



31 MARCH 2021

GOLD COAST VISITATION HIT HARD BY INTERNATIONAL AND INTERSTATE TRAVEL SHUTDOWNS IN 2020

Latest visitor figures for the December 2020 quarter show that although intrastate travel to the Gold Coast was close to matching the same level in 2019, the year marked the lowest point recorded for interstate travel.

National Visitor Survey* (NVS) and International Visitor Survey* (IVS) data released today (31 March) highlights the true impact of international and consecutive domestic border closures on Gold Coast visitor levels over the 12 months to December 2020.

Domestic overnight travel to the Gold Coast for the year ending December 2020 was down 47.1 per cent to 2.2 million visitors, who contributed \$1.9 billion to the local tourism economy, down 49.8 per cent over the year.

The decline in domestic overnight travel mostly occurred from interstate visitors, which dipped 67.7 per cent to 702,000 visitors for the year. At the same time, intrastate visitor numbers declined 25 per cent to 1.5 million visitors for 2020.

Daytrip visitors dropped 29.3 per cent for the year to 6.3 million visits while accompanying spend declined 34.2 per cent to \$595 million.

With Australia's international borders closed to leisure travel for more than nine months, international visitation to the Gold Coast dropped 84 per cent to 173,000 visitors while spend from this market declined by 79.9 per cent to \$271.9 million.

For the December 2020 quarter alone, intrastate overnight visitor numbers recovered from earlier in 2020, down only 0.9% to 514,000 visitors when compared to the December quarter of 2019.

Despite the easing of domestic travel restrictions particularly in December, interstate visitation declined 72.2 per cent to 159,000 visitors for the December 2020 quarter.

For the 12 months to December, overnight visitation to the Gold Coast from Brisbane declined by 22.8 per cent to 1.1 million visitors, which was a better result than that seen by the intrastate market as a whole.

Overall, travel from Victoria to the Gold Coast declined by 80.6 per cent to 124,000 visitors in 2020, largely attributable to the extended lockdown period imposed the State.

Meanwhile, travel from New South Wales to the Gold Coast declined by 59.9 per cent to 502,000 visitors in 2020, but the decline in visitors from Sydney was particularly acute, down 71.1 per cent to 200,000 visitors for the year.

In total, these figures represent a loss of approximately 2 million domestic overnight visitors, year-on-year, and \$1.8 billion in spend by the same group. Including daytrips and international visitors, these figures combined show a loss of 5.5 million visitors and \$3.2 billion of visitor expenditure in the Gold Coast over the 12 months to December 2020.

Data for the year ending December 2020 encapsulates Queensland's border reopening interstate to Greater Victoria and Greater Sydney (1 December) before being closed to Greater Sydney with the Northern beaches declared a hotspot (20 December).

Total Gold Coast Visitors Quarterly Overview (for October – December 2020).

	Total Visitors December Qtr. 2020	Total Nights December Qtr. 2020
Gold Coast	2.73m (-21.2%)	2.31m (-60.6%)

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

Total Visitors	Total Spend	Total Nights
8.7m (-38.7%)	\$2.7bn (-54.2%)	10.0m (-62.1%)

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

	Total Visitors	Total Spend
Australia	72.5m (-38.3%)	\$45.6B (-43.4%)
Queensland	16.9m (-35.0%)	\$11.8B (-39.4%)
Gold Coast	2.2m (-47.1%)	\$1.9B (-49.8%)
GC Daytrips	6.3m (-29.3%)	\$595.4m (-34.2%)

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

Visitors	Spend	Nights	ALOS
2.2m (-47.1%)	\$1.9B (-49.8%)	7.6m (-54.0%)	3.4 nights (-0.5 night)

International Visitors (for 12 months to December 2020).

	Total Visitors	Total Spend
Australia	1.7m (-80.4%)	\$7.8B (-75.2%)
Queensland	493,000 (-82.3%)	\$1.4B (-76.8%)
Gold Coast	173,000 (-84.0%)	\$271.9m (-79.9%)

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

Visitors	Spend	Nights	ALOS
173,000 (-84.0%)	\$271.9m (-79.9%)	2.3m (-76.0%)	13.6 nights (+4.5 night)

ENDS

CONTACT: Cristina Matisan, Communications Manager
+61 7 5584 6216 / 0412 334 794 / cristina.matisan@destinationgoldcoast.com

CONTENT: Licensed images and video are available for non-commercial use by media, tour operators, travel agents, meeting professionals, and convention promoters. These assets are available for download via the Destination Gold Coast digital library, Content Hub by registering at <https://destinationgoldcoast.stylelabs.cloud/en-US/Account>