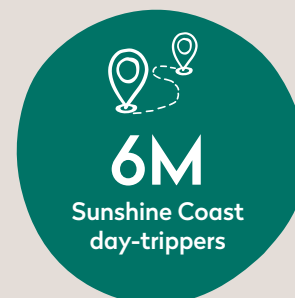


Sunshine Coast

Domestic Tourism Snapshot

YEAR ENDING MARCH 2021



Performance

The results show the impact of the disruptions caused by COVID-19 on the tourism industry with Queensland reporting a significant 36.2% decrease in visitor expenditure and 31.1% decrease in visitor arrivals during the period.

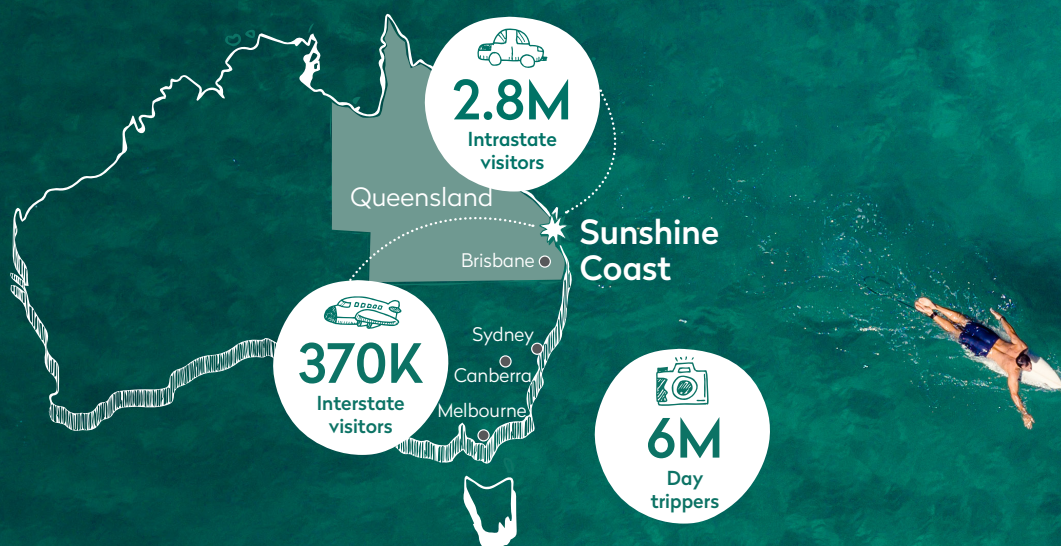
They show the Sunshine Coast performed above the State average with a decrease in expenditure of 24.2% to \$2.0 billion, and visitation decrease of 17.9% to 3.1 million. One positive coming from the report is that Sunshine Coast managed to achieve an increase in its intrastate markets during this time, highlighting the effectiveness of its drive

market strategy in response to the crisis. A standout was that for the Year-Ending March 2021 visitation from Brisbane grew by 10.8% to 1.8 million to the Sunshine Coast.




Of our sectors, business events was the most impacted (▼ 32.8% to 204,000), followed by VFR (▼ 29.7% to 969,000) and holiday visitation (▼ 9.2% to 1.9M). The decrease was also more pronounced for our interstate markets (▼ 66.1% to 370,000).


In the March quarter 2021, visitation to the Sunshine Coast was up by 12.4% YOY but was down 11.9% compared to the pre-COVID March quarter 2019.





SUNSHINE COAST	YE March 2021	YOY change
Overnight visitor expenditure (OVE)	\$2B	-24.2%
Overnight visitors	3.1M	-17.9%
Holiday visitors	1.9M	-9.2%
Visiting friends and relatives (VFR)	969,000	-29.7%
Business	204,000	-32.8%
Visitor nights	11M	-23.8%
Average length of stay	3.5 nights	- 0.3 nights
Spend per night	\$186	-0.6%
Spend per visitor	\$651	-7.7%
Day trippers	6M	-22.5%

SOURCE MARKETS	YE March 2021	YOY change
Intrastate visitors	2.8M	+ 1.4%
Intrastate visitor nights	8.5M	+ 10.3% 
Holiday intrastate visitors	1.7M	+ 19.2% 
Holiday intrastate visitor nights	5.7M	+ 28.8% 
Interstate visitors	370,000	-66.1%
Interstate holiday	187,000	-71%
Interstate VFR	120,000	-63.3%
NSW	175,000	-66.7%
VIC	Not Publishable	

 = Record

March Quarter 2021



SUNSHINE COAST	March Qtr 2021	YOY	Change vs March Qtr 2019
Total overnight visitors	933,000	+ 12.4%	-11.9%
Visitor nights	4M	+ 12%	+ 7.1%
Intrastate visitors	708,000	+ 15.6%	-13.3%
Interstate visitors	225,000	+ 3.2%	-7.2%

VISITATION TO REGIONS (OVERNIGHT VISITORS)	March Qtr 2021	YOY	Change vs March Qtr 2019
Sunshine Coast	933,000	+ 12.4%	-11.9%
Brisbane	1.5M	0.3%	-16.9%
Gold Coast	975,000	+ 29.7%	-5.5%
Southern Great Barrier Reef	529,000	+ 8.6%	-3.1%
Tropical North Queensland	394,000	+ 11.2%	+ 1.3%
Southern QLD Country	481,000	+ 18.2%	- 0.1%

