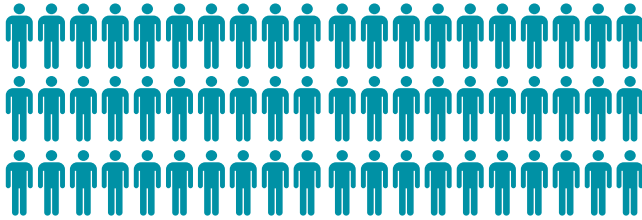


# DIGITAL CITY INSIGHTS

## Gold Coast Economic Outlook

10 – 12 July 2020

### VISITOR NUMBERS



**187,146**

TOTAL DOMESTIC VISITORS

**54,655**

DAY TRIPS

**69,669**

OVERNIGHT STAYS

**415,834**

SHORT STAYS (1–4 HOURS)

### MOST VISITED PRECINCTS

SURFERS PARADISE	7.0%
ORMEAU – YATALA	6.3%
MERMAID BEACH - BROADBEACH	5.0%
SOUTHPORT – NORTH	5.0%
COOLANGATTA	4.4%

### ECONOMIC VALUE\*

Economic value of visitors to the Gold Coast during this period.

**\$19,983,222.16**

TOTAL ECONOMIC VALUE

### WHERE ARE OUR DOMESTIC VISITORS FROM?



#### Top 5 drive markets to the Gold Coast

LOGAN/BEAUDESERT	22.7%
RICHMOND VALLEY/TWEED	12.9%
BRISBANE SOUTH	10%
IPSWICH	6.8%
BRISBANE INNER CITY	6.7%

### INSIGHTS

The Queensland border was reopened on **Friday 10 July** as the State eased restrictions.

**187,146** people visited the Gold Coast from **10 – 12 July**, contributing to a total of **540,158** stays.

This weekend saw a **24% increase** in overnight visits compared to the previous weekend.

There was an **11%**, or **\$2.0 million**, increase in economic value compared to the previous weekend.



\* Figures have been calculated using Tourism Research Australia's definition and average expenditure calculations of a day trip and overnight stays. Source: DSpark.