

A wide-angle landscape photograph capturing a sunset over a valley. In the foreground, a person stands on a rocky outcrop, looking out over a lush green valley. The middle ground features rolling hills, some with terraced fields, and a small cluster of buildings. In the background, a prominent mountain peak is silhouetted against the bright sun, which is low on the horizon, creating a lens flare effect. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue.

Queensland and Regional Tourism Performance / Outlook

The logo for the Sunshine Coast, featuring a stylized sun with rays above the text.

Sunshine Coast
Queensland Naturally refreshing

Queensland Tourism Snapshot

Overnight visitors **↑ 2.82%** to **22.6m**

Overnight visitor expenditure **↑ 5.15%** to **\$19.8bn**

3.4% ↑ in domestic visitor expenditure

10.6% ↑ in international visitor expenditure

Domestic growth driven by the holiday sector

Internationally, China remained Queensland's largest source market in terms of visitor expenditure (**\$1.1bn**) and visitor numbers (**485k**)



A scenic photograph of a beach with a lifeguard stand and a lifeguard in the distance, under a clear blue sky. The title 'Sunshine Coast Snapshot' is overlaid in large black font.

Sunshine Coast Snapshot

Domestic

Overnight Visitors **↑ 13.5%** on PY to **3.25m**

Visitor Nights **↑ 7.7%** on PY to **11.75m**

Overnight Visitor Expenditure **↑ 14.4%** on PY to **\$2.063bn**

Day trip visitors **↑ 12.5%** to **6.15m**

Record **1m+** passengers through Sunshine Coast Airport

International

Visitors **↑ 6.4%** on PY to **272k**

Visitor Nights **↑ 21%** on PY to **2.983m**

Visitor Expenditure **↑ 45.2%** on PY to **\$266.5m**

Average length of stay increased to **11.0 days**

Emerging **China** market with visitors **↑ 70.2%**

USA visitors **↑ 44.1%**

Economic Impact

Total **\$2.33bn** direct tourism spend generates an additional **\$2.5bn** economic activity in non tourism business

Direct tourism spend up by **\$335m** and indirect non tourism business spend estimated to be up by **\$300m** on 2015 results

\$4.83bn total economic activity estimated to generate **35,000** FTE jobs, **5,200** more jobs than the same time last year.






Tourism Outlook

Prospects for Australian tourism sector continue to strengthen:

Domestic visitors forecast to  3.3% p.a. on average over the next 3 years

International visitors forecast to  6.3% p.a. on average over the next 3 years

India expected to  13%

China & Indonesia expected to  10%

US expected to  7%

A scenic photograph of a sunset over a mountain range. The sun is low on the horizon, casting a warm orange and yellow glow across the sky. The mountains are silhouetted against the bright light, with some peaks appearing as dark shapes against the lighter sky. The overall mood is peaceful and natural.

Challenges & Priorities 2017/18

Challenges

- Drive market comprises 75% of our domestic visitation however inadequate road infrastructure constrains future growth in this market. Traffic congestion on major feeder roads also negatively impacts visitor experience.
- Destination awareness whilst significantly improved is not at optimal levels
- Gold Coast has repositioned its brand to compete more closely with the Sunshine Coast experience

Priorities

- Increase awareness and demand offshore in line with the expansion of the Sunshine Coast Airport
- Develop tourism products and experiences within the region
- Build mid-week visitation through Business Events and international readiness

Questions



Thank You



David Ryan
Chairman, Visit Sunshine Coast
www.visitsunshinecoast.com

 **Sunshine Coast**
Queensland Naturally refreshing