

Destination iQ Monthly Insight Card

Queensland Country Tourism, November 2024



Economic

\$566M

+3.3%

Total visitation spend

vs. last year

809K

+3.5%

Total visitation count

vs. last year

Breweries and Wineries

+23.0%

Highest spend growth category

vs. last year



Events

29 November

+12.2%

Highest spending day

vs. same day last year

\$506M

+2.1%

Total monthly day spend

vs. last year

\$60M

+4.7%

Total monthly night spend

vs. last year



Visitor

Private Transport

58.9%

Top category preference

penetration

65+

22.3%

Top age band

of visitors

Retiree

22.3%

Top lifestage

of visitors

**Based on average day/ night growth rate.*



Commonwealth Bank



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Destination iQ Monthly Insight Card

Queensland Country Tourism - Excluding Destination Residents, November 2024



Economic

\$83M

+8.2%

Total visitation spend

vs. last year

339K

+4.3%

Total visitation count

vs. last year

Restaurants

+27.2%

Highest spend growth category

vs. last year



Visitor

Private Transport

56.5%

Top category preference

penetration

65+

21.9%

Top age band

of visitors

Retiree

21.9%

Top lifestage

of visitors

*Based on average day/ night growth rate.



Commonwealth Bank



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Destination iQ Monthly Insight Card

Queensland Country Tourism - Toowoomba, November 2024



Economic

\$262M

+4.0%

Total visitation spend

vs. last year

295K

+4.4%

Total visitation count

vs. last year

Pubs, Taverns and Bars

+24.7%

Highest spend growth category

vs. last year



Events

29 November

+24.4%

Highest spending day

vs. same day last year

\$236M

+2.9%

Total monthly day spend

vs. last year

\$27M

+4.8%

Total monthly night spend

vs. last year



Visitor

Private Transport

43.4%

Top category preference

penetration

65+

21.8%

Top age band

of visitors

Retiree

21.7%

Top lifestage

of visitors

**Based on average day/ night growth rate.*



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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.



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