



## Regional Tourism Profile for Gold Coast 2012/13

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### Visitors to Gold Coast

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	716	7,401	np	np	97	np
Domestic overnight	3,104	3,664	14,790	4	847	210
International	856	778	7,631	10	1,100	112

## Domestic overnight visitor profile

	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights
<b>Top 3 SA2s visited*</b>					
31270 Surfers Paradise	855	3,589	23	24	4
31227 Mermaid Beach - Broadbeach	608	2,456	17	17	4
31230 Coolangatta	356	1,487	10	10	4
<b>Purpose of visit</b>					
Holiday	2,207	10,281	60	70	5
Visiting friends/relatives	1,026	3,326	28	22	3
Business	363	902	10	6	2
Other	90	241	2	2	3
<b>Top 3 accommodation</b>					
Hotel, resort, motel or motor Inn	1,661	6,245	45	42	4
Home of friend or relative	1,086	3,626	30	25	3
Rented house, apartment, flat or unit	648	3,487	18	24	5
<b>Transport</b>					
Air	1,232	6,665	34	45	5
Drive	2,275	7,236	62	49	3
Other	205	848	6	6	4
<b>Experiences</b>					
Culture and heritage	331	np	9	np	np
Nature based	529	np	14	np	np
Indigenous	np	np	np	np	np
Food and wine	2,552	np	70	np	np
<b>Top 3 information sources</b>					
Internet	1,938	8,041	53	54	4
Previous visit	892	3,611	24	24	4
Friends or relatives	512	2,033	14	14	4
<b>Top 3 visitor origins</b>					
Qld	1,747	4,545	48	31	3
NSW	1,125	5,215	31	35	5
Vic	497	3,213	14	22	6
<b>Travel party type</b>					
Travelling alone	559	1,678	15	11	3
Adult couple	993	4,127	27	28	4
Family group	1,302	5,909	36	40	5
Friends or relatives	694	2,731	19	18	4
Business associates	97	251	3	2	3
Other	np	np	np	np	np
<b>Total domestic overnight</b>	<b>3,664</b>	<b>14,790</b>	<b>100</b>	<b>100</b>	<b>4</b>

## International visitor profile

	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights
<b>Top 3 SA2s visited*</b>					
31270 Surfers Paradise	297	1,945	38	25	7
37315 Gold Coast Region nfd	243	1,640	31	21	7
31227 Mermaid Beach - Broadbeach	70	529	9	7	8
<b>Purpose of visit</b>					
Holiday	598	3,665	77	48	6
Visiting friends/relatives	129	1,954	17	26	15
Business	38	253	5	3	7
Education	17	1,402	2	18	84
Other	11	357	1	5	33
<b>Top 3 accommodation</b>					
Hotel, resort, motel, motor Inn	442	1,560	57	20	4
Home of friend or relative	143	2,278	18	30	16
Rented house / apartment / unit / flat	96	2,608	12	34	27
<b>Transport</b>					
Air	278	1,855	36	24	7
Drive	252	3,326	32	44	13
Other	275	2,450	35	32	9
<b>Experiences</b>					
Culture and heritage	390	np	10	np	np
Nature based	587	np	9	np	np
Indigenous	128	np	9	np	np
Food and wine	715	np	10	np	np
<b>Top 3 information sources</b>					
Internet	412	4,369	55	56	11
Friends/relatives	221	2,595	30	33	12
Travel Agent	201	2,109	27	27	11
<b>Top 3 visitor origins</b>					
China	184	970	24	13	5
New Zealand	172	1,853	22	24	11
United Kingdom	58	638	7	8	11
<b>Travel party type</b>					
Travelling alone	281	4,181	36	55	15
Adult couple	205	1,692	26	22	8
Family group	138	954	18	13	7
Friends or relatives	117	690	15	9	6
Business associates	np	np	np	np	np
<b>Total international</b>	<b>778</b>	<b>7,631</b>	<b>100</b>	<b>100</b>	<b>10</b>
<b>Total all visitors (incl. day visitors)</b>	<b>11,843</b>	<b>22,421</b>	<b>100</b>	<b>100</b>	<b>2</b>

## Visitor expenditure 2012/13

### Domestic day visitors

#### *Expenditure by item*

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
			\$ million			
247	12	153	198	75	30	716

#### *Destination expenditure by purpose of visit*

	Expenditure \$ million	Share of %	Visitors '000	Expenditure \$
Holiday/leisure	490	71	4,417	111
Visiting friends and relatives	113	16	1,892	60
Business	44	6	649	68
Other	43	6	443	96

### Domestic overnight visitors

#### *Expenditure by item*

	\$ million
Accommodation	944
Food and drink	863
Airfares	267
Other transport fares	147
Fuel	160
Shopping	406
Entertainment	206
Other	35
Packages	38
Total expenditure	3,104

#### *Destination expenditure by purpose of visit*

	Expenditure \$ million	Share of expenditure %	Visitors '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$
Holiday/leisure	2,090	76	2,211	10,321	945	203
Visiting friends and relatives	389	14	1,026	3,326	379	117
Business	231	8	363	902	636	256
Other	np	np	np	np	np	np

#### *Destination expenditure by origin (intrastate/interstate)*

Expenditure	Expenditure \$ million	Share of expenditure %	Visitors '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$
Intrastate	861	31	1,747	4,545	493	189
Interstate	1,888	69	1,917	10,246	985	184
Total destination expenditure	2,748	100	3,664	14,790	750	186

### International visitors

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

Total expenditure	AFB expenditure \$ million	Share of AFB expenditure %	AFB share of region expenditure %
856	323	4	38

## Tourism businesses 2011/12

Employing businesses

					Non- employing businesses	Total businesses
Micro	Small	Medium	Large	Total employing		
(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)		(includes owner/ manager)	
2,381	1,543	739	24	4,687	4,419	9,106

## Accommodation supply March to June quarter 2013

	Establishments	Employees	Occupancy rate	Takings from accomm. \$ '000
	No.	No.	%	
Hotels, motels and serviced apartments with 15 or more rooms	152	6,655	58	115,530

### Key:

Base: All visitors aged 15 and over.

np: Not published due to reliability concerns.

The number of businesses by tourism region by tourism characteristic and connected industries is estimated by the ABS using postcodes to Statistical Area Level 2 (SA2) to Tourism Regions concordances.

Accommodation supply 'Establishments' and 'Employees' are measured at the June quarter 2013.

### Sources:

*Visitor profile & regional expenditure:*

Tourism Research Australia, 2013, National Visitor Survey and International Visitor Survey year ending June 2013, Tourism Research Australia, Canberra

Tourism Research Australia expenditure allocation method applied to 2013 National Visitor Survey and International Visitor Survey data.

*Tourism businesses:*

Tourism Research Australia, 2013, Tourism businesses in Australia June 2010- June 2012, Tourism Research Australia, Canberra.

*Accommodation supply:*

Australian Bureau of Statistics, Survey of Tourist Accommodation, March quarter 2013 - June quarter 2013 (ABS Cat. No. 8635.0), ABS, Canberra.