

INSIGHTS

WHITSUNDAYS MONTHLY
STATISTICS UPDATE

Whitsunday Weekly Statistics Update

The impacts of Covid have created a fundamental shift in population and tourist patterns. Reliance on legacy data / trends is an issue. In addition, survey data is outdated, almost overnight with constant restrictions being applied due to COVID-19.

This new service provides weekly datasets on the static population counts, visitor arrivals, demographic and more to help business and the community better plan. The estimate of the population is taken from observations of a sample of mobile phones and their connections to mobile towers in the region.

The following are excluded from datasets for statistical and privacy:

- minors 0-18 years (ABS identifies this market as approximately 23% of total population).
- Adults with shared mobile data plans.
- Business mobile plans.

Note: The data in this report represents a snapshot in time, month ending 30th November 2021.

Total People in Region

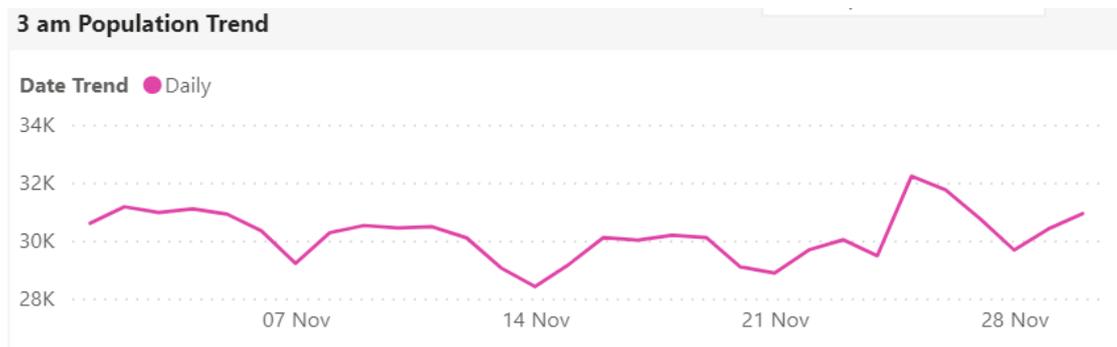
The below trend line shows the total estimated number of people considered stationary in the region at 3am each night, except for the above stated exclusions. With a count of 40,600 average nightly people in region for the month ending 30 November 2021.



Resident Numbers Only

This graph showcases the population considered at “home” at 3am (except for the stated exclusions). Residents are defined as people that are considered in the same location based on their observed night time location for the previous 4 weeks.

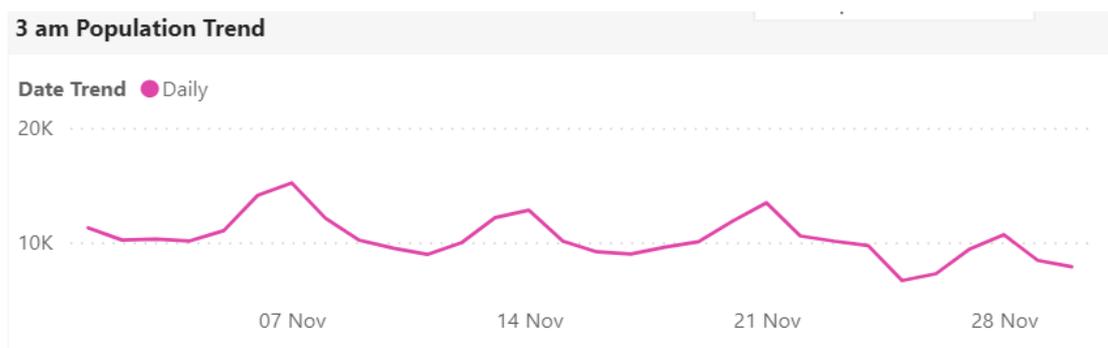
With a count of 30,200 average nightly residents for the month ending 30 November 2021.



Tourism Numbers

This graph showcases the average night time visitor population count per week in region (except for the stated exclusions).

With a count of 10,400 average nightly visitors for the month ending 30 November 2021.



Visitor Breakdown

This graph showcases the origin of visitors:

Dark blue trend line: Represents visitors from destinations within Queensland (Intrastate)

Light blue trend line: Represents visitors from out of state (Interstate)

3 am Population Trend

Purpose Simple ● Interstate Visitor ● Intrastate Visitor

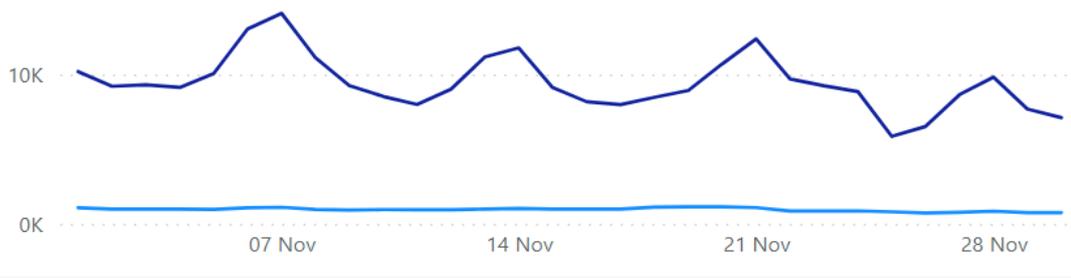


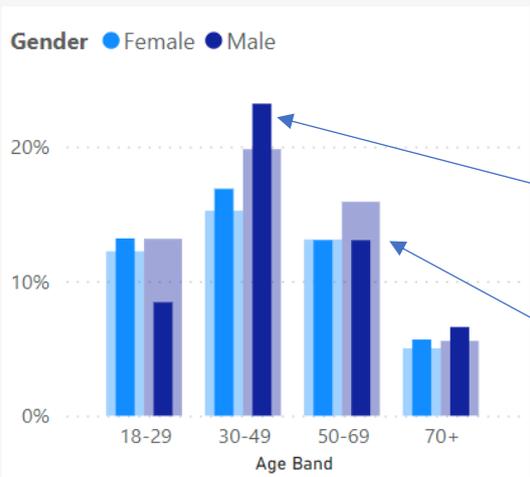
Table: provides the average daily count for the month ending 30 November 2021 of interstate visitors, by origin.

Demographic graph: provides percentage breakdown of interstate visitors by age band.

3 am Population By Purpose

Purpose	Measure Value
NSW Visitor	348
SA Visitor	121
WA Visitor	98
TAS Visitor	85
NT Visitor	71
VIC Visitor	36
Total	759

3 am Population By Age Band



The dark columns represent the Interstate demographics for the week ending 30/11/21

The shaded columns represent the average Interstate demographics over the past two years.

Monthly Deep Dive

The below graphs show the peaks in visitation from the intrastate markets for both Airlie Beach and Bowen over November.

Weekly Visitor Peaks – Airlie Beach

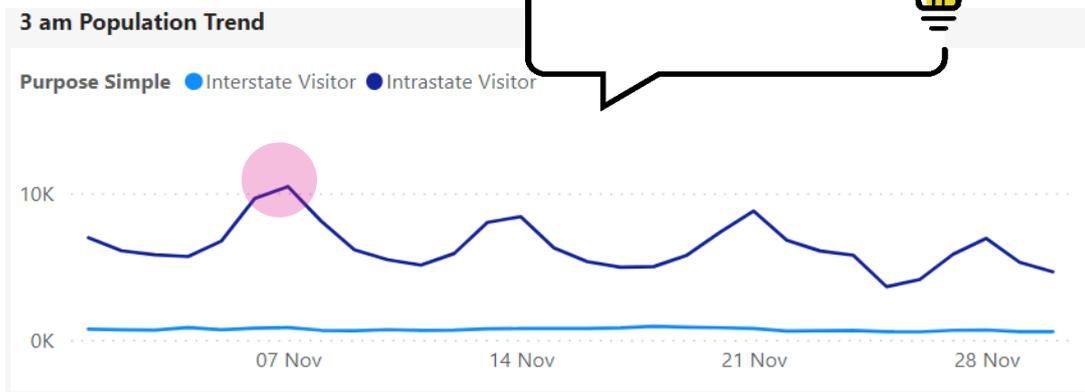


Our Intrastate weekend visitor numbers are more than 30% higher than mid-week visitors.

What can we do to keep these visitors here even one extra night?



Weekly Visitor Peaks – Airlie Beach



Wow! Check out the peak of 10,460 intrastate visitors in Airlie Beach on the Music Festival weekend.



Additional Source of Data for Business:

In conjunction to the 'Insight' provided by Whitsunday Regional Council today, Tourism Whitsundays provide the '4:01 Insights' – distributed monthly, detailing current and past datasets of visitation and spend to our region. Contact Tourism Whitsundays for more information.

The '4:01 Insights' includes:

- Who came to the region?
- How long they stayed?
- Where they came from?
- What future bookings are looking like?