

# 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.*



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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.



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# Destination iQ Monthly Insight Card

Queensland Country Tourism - Western Downs, November 2024



## Economic

**\$46M**

+1.6%

Total visitation spend

*vs. last year*

**91K**

+7.3%

Total visitation count

*vs. last year*

**Attractions, Events and Recreation**

+64.3%

Highest spend growth category

*vs. last year*



## Events

**29 November**

+7.5%

Highest spending day

*vs. same day last year*

**\$40M**

+0.3%

Total monthly day spend

*vs. last year*

**\$5.6M**

+6.7%

Total monthly night spend

*vs. last year*



## Visitor

**Private Transport**

68.3%

Top category preference

*penetration*

**65+**

24.1%

Top age band

*of visitors*

**Retiree**

24.3%

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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