

# **Western Downs Region**

## **MONTHLY DATA SNAPSHOT**

### **December 2023**



### Top 5 Origin

### Postcodes (Visitors)

- 1. 4350 (Toowoomba) - 11.0%
- 2. 4352 (Highfields) - 2.2%
- 3. Unidentified - 1.5%
- 4. 4305 (Ipswich) - 1.4%
- 5. 4300 (Springfield) - 1.2%

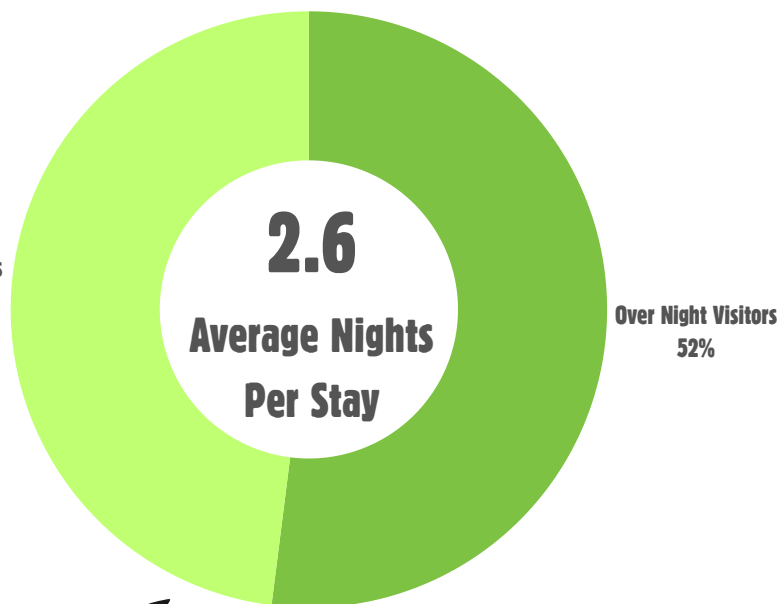
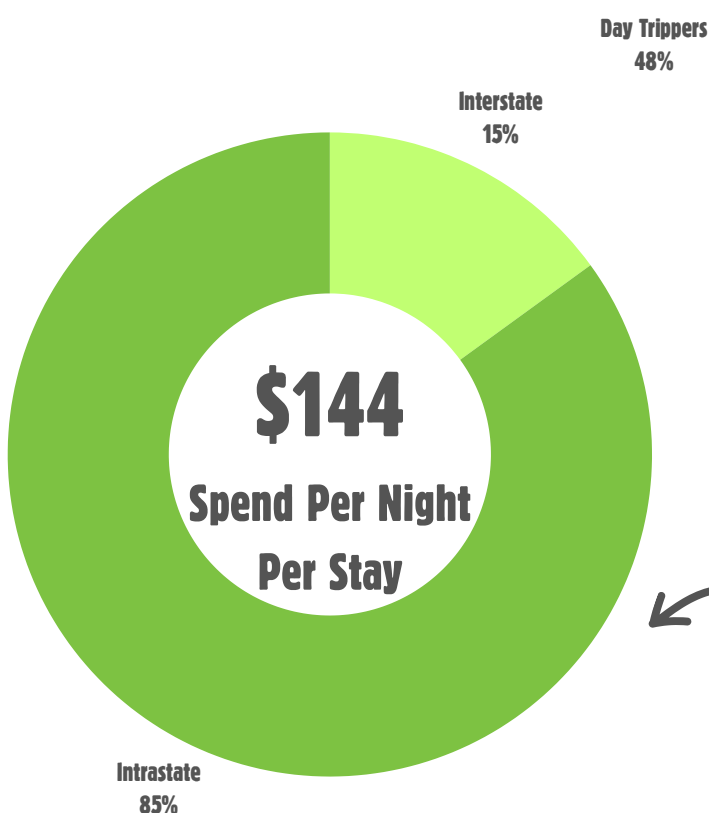


**45K**  
**Total**  
**Population**

**446K**  
**Total**  
**Visitors**

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

Total Population - Average daily population during the month of December, 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.

**-13.8%** **Difference in visitors**  
**(December 2022 vs December 2023)**

## 1. Top 3 Helix Personas

2.

### 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

### 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

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

# Domestic Tourism Results

Data sourced from Tourism Research Australia focusing on Australia wide results.

## Annual Snapshot Year Ending September 2023



Overnight Spend

**\$108.7 Billion | Up 24%**



Overnight Trips

**111.6 Million | Up 10%**



Nights on Trip

**402.9 Million | Up 7%**

## Compared to Year Ending September 2019

The period ending September 2023 marked a continued recovery from the impacts of COVID-19, which affected the previous year ending in September 2022. As the industry gradually rebounds, the results approach or surpass pre-COVID levels (2019). In 2019, overnight spend increased by 37% compared to 2023, where expenditure only rose by 24%, totaling \$108.7 billion. Overnight trips experienced a 4% decline pre-COVID but increased by 10% in 2023. Similarly, nights away were down by 2% pre-COVID but rose by 7% in 2023.

## Year ending September 2023 statistics (Queensland)



**25M**  
Visitors



**100M**  
Nights



**\$29bn**  
Expenditure



**4**  
Average Nights



**\$291**  
Spend per Night



**\$1,153**  
Spend per Trip

## International Tourism October 2023

International visitor spending in Australia reached 89% of pre-COVID levels, while trips and nights spent in the country were at 79% and 89% respectively compared to pre-COVID levels. In October 2023, a total of 572,000 trips were made to Australia, accounting for 18.4 million nights spent by international visitors during their stay. These visitors collectively spent over \$2.1 billion while exploring Australia.

# Key Insights

A 13.8% decrease in visitors in December 2023 compared to December 2022 was recorded.

In Western Downs, visitors comprise 52% overnight guests and 48% day trippers. The overnight visitors typically stay for an average of 2.6 nights per visit, spending an average of \$144 per night during their stay.

Among visitors, 15% originate from Interstate, while 85% come from Intrastate. The predominant intrastate visitors hail from postcodes 4350 (Toowoomba), 4352 (Highfields), 4305 (Ipswich) and 4300 (Springfield). 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



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The data in this monthly overview has been sourced from Roy Morgan and is correct as of 25/01/24

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