

DIGITAL CITY INSIGHTS

Easter long weekend (10 – 13 April 2020)

VISITATION NUMBERS



MOST VISITED PRECINCTS

ORMEAU/YATALA	21%
COOMERA/UPPER COOMERA	12%
CURRUMBIN	8%
COOLANGATTA	8%
SURFERS PARADISE	5%

INSIGHTS

In 2019, the Easter long weekend on the Gold Coast had a total of **25,736** international visitors arriving from **61** different countries. In 2020, the Easter long weekend on the Gold Coast saw **7557** international visitors from only **37** countries.

WHERE ARE OUR DOMESTIC VISITORS FROM?



Top 5 drive markets to the Gold Coast

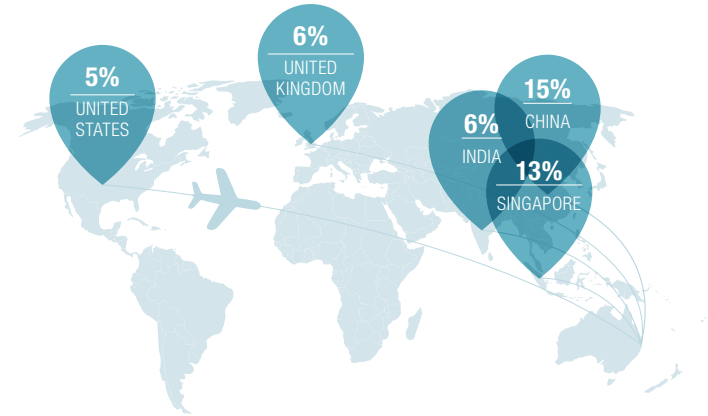
LOGAN	8%
JIMBOOMBA	6.5%
TWEED HEADS	4.5%
BEAUDESERT	2.9%
BANORA POINT	2.8%



Top 5 international markets to the Gold Coast

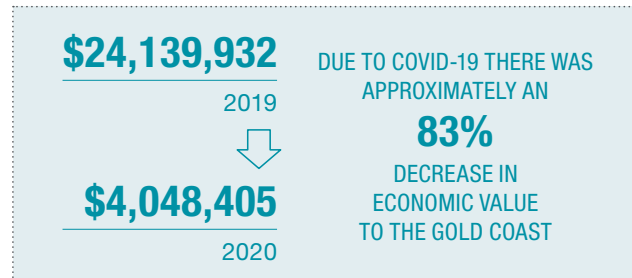
N/A DUE TO COVID

WHERE ARE OUR INTERNATIONAL VISITORS FROM?



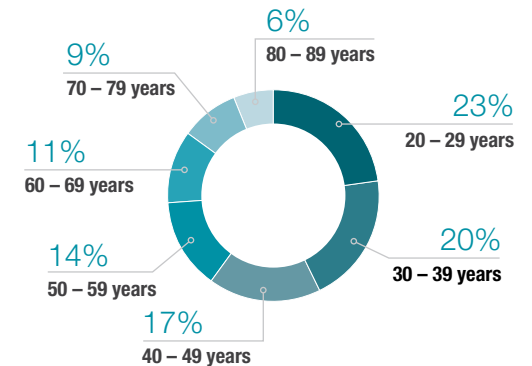
ECONOMIC VALUE*

Economic value of visitors to the Gold Coast over the Easter weekend.



Over the Easter long weekend in 2020, a total of **33,183** visitors to the Gold Coast spent between 1-4 hours visiting the Gold Coast. With a total of **11,307** day trippers spending more than 4 hours on the Gold Coast and **11,505** who stayed overnight.

DOMESTIC VISITOR AGE GROUPS



In 2020, there was an estimated **83%** drop in tourism's economic value to the Gold Coast due to the decrease in visitor numbers to the city over the Easter long weekend. This equates to an approx **\$20,091,527** decrease in economic value.

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