



Regional Tourism Profiles 2008/09

Queensland

Sunshine Coast region



In 2008/09:

- \$2.2 billion was spent by visitors in the region – 74% was by domestic overnight visitors
- A total of 7.2 million visitors went to the region – 64% were domestic day visitors
- 11.4 million nights were spent in the region – 81% were by domestic overnight visitors

In June 2007, there were more than 9,100 tourism-related businesses in the region:

- 50% were non-employing businesses
- 43% were micro or small businesses

Sunshine Coast region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	374	4 620	-	-	81	-
Domestic overnight	1 654	2 300	9 233	4	719	179
International	206	253	2 169	9	812	95



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to Sunshine Coast region

Domestic overnight		International									
Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay		
'000	'000	%	%	Nights	'000	'000	%	%	Nights		
Top 3 SLAs visited*											
Noosa-Noosaville	571	2 513	25	27	4.4	Noosa-Noosaville	126	781	50	36	6.2
Caloundra North	428	1 577	19	17	3.7	Mooloolaba	38	321	15	15	8.4
Mooloolaba	240	1 042	10	11	4.3	Caloundra North	30	174	12	8	5.9
Purpose of visit											
Holiday	1 465	6 896	64	75	4.7	Holiday	198	1 201	78	55	6.1
Visiting friends/relatives	654	1 894	28	21	2.9	Visiting friends/relatives	50	475	20	22	9.5
Business	130	323	6	3	2.5	Business	5	48	2	2	9.9
Other	59	np	3	np	np	Education	6	363	2	17	61.8
Other						Other	np	np	np	np	np
Top 3 accommodation											
Rented house, apartment, flat or unit	461	2 880	20	31	6.2	Property of friends or relatives	54	543	21	25	10.1
Hotel, motel, serviced apartment	778	2 601	34	28	3.3	Rented house, apartment, flat or unit	30	508	12	23	16.8
Property of friends or relatives	742	2 340	32	25	3.2	Hotel, motel, serviced apartment	83	418	33	19	5.1
Transport											
Air	396	2 537	17	27	6.4	Air	30	299	12	14	9.9
Drive	1 869	6 533	81	71	3.5	Drive	158	1 140	62	53	7.2
Other	np	np	np	np	np	Other	78	731	31	34	9.3
Experiences											
Culture and heritage	163	-	7	-	-	Culture and heritage	154	-	61	-	-
Nature based	506	-	22	-	-	Nature based	212	-	84	-	-
Indigenous	np	-	np	-	-	Indigenous	63	-	25	-	-
Food and wine	1 495	-	65	-	-	Food and wine	242	-	95	-	-
Top 3 information sources											
Internet	956	4 045	42	44	4.2	Internet	140	1 134	55	52	8.1
Previous visit	419	2 299	18	25	5.5	Friends or relatives	91	742	36	34	8.1
Friends or relatives	240	1 144	10	12	4.8	Travel agent	69	492	27	23	7.1
Top 3 visitor origins											
Qld	1 664	5 128	72	56	3.1	NZ	75	549	30	25	7.3
NSW	337	1 825	15	20	5.4	UK	58	417	23	19	7.2
Vic	203	1 668	9	18	8.2	Germany	19	194	7	9	10.3
Lifecycle groups											
Young/midlife single	449	1 558	20	17	3.5	Young/midlife single	92	984	36	45	10.7
Young/midlife couple, no kids	267	701	12	8	2.6	Young/midlife couple, no kids	38	242	15	11	6.4
Parent	870	3 522	38	38	4.0	Parent	36	258	14	12	7.2
Older working	359	1 204	16	13	3.4	Older	88	686	35	32	7.8
Older non-working	344	2 129	15	23	6.2						
Total domestic overnight	2 300	9 233	100	100	4.0	Total international	253	2 169	100	100	8.6
Total all visitors (including day visitors)	7 173	11 403	100	100	1.6						

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
127	7	105	98	20	17	374

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	246	71	2 903	85
Visiting friends/relatives	43	12	1 011	43
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									
580	469	115	48	106	216	42	58	6	1 654

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights
Holiday						
1 183	81	1 465	6 896	807	171	5
Visiting friends and relatives						
211	14	654	1 894	322	111	3
Business						
np	np	np	np	np	np	np
Other						
np	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						
810	55	1 664	5 128	487	158	3
Interstate						
654	45	636	4 105	1 029	159	6
Total expenditure						
1 464	100	2 300	9 233	637	159	4

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
206	110	1	53

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

Tourism businesses 2006/07

	Employing businesses					Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large	Total		
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)	employing		
Tourism Characteristic Industries	465	423	201	3	1 092	789	1 881
Tourism Connected Industries	1 989	1 089	393	24	3 495	3 813	7 308
Total Tourism Characteristic and Connected Industries	2 454	1 512	594	27	4 587	4 602	9 189

Accommodation supply^(a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	183	2 351	56.7	200
Caravan parks	28	165	65.3	28

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. 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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Courtesy of Tourism Queensland

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