### **Queensland Country Tourism, November 2024**



+3.3% \$566M

vs. last year Total visitation spend

809K +3.5%

Total visitation count vs. last year

**Breweries and Wineries** +23.0%

Highest spend growth category vs. last year

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**Events** 

29 November +12.2%

vs. same day last year Highest spending day

\$506M +2.1%

Total monthly day spend vs. last year

\$60M +4.7%

Total monthly night spend vs. last year

Private Transport

Top category preference

65 +

Top age band

Retiree

Top lifestage

58.9%

penetration

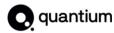
22.3%

of visitors

22.3%

of visitors





## **Queensland Country Tourism - Excluding Destination Residents, November 2024**



	Economic
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\$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



Visito

Private Transport 56.5%

Top category preference penetration

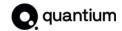
65+

Top age band of visitors

Retiree 21.9%

Top lifestage of visitors





### **Queensland Country Tourism - Toowoomba, November 2024**



	Economic
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+4.0% \$262M

vs. last year Total visitation spend

295K +4.4%

Total visitation count vs. last year

Pubs, Taverns and Bars +24.7%

Highest spend growth category vs. last year

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**Events** 

29 November +24.4%

Highest spending day

\$236M

Total monthly day spend

\$27M

Total monthly night spend

Top category preference

65 +

vs. same day last year

+2.9%

+4.8%

vs. last year

vs. last year

Top age band

Retiree

Top lifestage

Private Transport

penetration

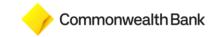
of visitors

21.7%

of visitors

43.4%

21.8%





### **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

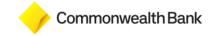
The category with the highest absolute transaction dollar spend amount for the selected month.

#### 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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