

# DESTINATION GOLDCOAST.



-38.7%

**8.8M**  
TOTAL VISITORS



-54.2%

**\$2.7B**  
TOTAL VISITOR EXPENDITURE



-62.1%

**9.9M**  
TOTAL VISITOR NIGHTS





# TOURISM SUMMARY CALENDAR YEAR 2020

In 2020, visitors to the Gold Coast decreased by 38.7 per cent to 8.7 million and expenditure declined by 54.2 per cent to \$2.7 billion. The economic fallout of COVID-19 represents the greatest challenge Gold Coast's tourism sector has faced in history.

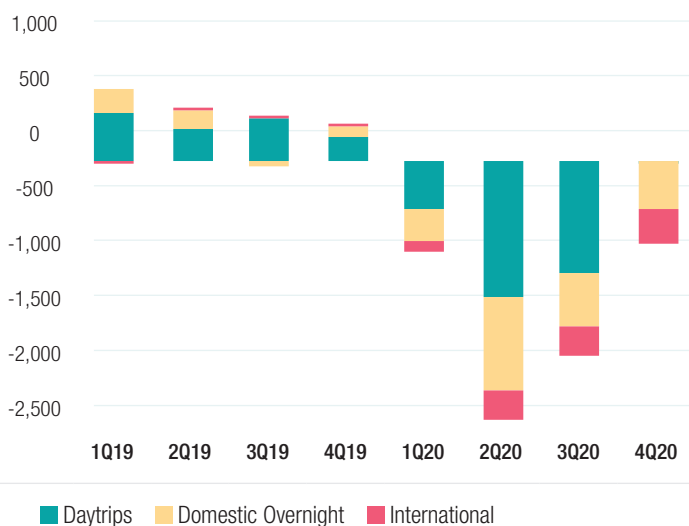


# CORONAVIRUS (COVID-19) IMPACT ON GOLD COAST TOURISM

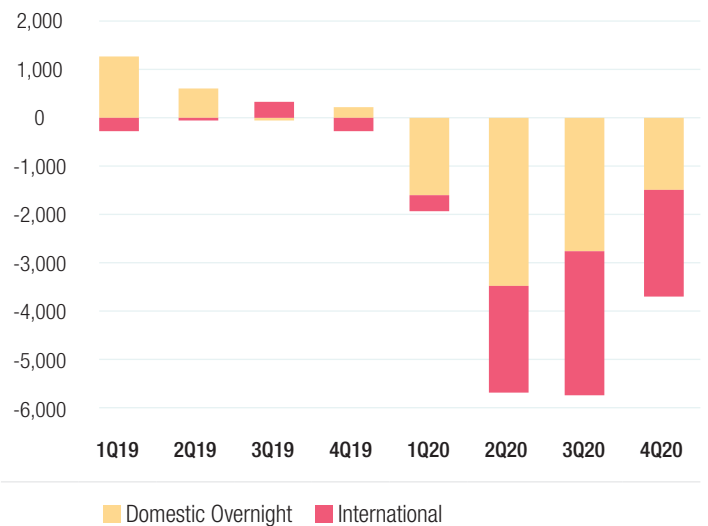
📍 JUMPINPIN, SOUTH STRADBROKE ISLAND

The impact of COVID-19 on the Gold Coast tourism economy during 2020 has been immediate and overwhelming. Starting with the complete shutdown in Chinese visitation, through to lockdown and closure of State borders, the impact of the pandemic on visitor figures is very clear.

**GOLD COAST QUARTERLY VISITORS (000s)  
(YEAR-ON-YEAR CHANGE)**



**GOLD COAST QUARTERLY VISITOR NIGHTS (000s)  
(YEAR-ON-YEAR CHANGE)**



**Source:** Tourism Research Australia, National Visitor Survey and International Visitor Survey, 24 months to December 2020.

# TOURISM SUMMARY CALENDAR YEAR 2020

CAFÉ D'BAR, COOLANGATTA

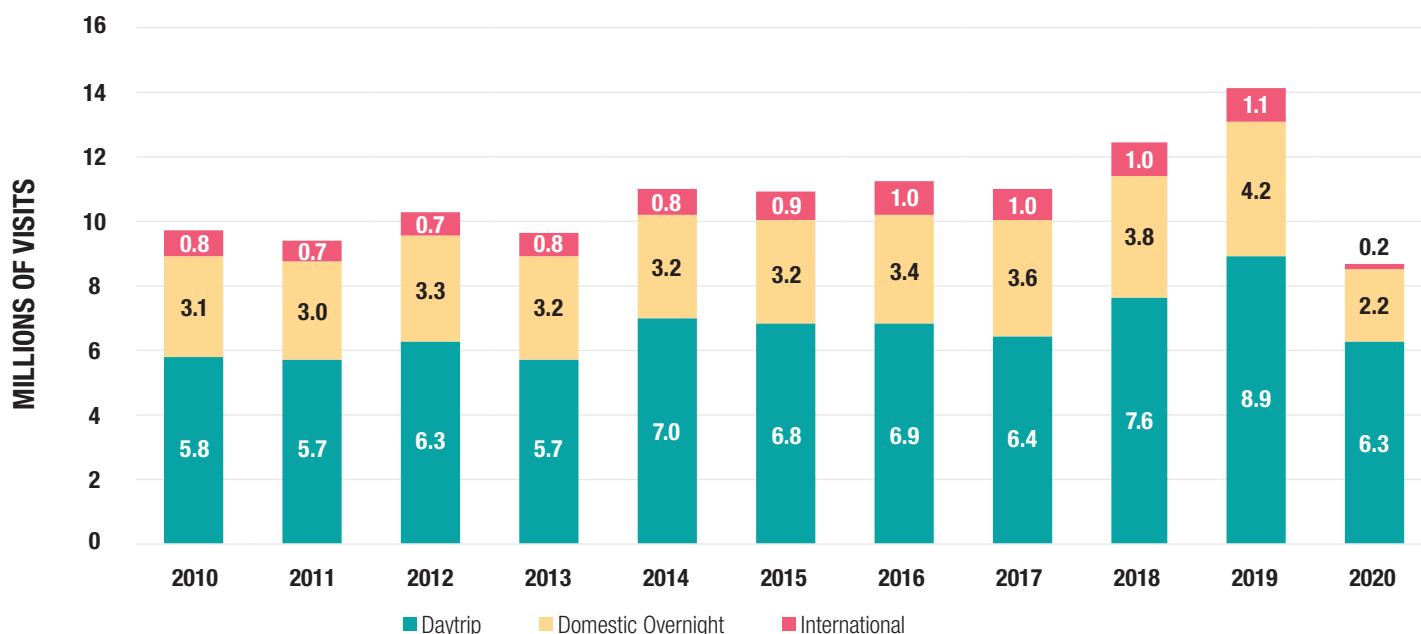
## DOMESTIC VISITATION

- Domestic overnight visitation fell by almost two million visitors for the calendar year to 2.2 million visitors (down 47.1%), while daytrip visits to the Gold Coast also declined by 2.6 million to 6.3 million (down 29.3%).
- Domestic overnight spend similarly declined by 49.8% to \$1.9 billion (down \$1.8 billion), while daytrip visitor spend declined by 34.2% to \$595 million.

## INTERNATIONAL VISITATION

- International visitation to the Gold Coast effectively ceased as of March 2020. As a result, international visitor numbers were down 84% for the year to 173,000 visitors (a loss of 907,000 visitors).
- International visitor spend fell by \$1 billion to \$272 million (down 79.7%), comprising a third of all lost visitor expenditure in the Gold Coast for the year.

## GOLD COAST TOTAL VISITATION



Source: Tourism Research Australia, National Visitor Survey and International Visitor Survey, December 2020.

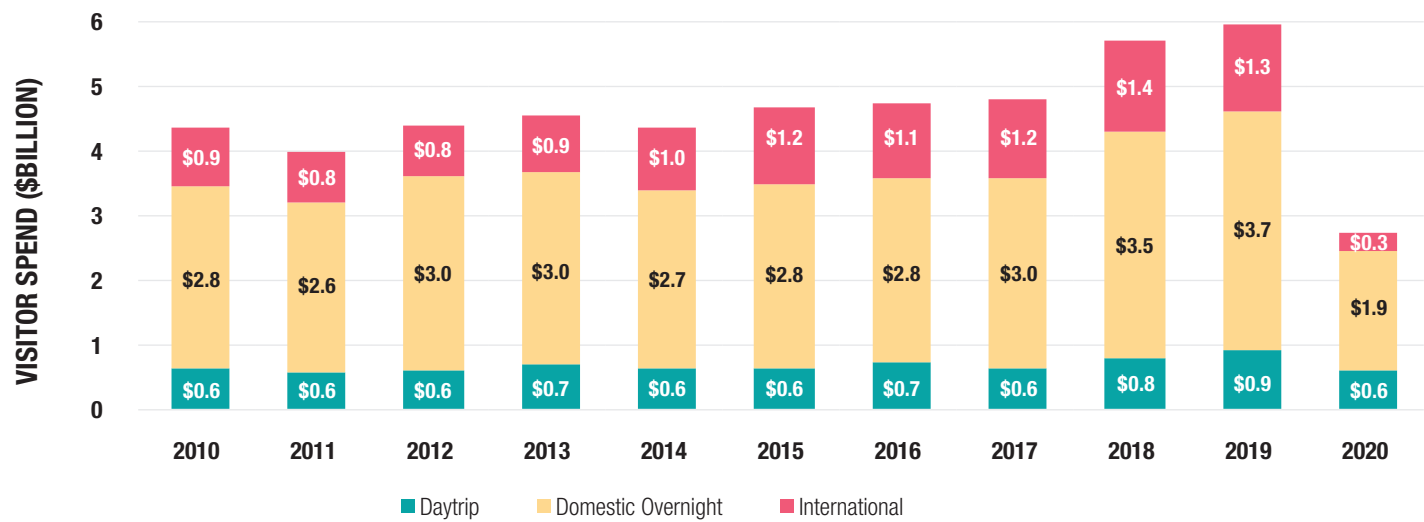


# TOURISM SUMMARY

## CALENDAR YEAR

### 2020

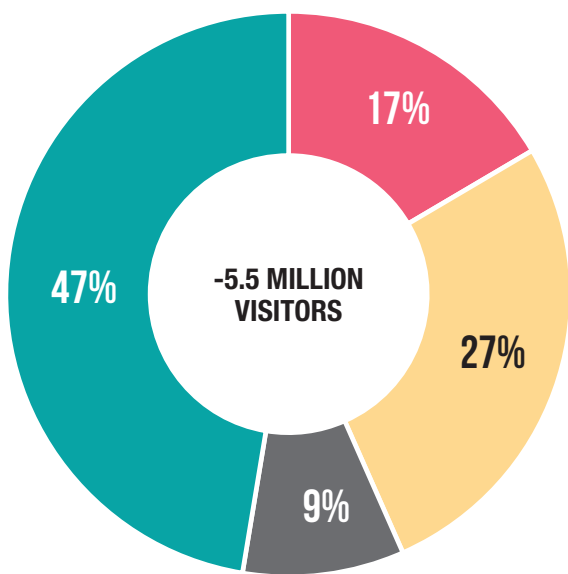
#### GOLD COAST REGIONAL EXPENDITURE



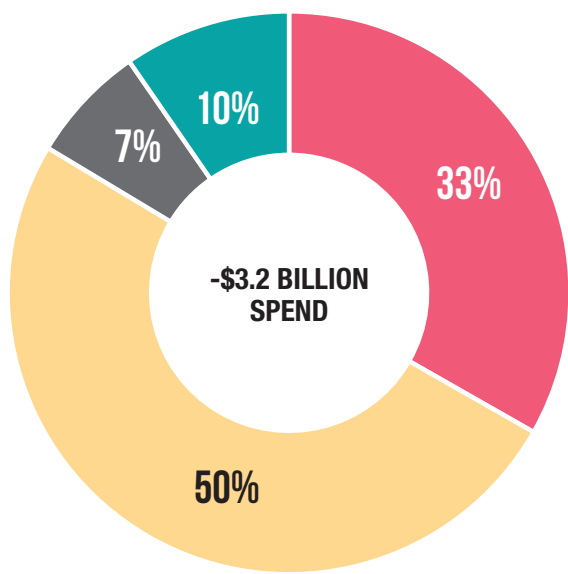
Source: Tourism Research Australia, National Visitor Survey and International Visitor Survey, December 2020.

#### IMPACT OF COVID-19 ON GOLD COAST TOURISM

2020 VISITOR NUMBERS % SHARE OF LOSSES  
(COMPARED TO 2019)



2020 VISITOR EXPENDITURE % SHARE OF LOSSES  
(COMPARED TO 2019)



International Domestic Overnight - Interstate Domestic Overnight - Intrastate Daytrip

Source: Tourism Research Australia, National Visitor Survey and International Visitor Survey, December 2020.

# TOURISM SUMMARY CALENDAR YEAR 2020

## DOMESTIC OVERNIGHT SOURCE MARKETS\*

### GOLD COAST - INTRASTATE MARKET

	TRIPS (000s)	NIGHTS (000s)	REGIONAL SPEND (\$M)	AVERAGE LENGTH OF STAY
<b>2020</b>	1,519	3,840	988	2.5
<b>% CHANGE FROM 2019</b>	-25%	-34%	-18%	-12%
<b>ESTIMATED C.I. (95%)</b>	9%	17%	14%	N/A

### GOLD COAST - INTERSTATE MARKET

	TRIPS (000s)	NIGHTS (000s)	REGIONAL SPEND (\$M)*	AVERAGE LENGTH OF STAY
<b>2020</b>	1,590	7,924	1,830	5.4
<b>% CHANGE FROM 2019</b>	-68%	-65%	-65%	9%
<b>ESTIMATED C.I. (95%)</b>	13%	17%	15%	N/A

\*Due to State border closures defining Gold Coast source markets during 2020, "Drive" and "Fly" markets have been replaced by Interstate and Intrastate in 2020.

**Source:** Tourism Research Australia, National Visitor Survey, December 2020.

"Estimated C.I." (Confidence Interval) should be read as: "We are 95% confident that the true number of Intrastate Market visitors who stayed on the Gold Coast was between 1.385 million and 1.653 million visitors (± 9%)."

## INTERNATIONAL SOURCE MARKETS

COUNTRY OF RESIDENCE	VISITS (000s)	NIGHTS (000s)	REGIONAL SPEND (\$M)	AVERAGE LENGTH OF STAY
<b>GREATER CHINA<sup>^</sup></b>	<b>30</b>	<b>327*</b>	<b>56*</b>	<b>11.0</b>
% Change from 2019	-91%	-84%	-87%	82%
Estimated C.I. (95%)	18%	44%	35%	N/A
<b>NEW ZEALAND</b>	<b>35</b>	<b>341*</b>	<b>38*</b>	<b>9.8</b>
% Change from 2019	-84%	-77%	-84%	41%
Estimated C.I. (95%)	16%	44%	41%	N/A
<b>REST OF ASIA</b>	<b>43</b>	<b>675*</b>	<b>57*</b>	<b>15.6</b>
% Change from 2019	-82%	-73%	-82%	51%
Estimated C.I. (95%)	15%	32%	35%	N/A
<b>REST OF WORLD</b>	<b>65</b>	<b>1,004*</b>	<b>120*</b>	<b>15.3</b>
% Change from 2019	-77%	-73%	-67%	16%
Estimated C.I. (95%)	12%	27%	25%	N/A

<sup>^</sup>Greater China includes mainland China, Hong Kong and Taiwan.

**Source:** Tourism Research Australia, International Visitor Survey, December 2020.

**Note:** Figures may not add to totals due to rounding differences.

\*Estimates with confidence intervals (CI) greater than 20% should be considered unreliable, and the figures treated as indicative only.

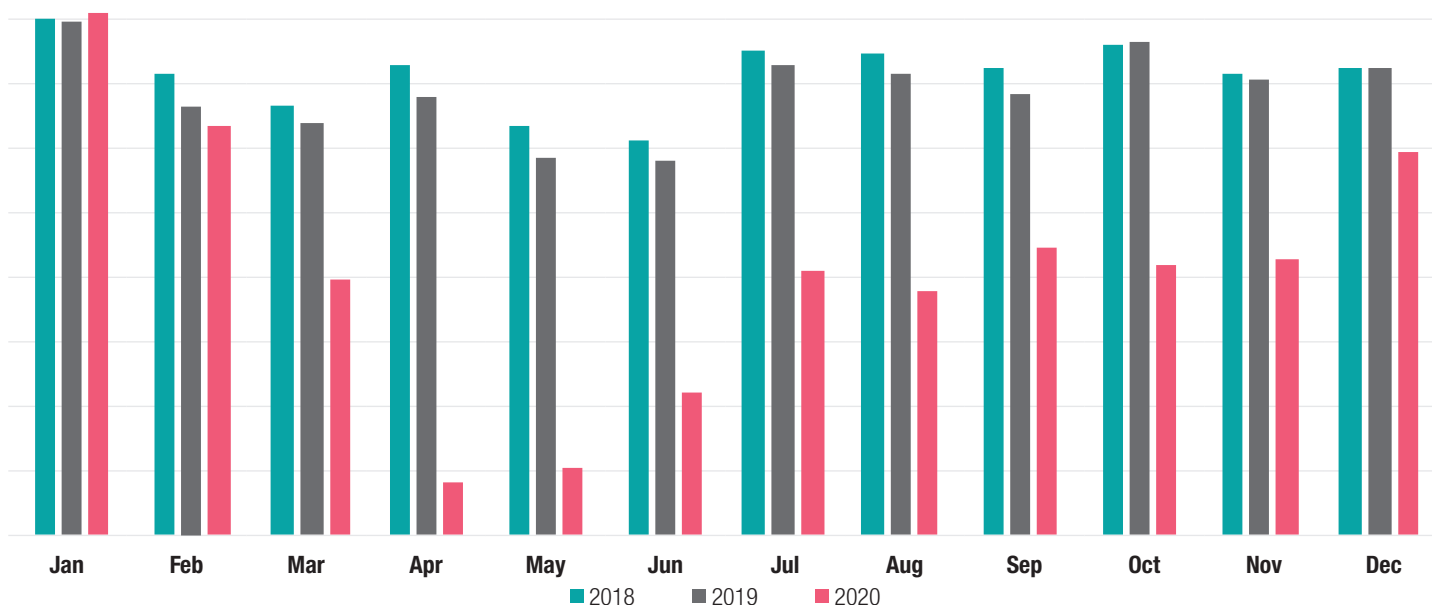
"Estimated C.I." (Confidence Interval) should be read as: "We are 95% confident that the true number of visitors from Greater China who stayed on the Gold Coast was between 24,000 and 35,000 (± 18%).".

# TOURISM SUMMARY CALENDAR YEAR 2020

ROBERT SOWTER PARK LOOKOUT, TAMBORINE MOUNTAIN

## ACCOMMODATION – STR MONTHLY OCCUPANCY (%)

MONTHLY OCCUPANCY, 2018 - 2020



Source: STR, 2020. NB: For further details of historical data, please contact STR.

## STR ACCOMMODATION RESULTS

	2020	YEAR-ON-YEAR CHANGE (%)
OCCUPANCY (%)	42.0%	-39.8%
ADR (\$AUD)	193.84	-1.6%
RevPAR (\$AUD)	81.42	-40.8%

Source: STR, December 2020.

## GOLD COAST AIRPORT DATA

	2020	YEAR-ON-YEAR CHANGE (%)
DOMESTIC PASSENGERS	1,500,702	-73.0%
INTERNATIONAL PASSENGERS	208,001	-77.9%
TOTAL PASSENGERS	1,708,703	-73.7%

Source: Gold Coast Airport, December 2020.

**Important Notes:** Tourism Research Australia advises that from April 2020 in-person interviewing for the International Visitor Survey has ceased. As a result, figures for the June quarter of 2020 and onwards have been imputed from other data sources, rather than arrived at through the normal survey methodology: [www.ra.gov.au/International/ivs-methodology](http://www.ra.gov.au/International/ivs-methodology)