



# Regional Tourism Profiles 2008/09

## Queensland

### Gold Coast region



In 2008/09:

- \$4.4 billion was spent by visitors in the region – 61% was by domestic overnight visitors
- A total of 9.9 million visitors went to the region – 60% were domestic day visitors
- 21.2 million nights were spent in the region – 63% were by domestic overnight visitors

In June 2007, there were more than 19,500 tourism-related businesses in the region:

- 53% were non-employed businesses
- 41% were micro or small businesses

### Gold Coast region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	681	5 961	-	-	114	-
Domestic overnight	2 669	3 180	13 300	4	839	201
International	1 034	786	7 873	10	1 316	131



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

## Visitors to Gold Coast region

Domestic overnight		International			
	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights
<b>Top 3 SLAs visited*</b>					
Surfers Paradise	1 063	4 208	33	32	4.0
Broadbeach-Mermaid Beach	519	1 985	16	15	3.8
Coolangatta	308	1 628	10	12	5.3
<b>Purpose of visit</b>					
Holiday	1 957	9 157	62	69	4.7
Visiting friends/relatives	814	2 812	26	21	3.5
Business	331	897	10	7	2.7
Other	83	435	3	3	5.3
<b>Top 3 accommodation</b>					
Hotel, motel, serviced apartment	1 532	5 617	48	42	3.7
Property of friends or relatives	846	3 248	27	24	3.8
Rented house, apartment, flat or unit	544	2 889	17	22	5.3
<b>Transport</b>					
Air	1 103	6 032	35	45	5.5
Drive	1 940	6 773	61	51	3.5
Other	160	473	5	4	3.0
<b>Experiences</b>					
Culture and heritage	276	-	9	-	-
Nature based	437	-	14	-	-
Indigenous	np	-	np	-	-
Food and wine	2 106	-	66	-	-
<b>Top 3 information sources</b>					
Internet	1 627	6 919	51	52	4.3
Previous visit	471	1 981	15	15	4.2
Friends or relatives	461	1 881	14	14	4.1
<b>Top 3 visitor origins</b>					
Qld	1 460	3 775	46	28	2.6
NSW	955	4 696	30	35	4.9
Vic	498	2 878	16	22	5.8
<b>Lifecycle groups</b>					
Young/midlife single	564	2 517	18	19	4.5
Young/midlife couple, no kids	428	1 391	13	10	3.3
Parent	1 220	4 653	38	35	3.8
Older working	453	1 676	14	13	3.7
Older non-working	515	3 064	16	23	6.0
<b>Total domestic overnight</b>	<b>3 180</b>	<b>13 300</b>	<b>100</b>	<b>100</b>	<b>4.2</b>
<b>Total all visitors (including day visitors)</b>	<b>9 927</b>	<b>21 173</b>	<b>100</b>	<b>100</b>	<b>2.1</b>
<b>International</b>					
Surfers Paradise	471	2 984	60	38	6.3
Broadbeach-Mermaid Beach	92	892	12	11	9.7
Coolangatta	28	278	4	4	9.8
Holiday	617	3 947	79	50	6.4
Visiting friends/relatives	124	1 505	16	19	12.2
Business	32	154	4	2	4.8
Education	20	1 742	3	22	87.7
Other	9	526	1	7	60.8
Rented house, apartment, flat or unit	98	2 661	12	34	27.2
Property of friends or relatives	130	1 818	16	23	14
Hotel, motel, serviced apartment	446	1 817	57	23	4.1
Air	205	1 513	26	19	7.4
Drive	260	3 173	33	40	12.2
Other	357	3 187	45	40	8.9
Culture and heritage	396	-	50	-	-
Nature based	580	-	74	-	-
Indigenous	105	-	13	-	-
Food and wine	710	-	90	-	-
Internet	375	3 910	48	50	10.4
Travel agent	281	2 210	36	28	7.9
Friends or relatives	238	2 879	30	37	12.1
NZ	205	2 173	26	28	10.6
Japan	111	1 009	14	13	9.1
China	94	503	12	6	5.4
Young/midlife single	260	3 868	33	49	14.9
Young/midlife couple, no kids	133	1 057	17	13	7.9
Parent	213	1 344	27	17	6.3
Older	179	1 601	23	20	9.0
<b>Total international</b>	<b>786</b>	<b>7 873</b>	<b>100</b>	<b>100</b>	<b>10.0</b>

# Regional expenditure

## Domestic day

### Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
195	19	128	260	51	28	681

### Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	427	68	3 732	115
Visiting friends/relatives	113	18	1 461	77
Business	np	np	np	np
Other	np	np	np	np

## Domestic overnight

### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
801	735	226	109	147	323	245	27	30	2 669

### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights
Holiday	1 886	79	1 957	9 157	964	5
Visiting friends and relatives	310	13	814	2 812	381	3
Business	161	7	331	897	487	3
Other	np	np	np	np	np	np

### Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights
Intrastate	661	28	1 460	3 775	453	3
Interstate	1 727	72	1 720	9 525	1 004	6
Total expenditure	2 389	100	3 180	13 300	751	4

## International

### Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
1 034	352	5	34

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

## Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses  (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large				
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)				
Tourism Characteristic Industries	870	651	333	27	1 881	1 779	3 660	
Tourism Connected Industries	4 368	2 073	858	51	7 350	8 589	15 939	
Total Tourism Characteristic and Connected Industries	5 238	2 724	1 191	78	9 231	10 368	19 599	

## Accommodation supply<sup>(a b)</sup>

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	203	8 094	65.5	487
Caravan parks	18	222	73.3	36

### Key

np Not published due to reliability concerns.

\*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 - Glossary* at [www.ret.gov.au/tra](http://www.ret.gov.au/tra). Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Data in this profile are based on the Australian Bureau of Statistics' Statistical Local Area to Tourism Region concordances, and may not reflect Qld Regional Tourism Organisation boundaries.

### Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

### Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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Image: Horseshoe Bay, Magnetic Island, Queensland  
Courtesy of Tourism Queensland

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