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SEPTEMBER QUARTER VISITATION SHOWS A GRADUAL REVIVAL IN DOMESTIC TOURISM

The latest visitor figures for the September 2020 quarter indicate a modest recovery in domestic visitation for Gold Coast's tourism sector following unprecedented lows from the COVID-19 lockdown period.

National Visitor Survey* (NVS) and International Visitor Survey* (IVS) data released today (20 January) highlights the impact of international and domestic border closures on Gold Coast visitor levels over the 12 months to September 2020.

Figures for the three months to September 2020 highlight that international, domestic overnight and daytrip visitors to the Gold Coast dipped by 48.1 per cent to 1.83 million when compared to the same period in 2019.

The number of domestic overnight visitors for the year ending September 2020 declined by 36 per cent to 2.6 million.

In total, 9.4 million international, domestic and daytrip travellers visited the Gold Coast for the year, down 32.1 per cent when compared to 2019. Overall visitor expenditure declined by 39.1 per cent to \$3.6 billion.

Intrastate travel declined by 23.8 per cent to 1.5 million visitors for the year. However, for the September quarter alone increased by 4.8 per cent to 463,000 visitors, reflecting Gold Coast's ability to capitalise on a lift in demand for Queenslanders to explore the state over the three-month period.

Comparatively, interstate travel declined by 47.6 per cent to 1.1 million domestic overnight visitors for the year. The September quarter dropped by 82.4 per cent to 101,000 visitors, reflecting the border closures imposed by Queensland to restrict travel from New South Wales and Victoria during the three-month period.

Daytrips over the 12 months saw a decline of 27.4 per cent to 6.3 million visitors, while daytrip expenditure on the Gold Coast declined by 16.6 per cent to \$675 million.

Collectively, these figures represent a loss of 1.5 million domestic overnight visitors, year-on-year, and \$1.44 billion in spend by the same group. Including daytrips and international visitors, these figures combined show a loss of 4.4 million visitors and \$2.3 billion of visitor expenditure in the Gold Coast over the 12 months to September 2020.

International visitation declined 54.8 per cent for the year ending September 2020 to 476,000 visitors which impacted expenditure, down 53.6 per cent to \$623 million over the period.

Data for the year ending September 2020 encapsulates Queensland's initial border reopening interstate excluding Victoria (10 July) before being closed to New South Wales and the ACT declared as hotspots (8 August).

Total Gold Coast Visitors Quarterly Overview (for July – September 2020).

	Total Visitors September Qtr. 2020	Total Nights September Qtr. 2020
Gold Coast	1.83m (-48.1%)	1.76m (-75.7%)

Total Gold Coast Visitors Overview (for 12 months to September 2020).

Total Visitors	Total Spend	Total Nights
9.4m (-32.1%)	\$3.6bn (-39.1%)	13.5m (-48.7%)

Domestic Overnight Visitors (for 12 months to September 2020).

	Total Visitors	Total Spend
Australia	80.3m (-30.6%)	\$51.9B (-34.4%)
Queensland	18.5m (-28.0%)	\$13B (-31.9%)
Gold Coast	2.6m (-36.0%)	\$2.3B (-38.7%)
GC Daytrips	6.3m (-27.4%)	\$675m (-16.6%)

Gold Coast Domestic Overnight Visitors (for 12 months to September 2020).

Visitors	Spend	Nights	ALOS
2.6m (-36.0%)	\$2.3B (-38.7%)	9m (-44.8%)	3.4 nights (-0.5 night)

International Visitors (for 12 months to September 2020).

	Total Visitors	Total Spend
Australia	4.1m (-52.2%)	\$15B (-52.1%)
Queensland	1.3m (-54.1%)	\$3B (-50.5%)
Gold Coast	476,000 (-54.8%)	\$623m (-53.6%)

Gold Coast International Visitors Overview (for 12 months to September 2020).

Visitors	Spend	Nights	ALOS
476,000 (-54.8%)	\$623m (-53.6%)	4.5m (-55.2%)	9.5 nights (-0.1 night)

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