vs. last year

Queensland Country Tourism, July 2024



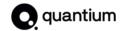
| Economic | |
|------------------------|---------------|
| \$540M | +2.2% |
| Total visitation spend | vs. last year |
| 856K | -2 3% |

| 856K | -2.3% |
|------------------------|---------------|
| Total visitation count | vs. last year |
| Private Transport | +5.2% |

| Events | |
|-----------------------------------|------------------------|
| 19 July | +3.4% |
| Highest spending day | vs. same day last year |
| \$488M Total monthly day spend | +1.7% vs. last year |
| \$52M | +0.7% |
| Total monthly night spend | vs. last year |

| Visitor | |
|-------------------------|-------------|
| Private Transport | 59.5% |
| Top category preference | penetration |
| 65+ | 22.3% |
| Top age band | of visitors |
| Retiree | 22.4% |
| Top lifestage | of visitors |





Highest spend growth category

Queensland Country Tourism - Excluding Destination Residents, July 2024



| | Economic |
|--|----------|
|--|----------|

\$93M +1.5%

Total visitation spend vs. last year

392K -5.0%

Total visitation count vs. last year

Breweries and Wineries +6.5%

Highest spend growth category vs. last year



Visito

Private Transport 57.1%

Top category preference penetration

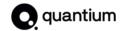
65+

Top age band of visitors

Retiree 22.1%

Top lifestage of visitors





vs. last year

Queensland Country Tourism - North Burnett, July 2024

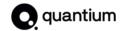


| Economic | |
|------------------------------------|---------------|
| \$6.3M | -3.5% |
| Total visitation spend | vs. last year |
| 27K | -1.5% |
| Total visitation count | vs. last year |
| Attractions, Events and Recreation | +72.9% |

| Events | |
|--------------------------------|------------------------|
| 26 July | -15.4% |
| Highest spending day | vs. same day last year |
| \$5.8M Total monthly day spend | -4.6% vs. last year |
| \$501K | -6.7% |
| Total monthly night spend | vs. last year |
| | |

| Visitor | |
|-------------------------|-------------|
| Private Transport | 61.8% |
| Top category preference | penetration |
| 65+ | 26.6% |
| Top age band | of visitors |
| Retiree | 26.7% |
| Top lifestage | of visitors |





Highest spend growth category

Quick reference definitions



Total visitation spend

CBA's market share extrapolated to be nationally, or 100% representative of electronic customer transaction dollar spend for the selected month.

Total visitation count

Nationally representative customer count based on those who have a postal code address located 10 kilometres or more from the postal code addresses within the LGA or Town. Visitors cannot reside in the same LGA or Town as the destination they have transacted within.

Highest growth category

The category with the highest percentage growth in absolute transaction dollar spend amount for the selected month.

Total monthly day spend

Total electronic customer transaction dollar spend between 6am and 6pm.

Total monthly night spend

Total electronic customer transaction dollar spend between 6pm and 6am.

vs. last year

The percentage difference compared to the same month of the previous year.

Penetration

The percentage of visitors within the selected LGA or Town population who have made an electronic transaction within the industry or brand during the past 12 months.

Brand affinity

A measure of how much more likely a group of customers (target visitors) are to transact with an industry or brand than a wider population (base customers) during the past 12 months.

Top category preference

The category with the highest absolute transaction dollar spend amount for the selected month.

Top age band

The age band with the highest absolute transaction dollar spend amount for the selected month.

Top lifestage

The lifestage with the highest absolute transaction dollar spend amount for the selected month.





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