

GOLD COAST - AUSTRALIA

MARKET RESEARCH



September 2017

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INTRODUCTION

This research paper presents an overview of the city of Gold Coast's market, and more specifically, the tourism industry. The document is structured in 2 main sections each covering different aspects of the market:

1. **Local Domestic Market** – the purpose of this section is to give a general overview of the Gold Coast domestic market. Key questions answered in this part are the material changes in the local market dynamics such as street changes, infrastructure changes and new infrastructure, Population dynamics and demographics, new hotel openings and hotels' upgrades and makeovers, occupancy ratios of hotels, services hotels offer to customers, etc. Furthermore, construction areas in the city are identified and listed, as well as ratios of home ownership and motor vehicle ownership. The dining habits and eating out the frequency of Gold City's residents are dissected and presented. Small business statistics are identified, such as local businesses, local employment, and unemployment rates. Lastly, the plans for the Spit, a place with most of the Gold Coast's public parklands, are overviewed.

2. **Local and Travel Offshore/International Tourism** – the second section of the research gives an overview of the tourism industry in Gold Coast, its size, growth, and market share. Key markets are identified, passenger movements and busy/quiet times of the year are identified. Lastly, the treatment for the 2018 Commonwealth Games scheduled to start in the summer of 2018 on the Gold Coast, is analyzed and plans of the government are revealed.

This research has been made for a retail consulting company currently working with a Gold Coast based shopping center. The aim of the research is to assist in the shopping center's efforts to improve its performance.

LOCAL DOMESTIC MARKET

MATERIAL CHANGES IN THE LOCAL MARKET DYNAMICS

The most significant change in infrastructure came with the development of the [Gold Coast Light Rail](#), also known as G:Link. G:link is a light rail system serving the Gold Coast. The system forms part of the Translink's South East Queensland public transport network and consists of a single 13-kilometre line of sixteen station. The line opened on 20 July 2014. Currently, the [Gold Coast Light Rail Stage 2](#) is underway. Stage 2 will connect the existing light rail system at Southport to heavy rail at the Helensvale station. The 7.3km route runs from Helensvale heavy rail station adjacent to the Gold Coast Line, then adjacent to the Smith Street Motorway to connect with Stage 1 at the Gold Coast University Hospital light rail station. The reference design includes 3 new stations at Helensvale, Parkwood and Parkwood East. It also includes a new 1000 car space park 'n' ride facility at Parkwood station and a 400 space expansion of the existing park 'n' ride facility at Helensvale station. Stage 2 is expected to be fully operational in February 2018.

Besides the public light rail, the mayor of the coastal city has [announced](#) that investments worth \$10 billion will be made for new and upcoming infrastructure. At the [focus](#) of the developments will be traffic light synchronization, reducing congestion on local roads, light rail direct to the airport, and improved east-west bus timetables.

POPULATION DYNAMICS AND DEMOGRAPHICS

In recent years, South East Queensland (SEQ) has been one of the fastest growing regions in Australia and this trend has largely been driven by the growth of the Gold Coast from a strip of coastal villages and towns into a 21st-century urban region. According to the [2011 census](#) statistics, there were 494,501 total persons living in Gold Coast, while the [2016 census](#) has revealed the number of total persons to be 569,997. This is an increase of 13.2%, greater than the population growth in Australia as a whole, which is 8%. The areas with the largest growth on the Gold Coast were Upper Coomera – Willow Vale, Pimpama, and Southport. Pimpama had the fastest growth of all (up by 20%).

Demographics, cultural diversity and ethnicity haven't changed much since the 2011 census. In 2016, the median age was 39. 1.7% were Aboriginal and/or Torres Strait Islander people. 45.6% of people aged 15 or older were married and 14.4% were either divorced or separated. 35.1% were never married.

Registered marital status People aged 15 years and over	Gold Coast	%	Queensland	%	Australia	%
Married	212,844	45.6	1,776,920	46.9	9,146,218	48.1
Separated	17,176	3.7	134,953	3.6	808,059	3.2
Divorced	49,884	10.7	354,362	9.3	1,826,890	8.5
Widowed	23,127	5.0	184,671	4.9	985,204	5.2
Never married	163,629	35.1	1,340,560	35.4	6,568,910	35.0

30.5% of people were attending an educational institution. Of these, 25.8% were in primary school, 19.9% in secondary school and 20.9% in a tertiary or technical institution.

Education	Gold Coast	%	Queensland	%	Australia	%
Preschool	7,880	4.4	58,634	3.9	347,621	4.8
Primary - Government	30,968	17.3	276,468	19.1	1,314,787	18.2
Primary - Catholic	5,958	3.4	73,844	5.1	380,604	5.2
Primary - other non Government	8,959	5.1	50,202	3.5	231,400	3.2
Secondary - Government	20,711	11.9	178,138	12.2	827,505	11.5
Secondary - Catholic	4,390	2.5	53,000	4.1	330,304	4.7
Secondary - other non Government	9,507	5.5	50,927	4.1	200,618	3.5
Technical or further education institution	10,350	6.0	76,992	5.3	424,009	5.9
University or tertiary institution	25,864	14.9	213,421	14.8	1,160,626	16.1
Other	5,122	2.9	37,517	2.6	198,383	2.8
Not stated	48,414	26.7	380,888	28.0	1,707,023	23.7

The most common ancestries in Gold Coast (Statistical Area Level 4) were English 29.3%, Australian 22.5%, Irish 8.2%, Scottish 7.5% and German 3.6%.

Language, top responses (other than English)	Gold Coast	%	Queensland	%	Australia	%
Mandarin	5,300	1.8	69,474	1.5	596,711	2.5
Japanese	5,015	1.0	16,077	0.4	55,906	0.2
Korean	3,480	0.8	19,670	0.4	108,997	0.6
Spanish	3,148	0.8	21,036	0.4	140,817	0.6
Cantonese	2,896	0.8	24,930	0.6	200,943	1.3
English only spoken at home	459,298	90.6	3,020,032	81.2	17,020,417	72.7
How often do you speak a non-English language at home?	33,068	14.8	242,052	18.8	1,971,611	22.2

Respondents had the option of reporting two ancestries on their Census form, and this is captured by the Ancestry Multi Response (ANCP) variable used in this table. Calculated percentages represent a proportion of total reported ancestry responses in Gold Coast (Statistical Area Level 4), and therefore the total responses count will not equal the persons count.

Ancestry, top responses	Gold Coast	%	Queensland	%	Australia	%
English	230,048	29.0	1,791,989	27.5	7,062,224	26.0
Austrian	176,724	22.5	1,649,284	25.3	7,298,243	23.3
Irish	64,469	8.2	664,334	8.7	2,388,068	7.6
Scottish	58,662	7.5	436,848	7.5	2,023,470	6.4
German	20,137	3.6	296,387	4.5	982,226	3.1

In Gold Coast (Statistical Area Level 4), 64.0% of people were born in Australia. The most common countries of birth were New Zealand 7.9%, England 5.2%, China (excludes SARs and Taiwan) 1.2%, South Africa 1.2% and Japan 0.7%.

Country of birth	Gold Coast	%	Queensland	%	Australia	%
Australia	354,733	64.0	3,343,667	71.1	16,614,036	66.7
Other top responses						
New Zealand	44,960	7.9	301,706	4.3	618,486	2.2
England	29,792	5.2	130,775	3.8	307,570	3.0
China (excludes SARs and Taiwan)	6,382	1.2	47,114	1.0	509,556	2.2
South Africa	6,324	1.2	10,131	0.9	162,416	0.7
Japan	4,269	0.7	12,402	0.3	42,421	0.2

80.6% of people only spoke English at home. Other languages spoken at home included Mandarin 1.6%, Japanese 1.0%, Korean 0.6%, Spanish 0.6% and Cantonese 0.5%.

The median weekly personal income for people aged 15 years and over was \$665.

Median weekly income People aged 15 years and over	Gold Coast	%	Queensland	%	Australia	%
Personal	665	--	650	--	662	--
Family	1,655	--	1,651	--	1,734	--
Household	1,404	--	1,402	--	1,438	--

Things were similar in 2011. The median age was 37. The most common countries of birth (other than Australia) were New Zealand with 9.2% and the UK with 7.1%, a situation very similar with that of 2016. Among the top languages spoken at home were Japanese with 9.3% out of the residents who speak a language other than English at home, Mandarin with 8.4%, Korean with 5.5%, and Cantonese and Italian with 4.8% each.

Top 10 overseas countries of birth			Top 10 languages spoken at home		
	Persons	%		Persons	%
New Zealand	42,545	9.2	Japanese	4,727	9.3
United Kingdom	32,657	7.1	Mandarin	4,252	8.4
South Africa	5,881	1.3	Korean	2,784	5.5
Japan	3,672	0.8	Cantonese	2,448	4.8
China (excl. SARs and Taiwan)	3,417	0.7	Italian	2,436	4.8
Philippines	2,994	0.7	German	2,313	4.6
Germany	2,925	0.6	Spanish	2,131	4.2
India	2,675	0.6	French	1,784	3.5
Korea, Republic of (South)	2,565	0.6	Arabic	1,556	3.1
United States of America	2,283	0.5	Other	7,555	14.9

(per cent of total usual residents)

(per cent of usual residents who speak a language other than English at home)

57.7% of residents had Year 11 or 12 as the highest year of school completed. 26.9% were in primary school, and 19% in secondary school and 21% were in a Tertiary institution, which again shows a very similar educational demographics with 2016.

Educational Institutions

• 147,986 usual residents attending an educational institution

	Number	%
Pre-school	6,388	4.3
Primary	39,808	26.9
Secondary	28,110	19.0
Technical or Further Education	9,655	6.5
University or other Tertiary Institution	21,176	14.3
Other type of Educational Institution	3,723	2.5

57.7% of residents
(223,813 persons)
have Year 11 or 12 or
equivalent as the
highest year of
school completed

RECENT HOTEL OPENINGS, UPGRADES, AND REFURBISHMENTS

Gold Coast is the home of a lot of hotels and resorts and with the Commonwealth Games approaching, new hotel openings and hotel upgrades are largely taking place. One such hotel is the luxury Jupiter's Hotel and Casino, which invested in a \$345 million makeover that is set to finish by the time the Commonwealth Games start in 2018. The upgrade includes a world-class penthouse, deluxe executive rooms, ocean terrace suites, an upgraded pool and a six star 17-storey all-suites hotel to boot.

Banyan Tree, a Singaporean brand that has invested in a luxury \$150 million private residence in Brisbane, has also acquired real-estate at Surfers Paradise on the Gold Coast to develop [the Cassia Northpoint project](#), a landmark 426-apartment complex over two towers, plus at least 20 six-star

Banyan Tree homes with some spanning two levels. Cassia Northpoint residents also will have access to a rooftop pool and restaurants, under plans by DBI group.

Another ambitious project comes from the company [Aquis Australia](#) which has unveiled plans for a new \$440 million hotel on a prime beachfront position in Surfers Paradise. The project is planned for the site of the current Pacific Point apartment complex and adjoining properties at 3464-3466 Main Beach Parade. The current tower will be demolished to make way for a 48-storey complex that will include 580 hotel rooms and suites as well as the Gold Coast's premier dining and entertainment facilities. Aquis Australia Chairman Tony Fung said the project is the only new, large-scale hotel currently planned for South East Queensland not linked to an integrated resort/casino project and the property would be the "first truly six-star beachfront hotel in Australia and target 'super-luxe' travelers from around the world". Aquis has also [announced](#) its plans to acquire the Sheraton Mirage beachfront Hotel and turn it into a luxury casino back in 2015, but there are no news of whether the plan is still in motion and the Aquis website does not list this property as one of its projects.

The Chinese company Dalian Wanda, owned by billionaire Wang Jianlin is currently building a \$1 billion dual-tower [development](#) in the heart of Circular Quay that is set to be finished by 2020. Besides the building of 190 luxury apartments, the project includes a 181-suite five-star hotel.

OCCUPANCY RATIOS OF HOTELS

In the year ending June 2015, total combined overnight and day trip visitation increased 5% (up 558,000 visitors) to 11,617,000 visitors. The 5-year average growth rate for total visitors to the Gold Coast was stable. Total international and domestic overnight visitation to the Gold Coast decreased by 4% (down 158,000 visitors) to 4,190,000 total overnight visitors. Of these total overnight visitors, 21% were international visitors and although the total number of overnight visitors has decreased, the number of international visitors to the Gold Coast increased 6%, with international overnight visitors has increased by 1%.

The total number of hotel rooms sold on the Gold Coast increased 4.5%, with the average occupancy rate improving 2.8 percentage points. Average revenue per available room also increased 8.5%, resulting in total hotel revenue growing by 9.1% to reach \$761.82 million.

SERVICES HOTELS OFFER TO CUSTOMERS WITH REGARDS SHOPPING

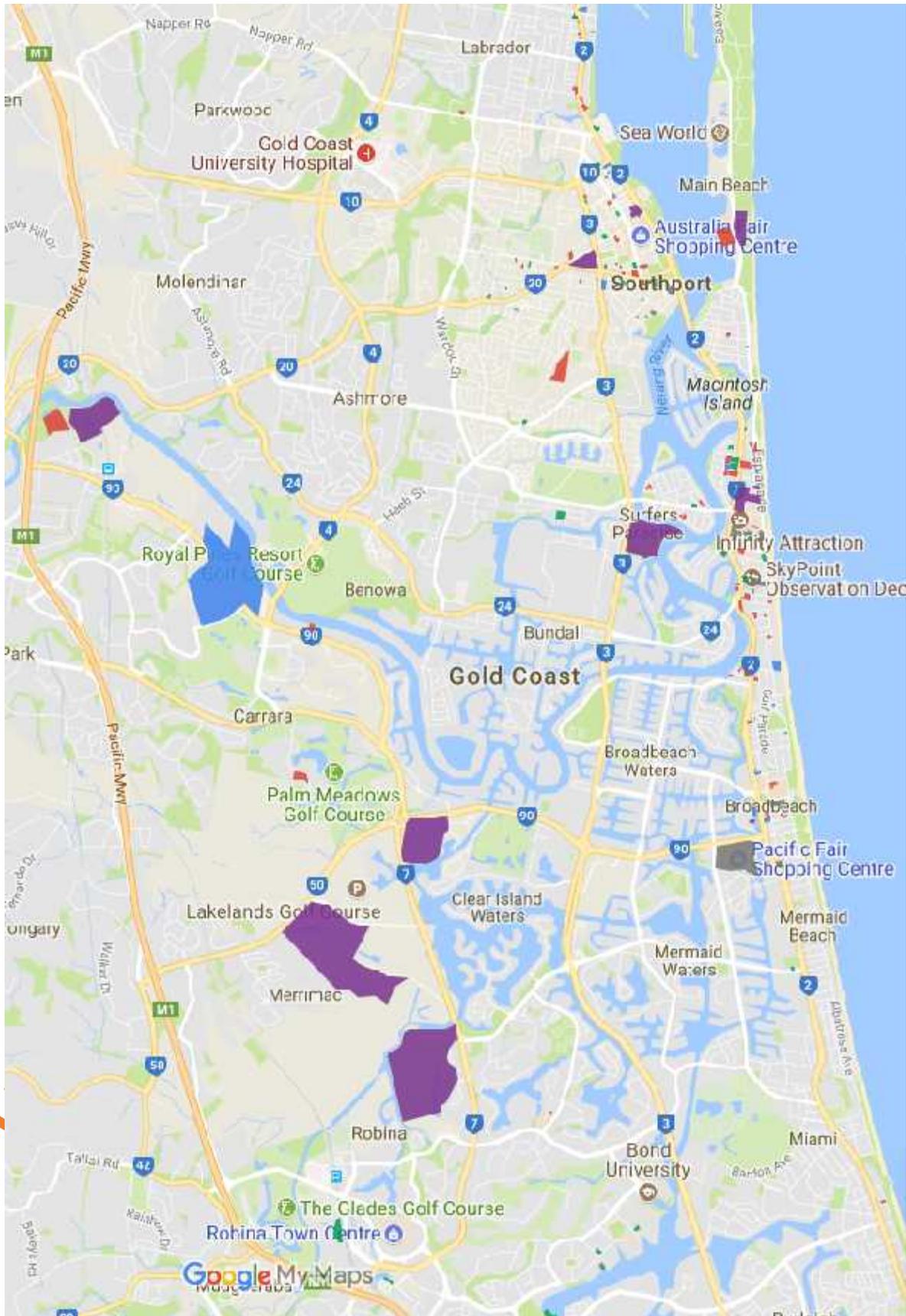
Many of the 5-star hotels offer unique shopping experiences to their guests. For example, fashion hotel Palazzo Versace offers its guests its own Versace boutique, located in the lobby level. The boutique features the very latest ready-to-wear, accessories and runway collections. For guests who want a broader range of brands, Palazzo Versace [offers a unique luxury shopping experience](#). Shoppers can make the most of the stylist and personal shopper Simone Benett-Smith's expert advice. The experience starts with a chauffeur driven trip to Pacific Fair in the hotel's Rolls-Royce Phantom. Upon arrival, shoppers are greeted by Simone Benett-Smith – stylist and personal shopper, and embark on a guided three-hour shopping spree.

[Sofitel Gold Coast Broadbeach Hotel](#) offers shuttle service from the hotel's entrance to Pacific Fair.

The [Star Gold Coast Hotel](#) (formerly Jupiter) offers its guests their "Shop like a Star" package, which includes overnight luxurious accommodation, champagne, and chocolate, 25% discount voucher for their own shop "The Star", two \$25 Pacific Fair Gift Cards and Pacific Fair Visitors Privilege Pass.

CONSTRUCTION AND AREAS OF DEVELOPMENT

Gold Coast was formed in the late 20th century by the fusion of existing seaside villages, mainly because Australians wanted retirement destinations in the Floridian style, but the city recently has transformed into an independent model with greater job depth and better connectivity to cities beyond Brisbane. The city is the fastest-growing community in Queensland and as expected, this growth is fuelling a construction boom and is a magnet for investment from governments. In May, the Gold City Council announced plans to spend more than \$50 million on a sports precinct in Pimpama, and the Queensland Government will build a new school in Coomera for 1000 students, that's set to open in 2019. The interactive [Gold Coast Development map](#) shows major proposals, approvals, and projects under construction.



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Agenda: **Red** = Proposed | **Green** = Approved | **Blue** = Under Construction | **Purple** = Master Plan Projects | **White** = Completed

The map reveals a lot of proposed developments and several approved and master plan projects.

Development sites currently under construction are:

- Jewel apartments - a beachfront location at Circular Quay by the company Dalian Wanda;
- Sapphire - a two-tower, six-star project, built by leading developer William O'Dwyer;
- Coast Broadwater - residential development in the Labrador suburb;
- Carrara Sports Precinct – upgrades to the current sports precinct in anticipation of the Commonwealth Games;
- East Quays – residential development with waterfront access located on East Quay drive. Developed by the Emandar Group;
- 26 Spindelove Ave – Residential building around 30m high with 9 floors;
- Marina Shores – 8 residential buildings with up to 16 floors with the total of 675 apartments;
- 116 The Esplanade – Residential building around 60m high with 15 floors;
- The Beach – cosmopolitan waterfront apartments located on 48 - 50 Surf Parade, developed by Anthony Moreton Group & Pryde Group;
- Qube – 180m high, a 38-floor tower for mixed use. Located on 2 - 4 Jubilee Avenue and developed by Morris Property Group;
- Jupiters Casino Hotel (Stage 1) – as mentioned before, now named Star Gold Coast Hotel. Currently undergoing substantial upgrades;
- 120 Marine Parade – residential building with 36 floors and 236 apartments, developed by BDA Architecture;
- Ruby (Stage 1) – another development by William O'Dwyer, Ruby is a four-tower Surfers Paradise integrated resort and residential apartments;
- 95 - 97 Old Burleigh Rd – small residential building with a height of 30m, 9 floors and 51 apartments;
- Imperial City – 3 mixed-use towers, with heights of 300m, 275 and 250 and 104, 85, and 75 floors respectively;

HOME/APARTMENT OWNERSHIP RATIOS AND CHANGES/ MOTOR VEHICLE OWNERSHIP TRENDS

According to the [2016 Australian Census](#), Households being purchased represent 33.6%, while households renting is 36.6%. There isn't a significant change in the housing ownership rates from the [2011 census](#) when households being purchased represented 34.6% and households renting was 35.8%. This shows that there was a slight decrease in home ownership and a slight increase in households renting an apartment.

Motor vehicle ownership was pretty high in 2016, as only 5.1% of households didn't own motor vehicle, and 18.3% of households owned 3 or more motor vehicles. The number of households without a vehicle has decreased since 2011 when 6.3% of households didn't own a motor vehicle.

Motor Vehicles

- 10,050 households have no motor vehicle
- 36,372 households have 3 or more motor vehicles

	No motor vehicle	1 motor vehicle	2 motor vehicles	3 motor vehicles
	%	%	%	%
Gold Coast	5.1	34.7	38.5	18.3
Queensland	6.0	34.2	37.4	19.0
Australia	7.5	34.8	36.2	18.1

Motor vehicles per occupied private dwelling

Motor Vehicles

- 11,361 households have no motor vehicle
- 28,960 households have 3 or more motor vehicles

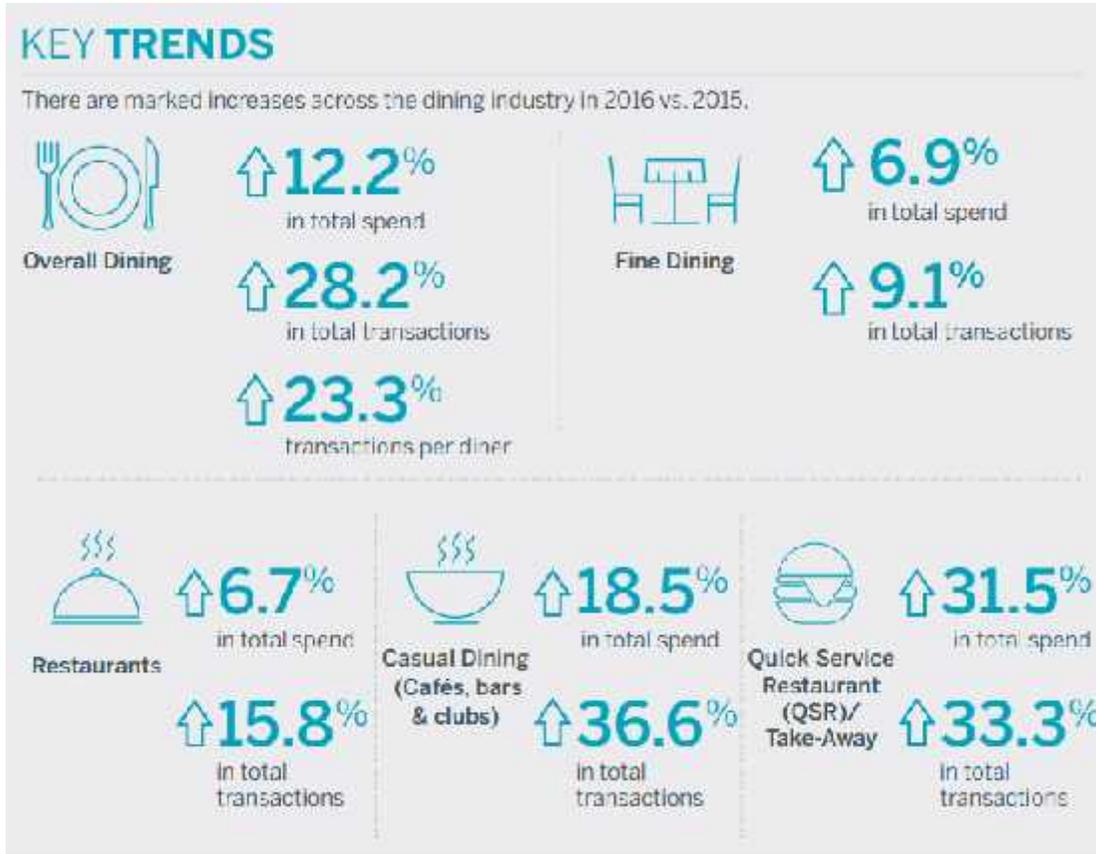
	No motor vehicles	1 motor vehicle	2 motor vehicles	3+ motor vehicles
	%	%	%	%
Gold Coast	6.3	36.0	38.7	15.9
Queensland	7.2	35.4	37.3	17.3
Australia	8.6	35.8	36.1	11.1

motor vehicles per occupied private dwelling

DINING FREQUENCY

The overall dining frequency in Australia has seen a significant growth compared to 2015, according to the American Express's industry report "[Dining Australia 2016](#)". Factors such as increased consciousness of the source and quality of ingredients, an expanding range of dining options and the influence of technology (ordering and delivery apps, tap and go payments) are behind the increase in dining frequency within Australians.

Overall Dining has increased about 12.2% in total spend. Fine dining increased for 6.9% since 2015, spending in restaurants increased for 6.7%, casual dining increased 18.5% and Fast Food Restaurants and Take-Away increased 31.5%.



Dinner enjoys 51% of all dining spend, lunch is 26%, the Early evening is 17%, and 5% is breakfast. 1% of total spend goes to night-time eaters (2 a.m. to 4 a.m.)



In 2016 Brisbane & Gold Coast diners accounted for 21% of all diners nationally with a 10% share of overall spend. The share of Diners was 7% for Fine Dining, 16% for Restaurants, 21% for Casual Dining, and 17% for Fast Food and Takeaway.



Overall spend was slightly decreased in Brisbane & Gold Coast, or 2% down. Total transactions remained the same, while the total spent in diners was up 1%. The average amount of money spent per diner was down 3%. This indicates that while total spend is down, the frequency of dining out is actually increased, but consumers are spending less money per diner.

SMALL BUSINESS STATS, EMPLOYMENT AND UNEMPLOYMENT RATES

Gold Coast City's Gross Regional Product was \$31.56 billion as of the 30th June 2016, and an increase of 4.3% from 2015. The growth in GRP is significant, especially when compared the Queensland GRP as a whole, where it only grew 1.2%. The Gold Coast economy is the fastest growing economy in all of Queensland.

Year (ending June 30)	Gold Coast City			Queensland			Gold Coast City as a % of Queensland
	GRP \$m	% change from previous year	Cumulative change	GRP \$m	% change from previous year	Cumulative change	
2016	31,554	+4.3 ▲	+173.3	312,140	+1.2	+60.5	10.11
2015	30,272	+2.0 ▲	+66.2	308,482	-0.2	+60.6	9.81
2014	29,654	+4.0 ▲	+67.0	309,059	+4.5	+68.5	9.60
2013	28,518	+1.0 ▲	+50.1	289,820	+2.0	+58.7	9.57
2012	28,058	+2.1 ▲	+53.8	288,354	+5.7	+58.7	9.72

There were 61,271 local businesses and 262,271 local jobs. The largest industry was a retail trade. The [unemployment rate](#) in Gold Coast was 4.9% in July 2017. Gold Coast has a history of changing unemployment rates, depending on the season or month, as it was the case with 2016, when the unemployment [rate](#) was 4.8% in October and it grew to 7.1% in February. Griffith University professor of economics Fabrizio Carmignani encourages business and political figures to prioritize diversifying the area's economy, which will help in creating an economy that is more resilient to shocks.

PLANS FOR THE SPIT

The proposed \$3 billion Gold Coast casino resort development on the Southport Spit has been rejected by the Queensland Government. The State Government [terminated](#) the contract with Chinese consortium ASF which had planned a five-tower development on crown land that included the casino, entertainment venues, theatres, hotels and residential apartments. A new master plan will be developed instead to set out a vision for the future of the land. But industry and a community groups are in disagreement about what the new master plan should include. Industry groups hope that the Government will encourage more development in the area which will include entertainment precinct with shops and restaurants. But Community groups such as Save Our Spit Alliance that ran a long campaign fighting against the project, are against any major developments that will harm the area's natural assets and they would like to see The Spit reserved for parkland community space. Although the details about the new master plan are yet to be developed, Premier Annastacia Palaszczuk promised that there will be height restrictions on The Spit, which would be capped at a three-storey limit and they could continue to plan for a possible cruise ship terminal on the oceanside of The Spit.

LOCAL TOURISM & TRAVEL OFFSHORE/INTERNATIONAL

TOURISM INDUSTRY SIZE AND GROWTH

The Gold Coast has topped a record 1 million international tourists in a year for the first time as of September 2016, according to the 2016 International Visitor Survey. The city outranked Brisbane by more than 200,000 visitors.

In the year ending June 2015, total international and domestic overnight visitation to the Gold Coast declined 4% to 4,190,000 visitors, of which 21% or 879,900 were international visitors, according to “Gold Coast Tourism Industry Report” for the year ending June 2015.

During the same period, day trip visitation to the Gold Coast increased by 11% to 7,427,000 trips, with the 5-year average remaining steady. Total overnight and day trip visitation increased by 5% during the year ending June 2015, while total visitor expenditure decreased 7%. This shows that while the total number of visitors has increased, expenditure is decreasing, **which indicates a shift toward the lower-value customer**. This trend is especially obvious for the year ending 2013 and the year ending 2015.

The five-year average growth rate of total international and domestic overnight visitors was flat, but the 5-year average growth rate of expenditure increased slightly by 1%.

The figure shows total visitor expenditure on the Gold Coast, revealing that the main source of income from tourism is derived from the domestic overnight market and the only growth in expenditure has been from the international market.

Year ending	Total Overnight Visitors ('000) ^b	Total Visitor Nights ('000)	Average Length of Stay (nights)	Daytrip Visitors ('000)	Total Overnight and Daytrip Visitors ('000)	Expenditure	
						Total (\$million) ^c	per Visitor (\$)
Jun-11	4,109	21,113	5.1	7,348	11,457	4,201	367
Jun-12	4,098	21,687	5.3	7,041	11,139	4,639	416
Jun-13	4,432	22,471	5.1	7,401	11,833	4,674	395
Jun-14	4,349	22,855	5.3	6,710	11,059	4,882	441
Jun-15	4,190	21,866	5.2	7,427	11,617	4,521	389
12-month Real change ^d	-159	-990	0.0	717	558	-361	-52
12-month Percentage change (%)	-4	-4	-1	11	5	-7	-12
5-year average growth (%)	0	1	0	0	0	1	1

a. All figures relate to International Visitors and Australian residents aged 15 years and over.

b. Total international and domestic overnight visitors on the Gold Coast

c. Includes package expenditure.

d. Some figures may not sum due to rounding.

Source: Tourism Research Australia, International and National Visitor Surveys

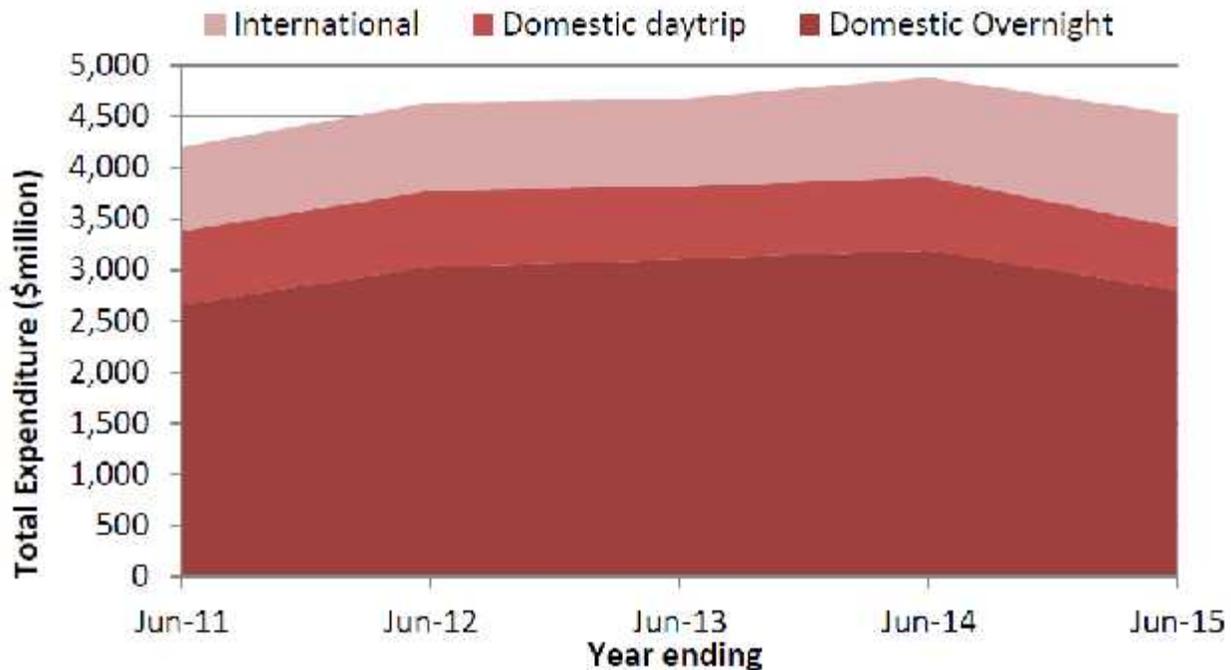
Domestic holiday visitors were the driver of the declines in overnight domestic visitation to the Gold Coast during the period with a decline of 19% to 1,764,000 visitors (or by 424,000 visitors).

Self-drive holidays accounted for much of the declines, falling by 252,000 visitors to 1,153,000 visitors (down 18%). In contrast, the Gold Coast's visiting friends and relatives (VFR) market increased 11% to 1,068,000 visitors (or by 106,000 visitors) suggesting some substitution may be occurring. Indeed, domestic overnight leisure visitors' use of commercial accommodation declined 21% to 1,578,000 visitors (or by 411,000 visitors), while use of private accommodation increased 9% to 1,277,000 visitors (or by 109,000 visitors). Domestic overnight **business visitation** to the Gold Coast increased 27% to 408,000 visitors (or by 87,000 visitors), while international business visitation decreased by 23% to 32,000 visitors.

Business confidence was high on the Gold Coast, despite the business confidence being somewhat lower in Australia as a whole. Confidence has been boosted by the strong influx of Chinese tourists, especially during Chinese New Year due to charter flights to Gold Coast Airport provided by China Southern and Cathay Pacific. The gold coast tourism industry also benefited from major events (Lions Rugby Tour, Cricket World Cup, Opera on the Beach, etc.), as well as from the strong investments into new infrastructure and products.

TOURISM MARKET SHARE

In the year ending June 2015, the Gold Coast lost market share of the domestic overnight visitor market, receiving 4% of all domestic overnight visitors (down 0.5% points) and 4.2% of domestic visitor nights in Australia (down 0.6% points). Similarly, the Gold Coast lost market share of overnight visitors total trip expenditure, receiving 5.1% in the year ending June 2015 (down 0.9% points). This share of expenditure is less than the share received by Brisbane (6.2%) but greater than that of the Sunshine Coast (3.2%) and Tropical North Queensland (3.3%)



Despite the declines in domestic market share, the Gold Coast maintains **relatively high average trip expenditure at \$841 per visitor, particularly when compared to other key regions**. Only Tropical North Queensland and Perth have higher average trip expenditures within the comparative set. The Gold Coast holds a mid-range position for average expenditure per visitor per night.

TOURISM KEY MARKETS

The Gold Coast's key international source market continues to be China, followed closely by New Zealand. The table below shows a number of international visitors on the Gold Coast by country of residence. China has had good growth during the period, recording the largest increase in visitor numbers (up 13% or 25,000 visitors). The New Zealand market remains strong, up 3% (or 5,000 visitors). The United Kingdom is 3rd on the list with a strong growth of 10%. Although Japan is 4th on the list by a number of visitors, the 12-month change showcases a steep decrease of 14%.

Country of residence	Visitors ('000)	12-month real change ('000)	12-month percentage change (%)	5-year average growth (%)	Average length of stay (nights)
China	212	25	13%	13	4.8
New Zealand	189	5	3%	1	8.4
United Kingdom	67	6	10%	1	12.6
Japan	48	-8	-14%	-10	18.8
Other Europe	46	1	2%	0	15.4
Other Countries	44	7	19%	4	18.0
Singapore	34	-8	-18%	10	6.3
United States	31	4	14%	4	11.1
Malaysia	30	-1	-3%	2	5.6
Korea	26	7	35%	-5	11.8
Germany	26	8	48%	9	9.3
India	21	0	-1%	15	10.0
Other Asia	20	1	6%	-1	16.4
Hong Kong	18	-1	-7%	1	14.5
Taiwan	19	3	21%	5	19.0
Canada	16	0	-3%	1	15.2
Scandinavia	13	2	15%	2	11.8
Total	861	50	6%	3	10.1

a. All figures relate to International Visitors aged 15 years and over.
Source: Tourism Research Australia, International Visitor Survey

PASSENGER MOVEMENT AND BUSY/QUIET MONTHS

Total passenger movements at Gold Coast Airport (OOL) amounted to 5,865,437 for the year ended June 2015, according to Griffith Institute for Tourism Research's report "Gold Coast Tourism Industry Report". This represents an increase of 2.1% compared with the previous financial year. Domestic tourism passenger movements grew by 2.8%, whereas international passenger movements decreased by 1.6%. Domestic passengers at Gold Coast airport represent 84.9% of all passenger movements. The table below shows that Gold Coast is generally popular throughout the whole year. However, the busiest months are October, December, and January, with January being the busiest. October is the most popular among domestic visitors, with 475,169 visitors, followed by January with 473,859 visitors, and December with 455,967 visitors. Among international visitors, January is the most popular month with 87,505 visitors, followed by December with 84,570.

The quietest months are May and June.



COMMONWEALTH GAMES 2018 TREATMENT

The Gold Coast Commonwealth Games is treated as Australia’s “biggest event since the Sydney Olympics”. As such, the state of Queensland is taking constructive measures to accommodate the many attendees the Commonwealth games will likely attract. New infrastructure is being planned and built, hotels are renovating and preparing for the influx of visitors (ex. The Star Gold Coast (Jupiter) resort and casino).

The premier Anastacia Palaszczuk has made a [statement](#) that Queensland is on time and on a budget to deliver the 2018 Commonwealth Games. Key planning milestones were being met with less than a year until the opening ceremony.

Premier Anastacia Palaszczuk has acknowledged that the Commonwealth Games will be a game changer for the Gold Coast and will inject billions into the State’s economy, support thousands of jobs and deliver benefits now and into the future.

All efforts are being made in showcasing the very best the Gold Coast has to offer so that they can make a lasting impression of trade, investment, and business opportunities.

Queensland is on time and on a budget to deliver the 2018 Commonwealth Games- the largest sporting event Australia has seen in a decade.

Following a tour of Commonwealth Games venues with the Tourism and Commonwealth Games Cabinet Committee today, Premier Anastacia Palaszczuk said key planning milestones were being met with just 244 days until the opening ceremony.

Key milestones achieved include:

- All competition venues are completed, while the \$550 million Commonwealth Games Village on track for completion later this year;
- More than 10,000 people including security officers, Queensland Police, Australian Federal Police and the Australian Army will be available to secure the games;
- Transport Operations Plan finalized with timetables to be released months ahead of the Games.

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