

INSIGHTS

WHITSUNDAYS WEEKLY
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 In addition, survey data is outdated, almost overnight with constant restrictions being applied due to COVID-19.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.

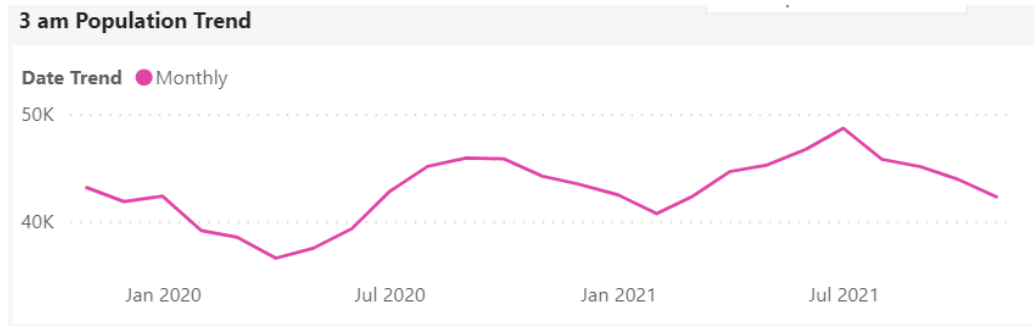
The following are excluded from datasets for statistical and privacy:

- 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, week ending 7th November 2021.

Total People in Region

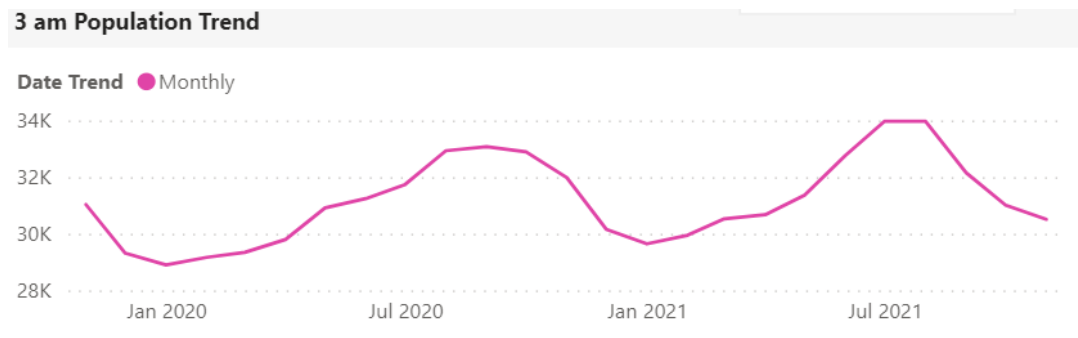
The below trend line shows the total estimated number of people considered stationary in the region at 3am each night, except for the above stated exclusions. With a count of 42,307 average nightly people in region for the week ending 7 November 2021.



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.

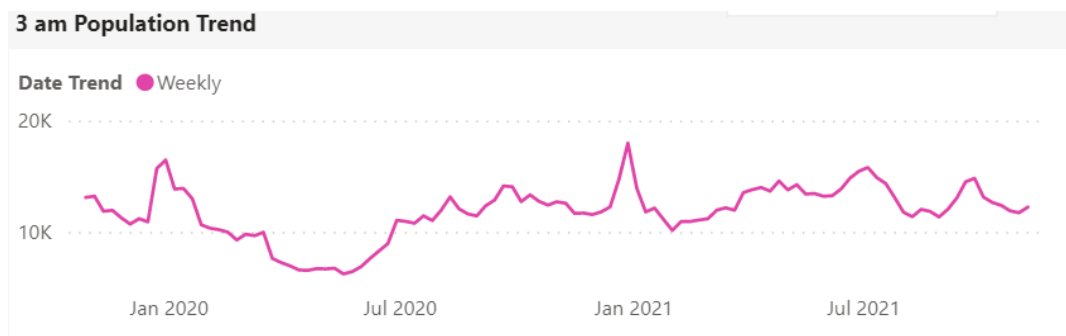
With a count of 30,512 average nightly residents for the week ending 7 November 2021.



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 12,242 average nightly visitors for the week ending 7 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

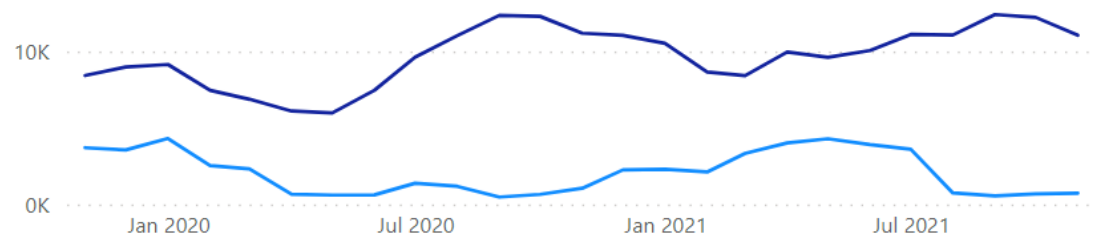
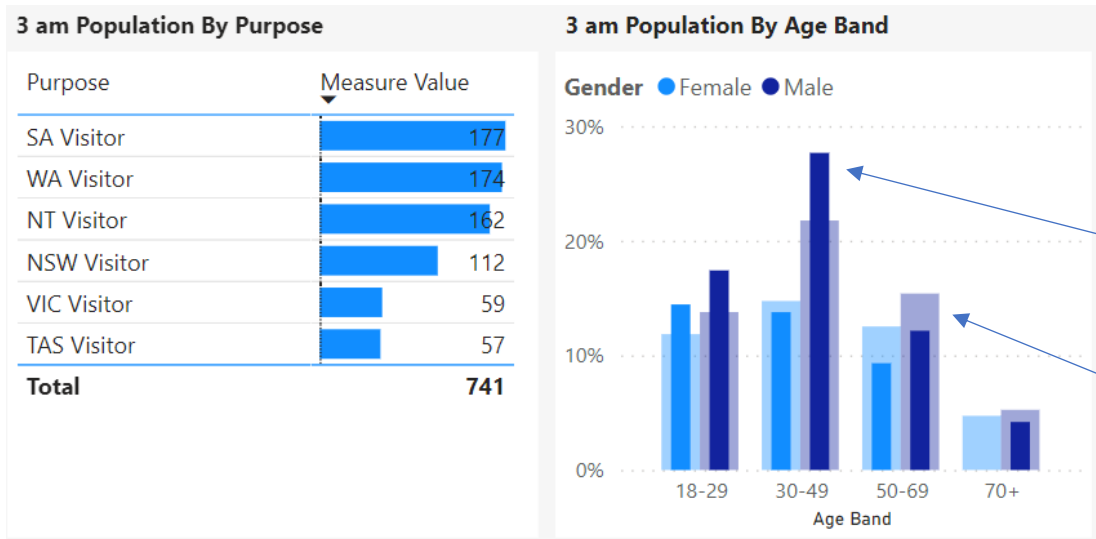


Table: provides the average daily count for the week ending 7 November 2021 of interstate visitors, by origin.

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



The dark columns represent the Interstate demographics for the week ending 7/10/21

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

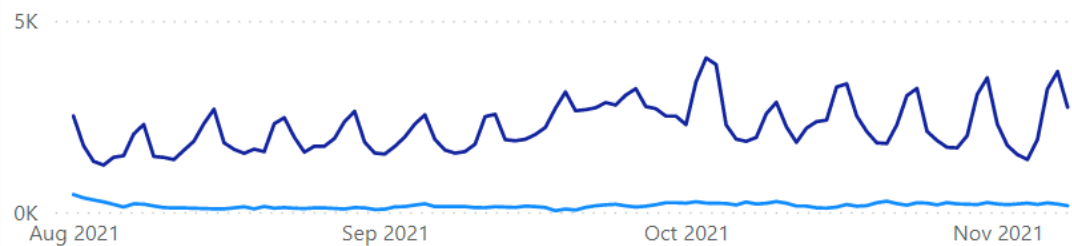
Weekly Deep Dive

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

Weekly Visitor Peaks – Airlie Beach

3 am Population Trend

Purpose Simple ● Interstate Visitor ● Intrastate Visitor



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

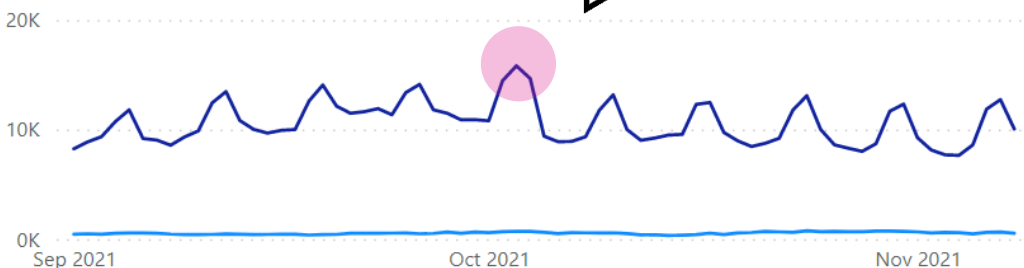
What can we do to keep these visitors here even one extra night?



Weekly Visitor Peaks – Whitsundays

3 am Population Trend

Purpose Simple ● Interstate Visitor ● Intrastate Visitor



Wow! Check out the jump to 15,800 visitors from the previous week of 14,100 in the Whitsundays on the Queen's Birthday long 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?