

Central Highlands Region

MONTHLY DATA SNAPSHOT

November 2023



Top 5 Origin Postcodes (Visitors)

1. 4701 (Rockhampton) - 5.4%
2. 4740 (Mackay) - 4.1%
3. 4702 (Gracemere) - 3.6%
4. 4703 (Taranganba) - 2.6%
5. 4670 (Bundaberg) - 2.6%



37K
Total Population

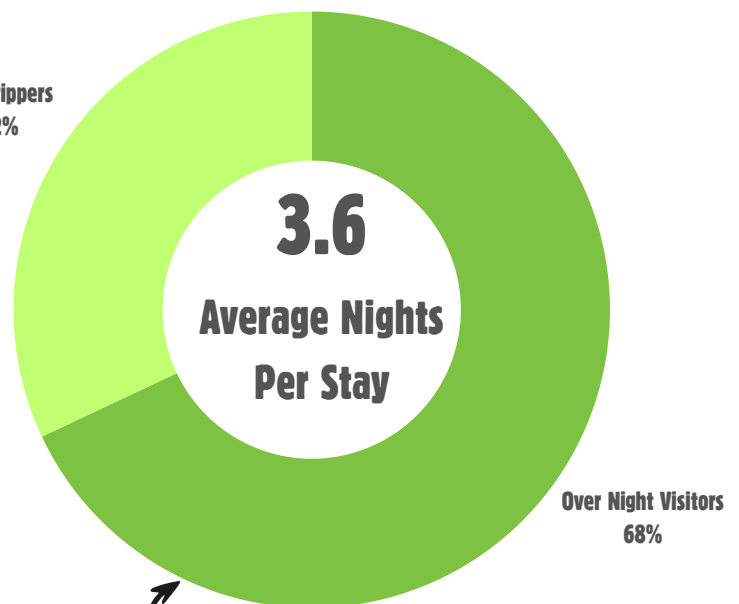
381K
Total Visitors

Total Visitors - people seen in an area who had to travel more than 50 kilometres during November.

Total Population - Average daily population during the month of November, includes residents and visitors



Day Trippers
32%



This graph displays the difference in the amount of overnight visitors compared to day trippers.

This graph displays the comparison of interstate (different state) vs intrastate (same state) vs international (different country) visitors.

2.3% Difference in visitors (November 2022 vs November 2023)

1. Top 3 Helix Personas

2.

407 - House Proud (6%)

- Average Age - 39
- Average Household Income - 99k
- Financially careful
- Likes to holiday within Australia
- Prefers holidays away from crowds
- Prefers holidaying amongst nature
- Enjoys daytrips and horse races
- Likes to eat at a pub or get fast food
- Likes to plays rugby league or go fishing

401 - Home Improvers (6%)

- Average Age - 39
- Average Household Income - 129k
- Heavy Spender
- Likes to travel within Australia
- Prefers to arrange it all by themselves
- Prefers holidaying amongst nature
- Enjoys the beach and likes to go for day trips
- Likes Fishing and Surfing

3.

501 - Making Ends Meet (5%)

- Average Age - 28
- Average Household Income - 99k
- Heavy Spender
- Likes to go away for weekends
- Thinks holidays are for downtime
- Prefers pre-packaged holidays
- Enjoys the beach, zoo, wildlife parks or even the cinemas
- Enjoys home delivery and fast food
- Likes to go jogging to stay active

Key Insights

A 2.3% increase in visitors in November 2023 compared to November 2022 was recorded.

In Central Highlands, visitors comprise 68% overnight guests and 32% day trippers. The overnight visitors typically stay for an average of 3.6 nights per visit, spending an average of \$156 per night during their stay.

Among visitors, 13% originate from Interstate, while 87% come from Intrastate. The predominant intrastate visitors hail from postcodes 4701 (Rockhampton), 4740 (Mackay), 4702 (Gracemere), 4703 (Taranganba) and 4670 (Bundaberg). Notably, these cities lie further toward the coast, suggesting that the majority of visitors venture inland to experience Queensland's countryside.

Increased visitor numbers can be achieved significantly by focusing on the top three Helix Personas: 407 (House Proud), 401 (Home Improvers) and 501 (Making Ends Meet). Enhancing the promotion of pubs and fast food can notably boost visitor numbers, given that this aligns with the major interests of all three personas, constituting over 15% of the total visitors to the region. Moreover, promoting nature-based activities such as fishing, hiking, or exploring zoo and wildlife parks can further bolster visitor numbers, as these activities align closely with the interests of the top three personas.

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