**Queensland Country Tourism, October 2024** 



		Events		Visitor	
\$547M	+1.1%	04 October	+10.2%	Private Transport	59.0%
Total visitation spend	vs. last year	Highest spending day	vs. same day last year	Top category preference	penetration
848K	+0.1%	\$490M	-0.8%	65+	22.2%
Total visitation count	vs. last year	Total monthly day spend	vs. last year	Top age band	of visitors
Restaurants	+13.7%	\$57M	-0.6%	Retiree	22.3%
Highest spend growth category	vs. last year	Total monthly night spend	vs. last year	Top lifestage	of visitors



**Queensland Country Tourism - Excluding Destination Residents, October 2024** 



		Visitor	
\$90M	+2.7%	Private Transport	56.5%
Total visitation spend	vs. last year	Top category preference	penetration
383K	-0.5%	65+	21.8%
Total visitation count	vs. last year	Top age band	of visitors
Restaurants	+21.4%	Retiree	21.9%
Highest spend growth category	vs. last year	Top lifestage	of visitors



**Queensland Country Tourism - Western Downs, October 2024** 



		Events		Visitor	
\$46M	+0.6%	04 October	+10.6%	Private Transport	68.5%
Total visitation spend	vs. last year	Highest spending day	vs. same day last year	Top category preference	penetration
98K	+3.5%	\$41M	-2.4%	65+	23.9%
Total visitation count	vs. last year	Total monthly day spend	vs. last year	Top age band	of visitors
Attractions, Events and Recreation	+45.2%	\$5.6M	+4.4%	Retiree	24.2%
Highest spend growth category	vs. last year	Total monthly night spend	vs. last year	Top lifestage	of visitors



**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

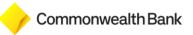
The category with the highest absolute transaction dollar spend amount for the selected month.

### 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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