.8%	\$567
Mackay	\$399.5m	2.0%	3.4%	\$425
Outback	\$463.2m	-9.2%	3.9%	\$563

### Brisbane

Domestic OVE decreased by 51.7 per cent to \$2.6b on the back of visitation decreasing by 42.8 per cent to 4.7m visitors in the year ending December 2020. For the full year, the decline in visitation was most pronounced for business visitors (down 57.6 per cent to 886,000) followed by holiday visitation (down 47.5 per cent to 1.2m) and VFR visitation (down 36.9 per cent to 2.1m). Interstate visitation (down 69.9 per cent to 1.1m) experienced a larger decrease than intrastate visitation (down 22.0 per cent to 3.6m). Visitation from Victoria was down 77.0 per cent to 202,000, visitation from Sydney was down 75.8 per cent to 263,000 and visitation from regional New South Wales was down 57.4 per cent to 399,000. Among intrastate markets, intraregional travel decreased 12.6 per cent to 1.3m, visitation from the Sunshine Coast decreased 30.9 per cent to 620,000, but visitation from the Gold Coast grew 7.3 per cent to a record 589,000. In the December quarter 2020 visitation decreased 33.6 per cent compared to the December quarter 2019, while nights were down 34.8 per cent.

### Fraser Coast

Annual OVE was \$325.9m in the year ending December 2020, which is down 3.8 per cent annually on average over the past three years. This reflected visitation which decreased 4.5 per cent annually on over the past three years to 575,000 visitors. Holiday visitation, which makes up 47 per cent of visitors to the region, decreased by 8.2 per cent on average over the past three years to 272,000, while VFR (which accounts for 37 per cent of visitation) decreased by 2.0 per cent on average over the same period to 213,000. Intrastate visitation was steady (up 0.6 per cent annually on average) at 519,000 while interstate visitation was not publishable due to small visitor survey sample size.

### Whitsundays

Annual OVE grew by 9.7 per cent annually on average over the past three years to \$630.9m while visitation was steady (down 0.4 per cent on average annually) at 532,000. This reflects in part recovery from Cyclone Debbie in 2017 and a number of resorts coming back online, but also reflects a record number of intrastate visitors (475,000 up 10.6 per cent on average annually). These intrastate visitors were increasingly likely to stay in 4-5 star accommodation and were increasingly likely to be Millennial or Generation X visitors at the expense of Generation Z visitors, that are likely to spend less. Holiday visitation accounts for 62 per cent of domestic visitation to the region, it grew by 2.4 per cent on average over the past three years to 330,000.

### Gold Coast

OVE decreased 49.8 per cent to \$1.9b as visitation decreased by 47.1 per cent to 2.2m and average length of stay decreased 0.5 of a night to 3.4 nights. The decrease in visitation was most pronounced among business visitors (down 55.4 per cent to 223,000) followed by holiday (down 49.5 per cent to 1.1m) visitors and VFR visitation (down 41.5 per cent to 816,000). The decrease was more pronounced for interstate visitors (down 67.7 per cent), with visitation from Victoria decreasing by 80.6 per cent to 124,000, visitation from Sydney decreasing 71.1 per cent to 200,000 and regional New South Wales visitation down 45.9 per cent to 302,000. Intrastate visitation decreased 25.0 per cent to 1.5m, including a 22.8 per cent decrease in visitation from Brisbane to 1.1m. In the December 2020 quarter visitation decreased by 38.2 per cent compared to the December quarter 2019 and nights were down by 37.8 per cent.

### Sunshine Coast

Sunshine Coast's OVE decreased by 28.9 per cent to \$2.0b, as visitation decreased by 25.1 per cent to 3.0m and spend per visitor decreased 5.1 per cent to \$644 per night. Over the year, business visitation decreased the most (down 43.7 per cent to 203,000), while holiday visitation decreased 20.4 per cent to 1.8m and VFR visitation decreased 29.6 per cent to 983,000. The decrease was more pronounced for interstate visitation (down 67.5 per cent to 363,000) with visitation from New South Wales down 71.2 per cent to 164,000 and visitation from Victoria down 63.8 per cent to 142,000. Intrastate visitation was down 8.9 per cent to 2.7m, with visitation from Brisbane down 2.2 per cent to 1.8m. In the December quarter 2020, visitation to the Sunshine Coast was down 13.3 per cent compared to the December quarter 2019 and visitor nights were down 19.0 per cent.

### Tropical North Queensland (TNQ)

OVE decreased by 42.4 per cent to \$1.4b on the back of visitation decreasing by 34.7 per cent to 1.4m and average spend per visitor decreasing by 11.7 per cent to \$998 per visitor. Holiday visitation decreased by 39.1 per cent to 700,000, VFR visitation decreased by 40.9 per cent to 319,000 and business visitation decreased by 23.3 per cent to 363,000. The decrease was more pronounced for interstate visitation (down 69.0 per cent to 222,000). Intrastate visitation decreased by 18.3 per cent to 1.2m, with intraregional travel down 16.7 per cent to 616,000. In the December quarter 2020 visitation to TNQ was 18.1 per cent lower than the December quarter 2019 and nights were 20.1 per cent lower.

## Intrastate visitation

	Visitors	Annual change
<b>Total intrastate</b>	<b>14,423,000</b>	<b>-18.9%</b>
Brisbane	3,642,000	-22.0%
Gold Coast	1,519,000	-25.0%
Sunshine Coast	2,671,000	-8.9%
SQC	1,498,000	-14.6%
SGBR	1,695,000	-16.2%
Townsville	749,000	-29.6%
TNQ	1,226,000	-18.3%

	Visitors	3-yr trend
Fraser Coast	519,000	0.6%
Mackay	903,000	7.6%
Outback	741,000	-2.1%
Whitsundays	475,000	10.6%

## Interstate visitation

	Visitors	Annual change
<b>Total interstate</b>	<b>2,428,000</b>	<b>-70.1%</b>
Brisbane	1,085,000	-69.9%
Gold Coast	702,000	-67.7%
Sunshine Coast	363,000	-67.5%
SQC	148,000	-66.4%
SGBR	np	np
Townsville	np	np
TNQ	222,000	-69.0%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	np	np

# Domestic Tourism Snapshot

Year ending December 2020

## Domestic visitors by region

	Visitors	Annual change	Holiday visitors	Annual change
<b>Total Queensland</b>	<b>16,851,000</b>	<b>-35.0%</b>	<b>6,433,000</b>	<b>-35.7%</b>
Brisbane	4,727,000	-42.8%	1,247,000	-47.5%
Gold Coast	2,222,000	-47.1%	1,092,000	-49.5%
Sunshine Coast	3,034,000	-25.1%	1,760,000	-20.4%
SQC <sup>7</sup>	1,646,000	-25.0%	516,000	-19.6%
SGBR <sup>8</sup>	1,788,000	-22.8%	593,000	-19.3%
Townsville	797,000	-38.6%	275,000	-31.8%
TNQ <sup>9</sup>	1,448,000	-34.7%	700,000	-39.1%

	Visitors	3-yr trend <sup>10</sup>	Holiday visitors	3-yr trend
Fraser Coast	575,000	-4.5%	272,000	-8.2%
Mackay	939,000	3.8%	145,000	-3.3%
Outback	823,000	-5.6%	230,000	-8.2%
Whitsundays	532,000	-0.4%	330,000	2.4%

## Expenditure in Queensland regions

	Expenditure	Annual change	Share	Spend per visitor
<b>Total Queensland</b>	<b>\$11,775.6m</b>	<b>-39.4%</b>	<b>100%</b>	<b>\$699</b>
Brisbane	\$2,578.9m	-51.7%	21.9%	\$546
Gold Coast	\$1,853.7m	-49.8%	15.7%	\$834
Sunshine Coast	\$1,953.0m	-28.9%	16.6%	\$644
SQC	\$578.5m	-28.6%	4.9%	\$351
SGBR	\$970.5m	-19.0%	8.2%	\$543
Townsville	\$515.2m	-34.8%	4.4%	\$647
TNQ	\$1,445.1m	-42.4%	12.3%	\$998

	Expenditure	3-yr trend	Share	Spend per visitor
Fraser Coast	\$325.9m	-3.8%	2.8%	\$567
Mackay	\$399.5m	2.0%	3.4%	\$425
Outback	\$463.2m	-9.2%	3.9%	\$563

### Townsville

OVE decreased 34.8 per cent to \$515.2m, reflecting a 38.6 per cent decrease in visitation to 797,000. Over the full year, the largest decrease was seen in VFR visitation (down 46.5 per cent to 212,000), while business visitation decreased by 40.5 per cent to 224,000 and holiday visitation decreased by 31.8 per cent to 275,000. Intrastate visitation decreased by 29.6 per cent to 749,000 which included a 36.3 per cent drop in intraregional travel to 250,000. Interstate visitation was not reportable due to the small sample size in the visitor survey. In the December quarter 2020 visitation to Townsville was 9.6 per cent lower than the December quarter 2019 and nights were 29.8 per cent lower.

### Southern Great Barrier Reef (SGBR)

OVE decreased 19.0 per cent to \$970.5m on the back of visitation decreasing 22.8 per cent to 1.8m. Business visitation decreased by 33.7 per cent to 497,000, VFR visitation decreased by 25.8 per cent to 514,000 and holiday visitation decreased 19.3 per cent to 593,000. Intrastate visitation decreased by 16.2 per cent to 1.7m and included a 20.0 per cent drop in intraregional visitation to 527,000 and a 16.9 per cent drop in visitation from Brisbane to 532,000. In the December quarter 2020 visitation to the region decreased by 3.5 per cent compared to the December quarter 2019 and while nights grew by 4.7 per cent.

### Southern Queensland Country (SQC)

OVE decreased by 28.6 per cent to \$578.5m reflecting a 25.0 per cent decrease in visitation to 1.6m and a 10.7 per cent decrease in average spend per night to \$123 per night. VFR visitation decreased by 36.4 per cent to 571,000, holiday visitation decreased by 19.6 per cent to 516,000 and business visitation decreased by 16.5 per cent to 436,000. The decrease in interstate visitation was substantially sharper, down 66.4 per cent to 148,000, including a 59.6 per cent reduction in visitation from New South Wales to 110,000. Intrastate visitation decreased by 14.6 per cent to 1.5m and included a 15.2 per cent reduction in visitation from Brisbane to 730,000 and a 27.3 per cent reduction interregional travel to 289,000. Visitation in the December quarter 2020 was 7.2 per cent lower than visitation in the December quarter 2019, while nights were down by 11.0 per cent.

### Mackay

Annual OVE in Mackay was \$399.5m, growing by 2.0 per cent on average over the three years to December 2020, reflecting average annual visitation growth of 3.8 per cent over the same period to 939,000. Business travellers drove the growth in visitation, increasing by 9.8 per cent on average over the past three years to 591,000 and accounting for 63 per cent of the region's domestic overnight visitation. Holiday (down 3.3 per cent on average to 145,000) and VFR (down 6.4 per cent on average to 122,000) both decreased. The region's visitation is predominantly from the intrastate market (96 per cent of trips), which grew on average by 7.6 per cent over the past three years to 903,000 visitors.

### Outback

OVE in the Outback decreased by 9.2 per cent on average over the past three years to \$463.2m due to visitation decreasing by 5.6 per cent on average to 823,000 and spend per night decreasing by 11.2 per cent on average to \$107 per night. VFR visitation decreased by 9.5 per cent on average over the past three years to 134,000, while holiday visitation decreased by 8.2 per cent on average to 230,000, and business visitation decreased by 3.7 per cent on average over the period to 387,000. Intrastate visitation decreased by 2.1 per cent on average over the past three years to 741,000.

## Intrastate visitation

	Visitors	Annual change
<b>Total intrastate</b>	<b>14,423,000</b>	<b>-18.9%</b>
Brisbane	3,642,000	-22.0%
Gold Coast	1,519,000	-25.0%
Sunshine Coast	2,671,000	-8.9%
SQC	1,498,000	-14.6%
SGBR	1,695,000	-16.2%
Townsville	749,000	-29.6%
TNQ	1,226,000	-18.3%

	Visitors	3-yr trend
Fraser Coast	519,000	0.6%
Mackay	903,000	7.6%
Outback	741,000	-2.1%
Whitsundays	475,000	10.6%

## Interstate visitation

	Visitors	Annual change
<b>Total interstate</b>	<b>2,428,000</b>	<b>-70.1%</b>
Brisbane	1,085,000	-69.9%
Gold Coast	702,000	-67.7%
Sunshine Coast	363,000	-67.5%
SQC	148,000	-66.4%
SGBR	np	np
Townsville	np	np
TNQ	222,000	-69.0%

	Visitors	3-yr trend
Fraser Coast	np	np
Mackay	np	np
Outback	np	np



# Domestic Tourism Snapshot

Year ending December 2020



## State expenditure comparison

	Expenditure	Annual change	Share of expenditure	Spend per visitor
<b>Total Australia</b>	<b>\$45,641.5m</b>	<b>-43.4%</b>	<b>100.0%</b>	<b>\$629</b>
Queensland	\$11,775.6m	-39.4%	25.8%	\$699
New South Wales	\$14,162.9m	-40.2%	31.0%	\$579
Victoria	\$6,992.9m	-58.8%	15.3%	\$501
Other States	\$11,041.6m	-37.9%	24.2%	\$656

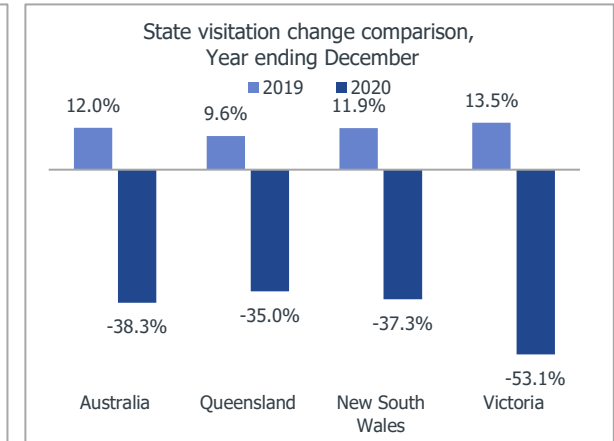
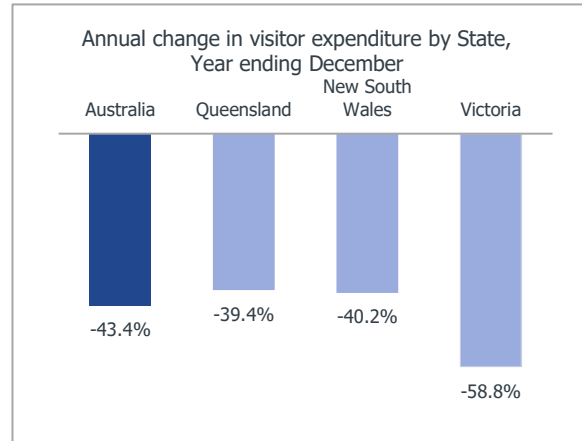
## State visitation comparison

	Visitors	Annual Change	Avg stay	Annual # change
<b>Total Australia</b>	<b>72,514,000</b>	<b>-38.3%</b>	<b>3.8</b>	<b>0.2</b>
Queensland	16,851,000	-35.0%	3.9	0.0
New South Wales	24,447,000	-37.3%	3.4	0.3
Victoria	13,963,000	-53.1%	3.3	0.5
Other States	18,893,000	-29.4%	4.2	0.1

<b>Total holiday</b>	<b>29,391,000</b>	<b>-36.4%</b>	<b>3.8</b>	<b>0.0</b>
Queensland	6,433,000	-35.7%	4.0	-0.3
New South Wales	9,699,000	-34.4%	3.6	0.2
Victoria	5,839,000	-53.1%	3.4	0.5
Other States	7,958,000	-24.6%	3.9	-0.2

<b>Total VFR</b>	<b>24,796,000</b>	<b>-37.9%</b>	<b>3.3</b>	<b>0.1</b>
Queensland	5,769,000	-35.5%	3.4	-0.1
New South Wales	8,869,000	-36.9%	3.0	0.1
Victoria	4,996,000	-51.4%	3.0	0.3
Other States	5,407,000	-26.4%	3.6	0.0

Queensland	3,720,000	-39.3%	4.2	0.5
New South Wales	4,596,000	-44.9%	3.3	0.6
Victoria	2,396,000	-58.8%	2.9	0.4
Other States	4,612,000	-38.8%	5.1	0.7



### 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 has transitioned to 100% mobile phone interviewing, after previously doing 50% of the sample from landlines. 97% of the Australian population aged 15 years or more owning a mobile phone. This change will improve the accuracy of national, state and territory estimates.

Please visit [tra.gov.au](http://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 the 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](mailto:research@queensland.com)  
w. [teq.queensland.com/research](http://teq.queensland.com/research)