

# **Toowoomba Region**

## **MONTHLY DATA SNAPSHOT**

### **January 2024**



## Top 5 Origin

### Postcodes (Visitors)

1. 4305 (Ipswich) - 2.0%
2. 4300 (Springfield) - 1.6%
3. 4209 (Coomera) - 1.2%
4. 4207 (Beenleigh) - 1.2%
5. 4551 (Caloundra) - 1.1%



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

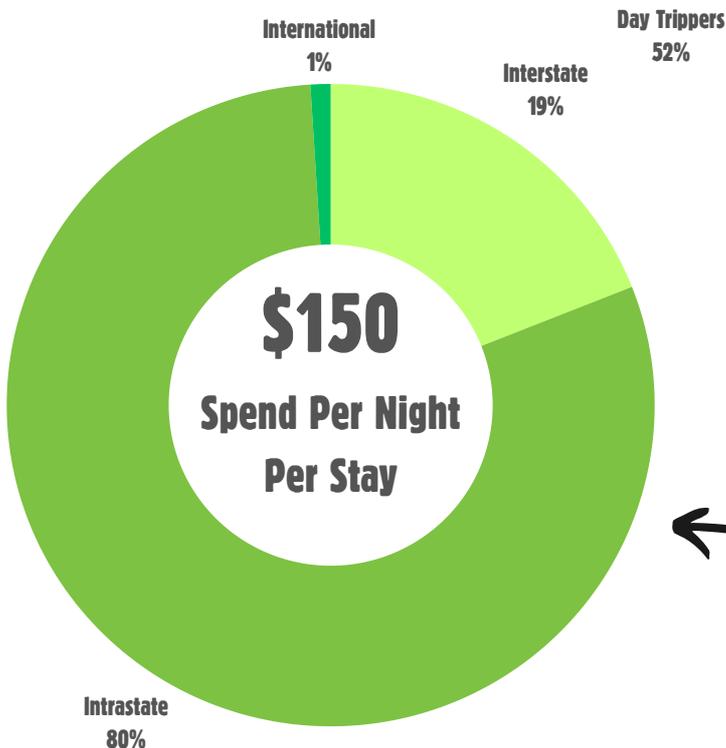
# 230K

## Total Population

# 1.83M

## Total Visitors

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



# \$150

## Spend Per Night Per Stay



# 2.5

## Average Nights Per Stay

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.

# **-4.1%** Difference in visitors (January 2023 vs January 2024)

## 1. Top 3 Helix Personas

## 2.

### 402 - Working Hard (5%)

- Average Age - 34
- Average Household Income - 115k
- Financially careful
- Likes to go away for weekends
- Thinks holidays are for downtime
- Prefers to leave arrangements to others
- Enjoys the beach, zoo, wildlife parks or even watching sports at the pub
- Likes to eat at a pub or get fast food
- Plays rugby league or goes mountain biking

### 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

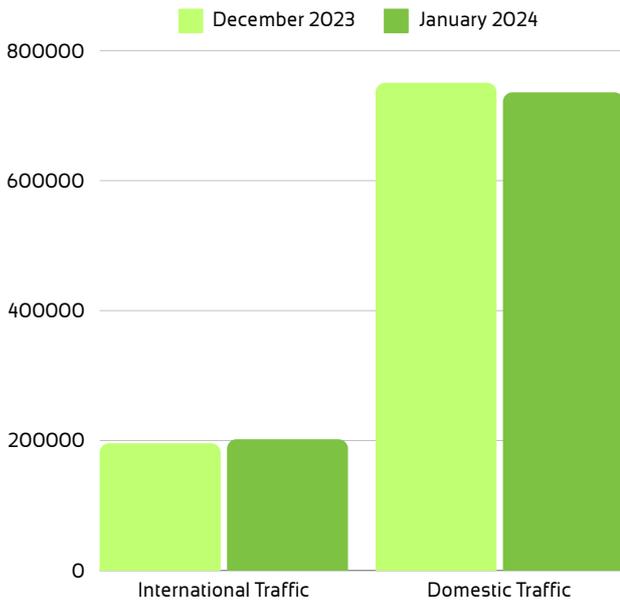
## 3.

### 401 - Home Improvers (5%)

- 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

# Queensland.com Destination Insights

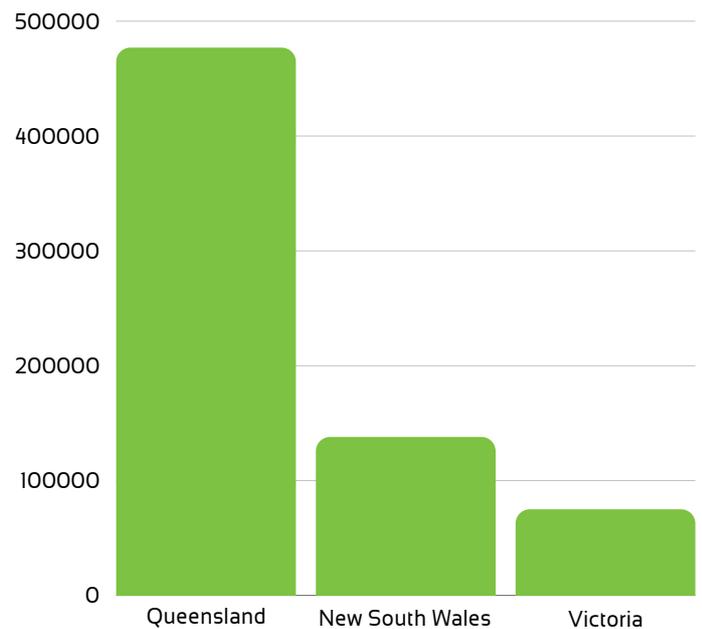
## Geographical Contributions to Website Traffic



- 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%.

- 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.

## Domestic Website Traffic Breakdown



December 2023 Monthly visits: 947,000



January 2024 Monthly visits: 939,000



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

# Key Insights

A 4.1% decrease in visitors in January 2024 compared to January 2023 was recorded.

In Toowoomba, visitors comprise 48% overnight guests and 52% day trippers. The overnight visitors typically stay for an average of 2.5 nights per visit, spending an average of \$150 per night during their stay.

Among visitors, 19% originate from Interstate, while 80% come from Intrastate, with an additional 1% from International locations. The predominant intrastate visitors hail from postcodes 4305 (Ipswich), 4300 (Springfield), 4209 (Coomera), 4207 (Beenleigh) and 4551 (Caloundra). 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: 402 (Working Hard), 501 (Making Ends Meet), and 401 (Home Improvers). Enhancing the promotion of pubs can notably boost visitor numbers, given that this aligns with the major interests of two personas, constituting over 10% 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 22/02/24

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