

Sunshine Coast tourism performance for 2019

Tourism Research Australia (TRA) has released figures for domestic and international visitors to the Sunshine Coast for the year to 31 December, 2019.

Domestic visitor statistics - National Visitor Survey

Change compared to 2018

Business visitors	360,000	+13.3%
Visiting friends & relatives	1.4 million	+11.2%
Average spend per visitor	\$678	+4.5%
Average length of stay	3.6 nights	+0.1%

RECORD **4.0M** +11.8%
total visitors



RECORD **2.2M** +12.2%
holiday visitors

7.9M
domestic
day trip
visitors

RECORD Overnight
visitor
expenditure **\$2.7B** +16.8%

RECORD **14.5M** +13.9%
total visitor nights

with spend
\$703.6M

Sunshine Coast Source Markets

Intrastate	2.9 million	+6.3%
Brisbane	1.8 million	-0.9%
Gold Coast	268,000	+28.2%

Interstate	1.1 million	+29.2%	RECORD
Sydney	312,000	+43%	RECORD
Regional NSW	256,000	+30%	
Total NSW	568,000	+36.8%	
Melbourne	248,000	+26.6%	RECORD
Victoria	393,000	+30%	RECORD

International visitor statistics - International Visitor Survey

Change compared to 2018

RECORD **330,000** +6.2%
total visitors

RECORD **251,000** +6.9%
total holiday visitors

Visiting friends & relatives	68,000	-1.3%
Overnight visitor expenditure	\$282.6 million	+14.6%
Total nights	2.8 million	+2.3%
Average length of stay	8.6 nights	-0.3%
Average spend per visitor	\$856	+7.9%

Sunshine Coast Source Markets

New Zealand	86,000	+20.1%
U.K	56,000	-9.6%
Germany	34,000	+10%
U.S	24,000	+1.2%

Canada	12,000	-9.5%	
Asia	38,000	+20.9%	RECORD
Total Continental Europe	96,000	+5.3%	