Queensland Country Tourism, September 2024



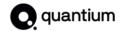
Economic	
\$539M	-2.1%
Total visitation spend	vs. last
893K	-3 4%

Total visitation spend	vs. last year
893K	-3.4%
Total visitation count	vs. last year
Restaurants	+6.0%
Highest spend growth category	vs. last year

Events	
20 September	+4.3%
Highest spending day	vs. same day last year
\$485M Total monthly day spend	+0.9% vs. last year
\$54M	+1.7%
Total monthly night spend	vs. last year

Visitor	
Private Transport	59.3%
Top category preference	penetration
65+	22.2%
Top age band	of visitors
Retiree	22.3%
Top lifestage	of visitors





+9.3%

Queensland Country Tourism

Queensland Country Tourism - Excluding Destination Residents, September 2024

Economic

\$97M -5.0%

Total visitation spend vs. last year

426K -6.9%

Total visitation count vs. last year

Attractions, Events and Recreation

Highest spend growth category vs. last year



Visito

Private Transport 56.9%

Top category preference penetration

65+

Top age band of visitors

Retiree 22.0%

Top lifestage of visitors



+41.6%

Queensland Country Tourism - North Burnett, September 2024



	Economic
\$6.7	'M

-5.1%

Total visitation spend vs. last year

32K +7.9%

Total visitation count vs. last year

Attractions, Events and Recreation

Highest spend growth category vs. last year



Events

13 September +22.8%

Highest spending day

\$6.2M

Total monthly day spend

\$518K

Total monthly night spend

vs. same day last year

-3.2%

+0.0%

vs. last year

vs. last year

Visitor

Private Transport

Top category preference

65+

Top age band

Retiree

Top lifestage

61.6%

penetration

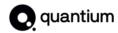
26.2%

of visitors

26.3%

of visitors





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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Queensland Country Tourism

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