



**DESTINATION
GOLDCOAST.**

MEDIA RELEASE

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2021 VISITOR NUMBERS SHOW OVERWHELMING SUPPORT OF QUEENSLANDERS FOR THE GOLD COAST

Latest visitor figures show that intrastate travel to the Gold Coast was at the highest level ever recorded for the year ending December 2021 as Queenslanders chose to support the tourism industry by holidaying locally and exploring their own backyard.

National Visitor Survey* (NVS) and International Visitor Survey* (IVS) data released today (30 March) highlights the full-year impact of lockdowns, international and domestic border closures on Gold Coast visitor levels to December 2021.

In total, the Gold Coast welcomed 9.6 million visitors for the 12 months to December, staying for a combined 11.3 million nights and spending \$3.5 billion during their stay. Compared to calendar year 2020, the number of visitors was up 11 per cent, while nights were up 13.2 per cent and visitor expenditure was up 28.5 per cent.

Domestic overnight visitors to the Gold Coast reached 3.2 million, an improvement of 45.8 per cent on 2020.

Meanwhile, daytrip visitors grew 1.7 per cent for the year to 6.4 million visits while accompanying spend increased 11.6 per cent to \$664.7 million.

Intrastate domestic overnight travel for the year saw 2.1 million visitors to the Gold Coast, up a staggering 43.1 per cent on 2020 and 7.3 per cent above the level achieved in the 12 months to December 2019.

These Queensland visitors also included a record number of intrastate holiday visitors to the Gold Coast, reaching 1.3 million visitors, up an astounding 67.3 per cent from the 12 months to December 2020, and up 29.8 per cent from the 12 months to December 2019.

Destination Gold Coast CEO Patricia O'Callaghan thanked Queenslanders for their support during the year on behalf of the tourism industry.

"For two years we have been surviving on locals and Queenslanders backing the Gold Coast as interstate borders were heavily disrupted and international borders remained closed," Ms O'Callaghan said.

"With interstate borders now open and aviation connectivity largely restored, domestic visitors have started returning.

"To top it all off, with the opening of Australia's international borders last month, we have so far welcomed thousands of travellers from Singapore and New Zealand, and we expect that to build over the coming months.

"With more certainty in the market and consumer confidence continuing to grow, the Gold Coast is once again proving to be Australia's favourite holiday playground.

“While we expect it to take some two to three years before we reach pre-COVID visitor levels, our 4,400 tourism businesses and the 35,000 locals the sector employs are getting back to doing what they do best – and that’s providing a memorable visitor experience.”

Total Gold Coast Visitors Quarterly Overview (for October – December 2021).

	Total Visitors Dec Qtr. 2021	Total Nights Dec Qtr. 2021
Gold Coast	844,000 (+25.7%)	2.4m (+5.2%)

Total Gold Coast Visitors Overview (for 12 months to December 2021).

Total Visitors	Total Spend	Total Nights
9.6m (+11.0%)	\$3.5bn (+28.5%)	11.3m (+13.2%)

Domestic Overnight Visitors (for 12 months to December 2021).

	Total Visitors	Total Spend
Australia	82.1m (+13.2%)	\$60.7B (+33.1%)
Queensland	20.5m (+21.5%)	\$16.8B (+42.8%)
Gold Coast	3.2m (+45.8%)	\$2.8B (+52.4%)
GC Daytrips	6.4m (+1.7%)	\$664.7m (+11.6%)

Gold Coast Domestic Overnight Visitors (for 12 months to June 2021).

Visitors	Spend	Nights	ALOS
3.2m (+45.8%)	\$2.8B (+52.4%)	11.2m (+47.2%)	3.5 nights

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