

# Destination iQ Monthly Insight Card

## Queensland Country Tourism, December 2024



### Economic

**\$626M**

+2.2%

Total visitation spend

*vs. last year*

**880K**

+1.3%

Total visitation count

*vs. last year*

**Restaurants**

+12.0%

Highest spend growth category

*vs. last year*



### Events

**23 December**

+1695.5%

Highest spending day

*vs. same day last year*

**\$564M**

+5.0%

Total monthly day spend

*vs. last year*

**\$62M**

+3.5%

Total monthly night spend

*vs. last year*



### Visitor

**Private Transport**

58.6%

Top category preference

*penetration*

**65+**

21.9%

Top age band

*of visitors*

**Retiree**

21.7%

Top lifestage

*of visitors*

\*Based on average day/ night growth rate.



Commonwealth Bank



quantium

# Destination iQ Monthly Insight Card

Queensland Country Tourism - Excluding Destination Residents, December 2024



## Economic

**\$99M**

**+3.0%**

Total visitation spend

*vs. last year*

**405K**

**+1.3%**

Total visitation count

*vs. last year*

**Restaurants**

**+18.1%**

Highest spend growth category

*vs. last year*



## Visitor

**Private Transport**

**56.1%**

Top category preference

*penetration*

**65+**

**21.4%**

Top age band

*of visitors*

**Retiree**

**21.3%**

Top lifestage

*of visitors*

\*Based on average day/ night growth rate.



Commonwealth Bank



quantum

# Destination iQ Monthly Insight Card

Queensland Country Tourism - Central Highlands (Qld), December 2024



## Economic

**\$45M**

+3.4%

Total visitation spend

*vs. last year*

**68K**

+5.9%

Total visitation count

*vs. last year*

**Groceries and Other  
Food Retailing**

+9.5%

Highest spend growth category

*vs. last year*



## Events

**23 December**

+1868.5%

Highest spending day

*vs. same day last year*

**\$39M**

+6.0%

Total monthly day spend

*vs. last year*

**\$5.5M**

+6.7%

Total monthly night spend

*vs. last year*



## Visitor

**Private Transport**

60.4%

Top category preference

*penetration*

**65+**

24.0%

Top age band

*of visitors*

**Retiree**

23.9%

Top lifestage

*of visitors*

\*Based on average day/ night growth rate.



Commonwealth Bank



quantium

# Destination iQ Monthly Insight Card

## 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.



Commonwealth Bank



# Disclaimer



This Advanced Analytics Report (Report) is provided by CommBank iQ, a joint venture between Commonwealth Bank of Australia ABN 48 123 123 124 (Commonwealth Bank) and The Quantum Group Pty Ltd and is based on information available at the time of publishing.

The Report is confidential and is provided to you on the condition that you will not disclose its contents to any third parties other than your directors or employees, without the prior written consent of CommBank iQ. This obligation will not apply if the information is available to the public generally (except as a result of a breach of a confidentiality obligation) or you are required to disclose it by law. The Report is provided subject to the terms and conditions contained in the Engagement letter and Standard Terms and Conditions.

CommBank iQ has taken reasonable steps to ensure that the information in this Report is correct and any opinions, conclusions or recommendations are reasonably held or made as at the time of its compilation but no warranty is made as to accuracy, reliability or completeness.

To the extent permitted by law, neither Commonwealth Bank and its subsidiaries (Commonwealth Bank Group) nor The Quantum Group Pty Limited and its affiliates (Quantum) accept liability to you or any person for loss or damage arising from the use of this Report. The contents of this Report should not be relied upon by you or any third party in making business or other decisions. This Report is not a substitute for professional advice.

Any opinions, conclusions or recommendations in this Report are subject to change without notice and CommBank iQ is under no obligation to, and does not, update or keep current the information contained in this Report.

The Report has been prepared for informational purposes only and does not take into account the objectives, financial situation or needs of any particular person. For this reason, any person should, before acting on the information in this Report, consider the appropriateness of the information, having regard to their objectives, financial situation and needs and, if necessary, seek appropriate professional advice.

This Report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject the Commonwealth Bank Group to any registration or licensing requirement within such jurisdiction.

This Report may contain proprietary data of Commonwealth Bank that is sourced from Commonwealth Bank's internal systems and may include, but is not limited to, credit card transaction data, merchant facility transaction data and applications for credit. This Report may also include the data from third parties which have been matched to Commonwealth Bank data. Whilst Commonwealth Bank takes reasonable steps to ensure that its proprietary data is accurate as at the time of compilation of this report, Commonwealth Bank makes no representation or warranty as to the completeness of the data, as it may not reflect all trends in the market. Any reliance on this information is at your own risk.

Any Commonwealth Bank customer data used or represented in this Report is anonymous and de-identified before analysis and is used and disclosed in accordance with the Commonwealth Bank Group's [Privacy Policy Statement](#). By receiving a copy of this Report you acknowledge and agree that you will not use, manipulate or interpret the information to identify any individual or entity.

All material presented in this Report, unless specifically indicated otherwise, is under copyright to the Commonwealth Bank Group. None of the Report, its content, nor any copy of it, may be altered in any way, transmitted to, copied or distributed to any other party, without the prior written permission of the Commonwealth Bank.

Commonwealth Bank maintains policies and procedures designed to minimise the risk that officers and employees are influenced by conflicts of interest and improper disclosure of confidential information.