

# **Central Highlands Region**

## **MONTHLY DATA SNAPSHOT**

### **January 2024**



# 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%

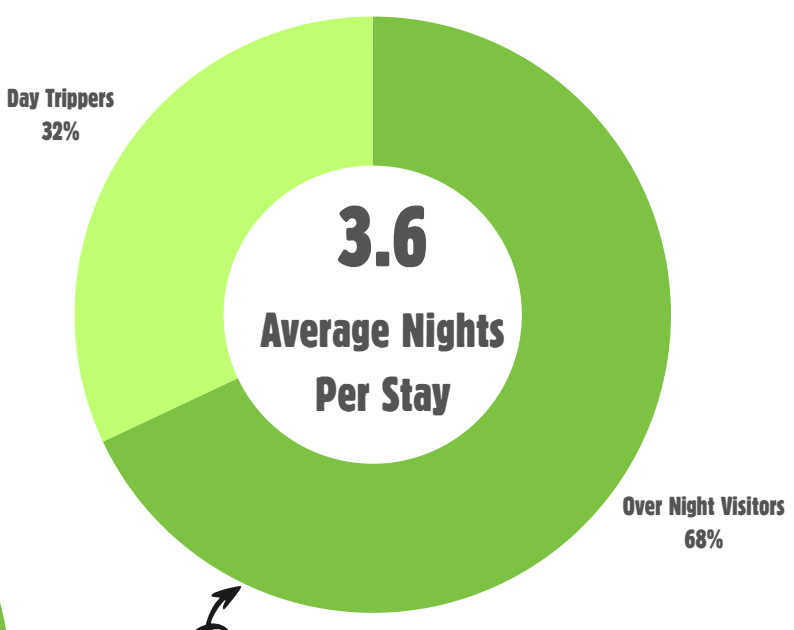
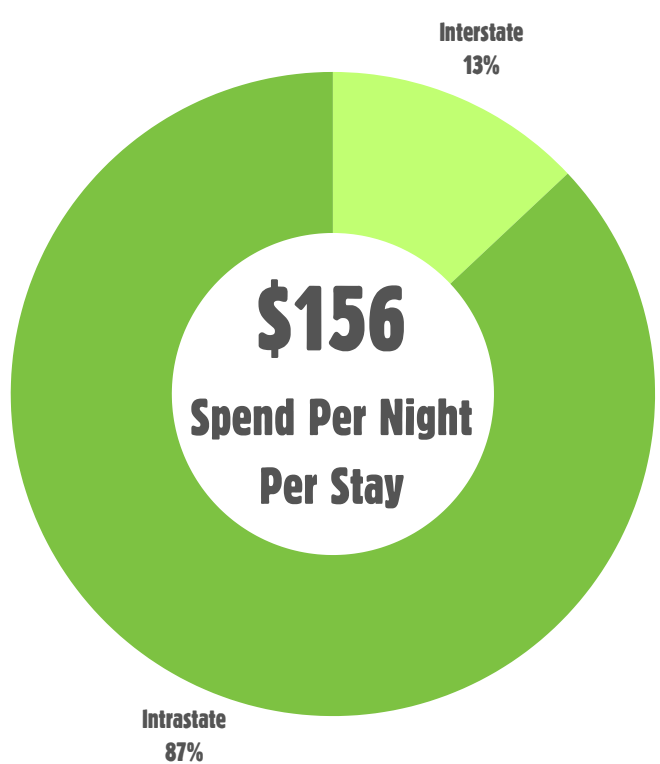


**36K**  
**Total Population**

**367K**  
**Total Visitors**

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

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



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.

# **-7.9%** Difference in visitors (January 2023 vs January 2024)

## 1. Top 3 Helix Personas

## 2.

### 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

### 407 - House Proud (6%)

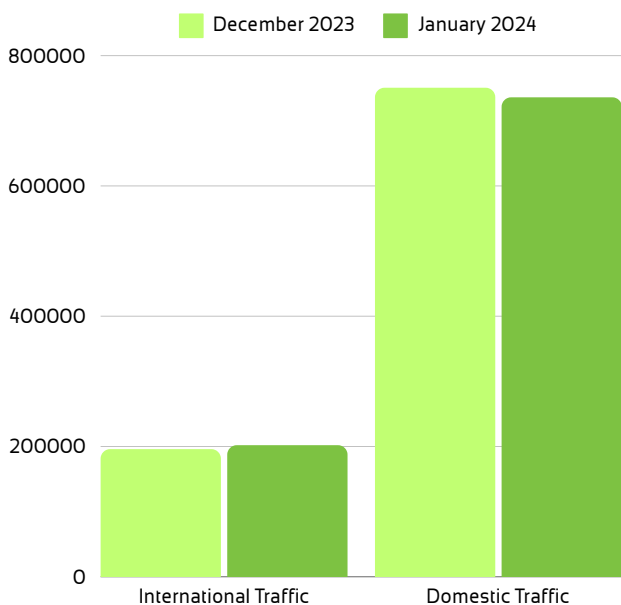
- Average Age - 39
- Average Household Income - 99k
- Financially careful
- Likes to holiday within Australia
- Prefers holidays away from crowds
- Prefers holidaying amongst nature
- Enjoys daytrips and horse races
- Likes to eat at a pub or get fast food
- Likes to play rugby league or go fishing

## 3. 603 - Quiet Homelife (5%)

- Average Age - 41
- Average Household Income - 76k
- Light Spenders
- Prefers to holiday within Australia
- Thinks holidays are for downtime
- Prefers holidaying amongst nature
- Enjoys lawn bowls, fishing and even horse riding
- Enjoys home delivery and fast food
- Likes to go to the gym to stay active

# Queensland.com Destination Insights

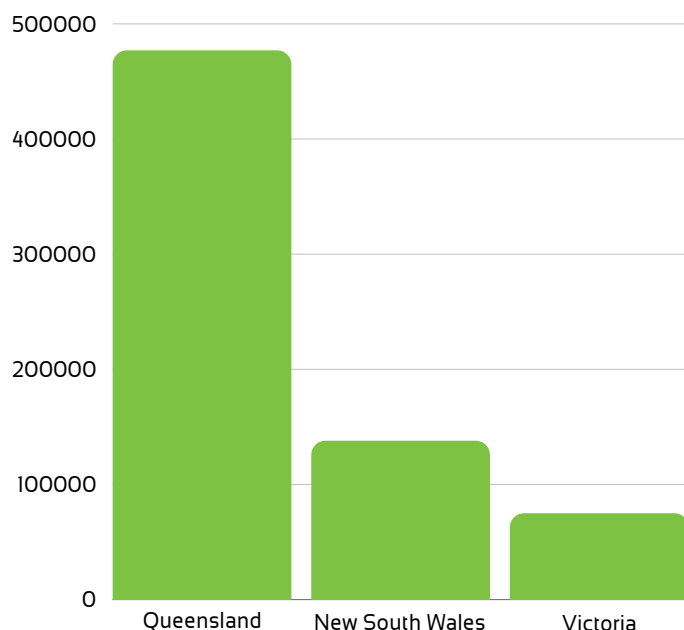
## Geographical Contributions to Website Traffic



- International traffic: 202,000 visits, 21% of total traffic, up 3% from December 2023.
- New Zealand and UK traffic surged by over 50%.
- Domestic traffic: 736,000 visits, 78.4% of total, down 2% from December 2023.
- Queensland natives: 477,000 visits, 64.9% of domestic traffic, down 2%.
- Visits from New South Wales: 138,000 visits, down 3%.
- Visits from Victoria: 75,000 visits, down 6% from December 2023.

- January 2024: Queensland.com had 939,000 visits, down 0.8% from December 2023 (947,000 visits).
- Lead generation surged: 80,000 leads to the industry, up 25% from December 2023.
- Accommodation leads increased by 26%.
- Attractions leads increased by 34%.
- Tours leads increased by 32%.

## Domestic Website Traffic Breakdown



December 2023 Monthly visits: 947,000



January 2024 Monthly visits: 939,000



**-0.8%**  
**Decline in**  
**Visits**

# Key Insights

A -7.9% decrease in visitors in January 2024 compared to January 2023 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 603 (Quiet Homelife). 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.

## CONTACT US



admin@sqct.com.au



www.southernqueenslandcountry.com.au



07 4632 1988

The data in this monthly overview has been sourced from Roy Morgan and is correct as of 25/02/24

This is simply a snapshot of the data provided. More region specific data can be accessed using the Roy Morgan Dashboard.