

South Burnett Cherbourg Tourism Profile

Average annual data from year ending December 2009 to December 2012

- Data is sourced from national annual surveys of travellers
- Data should be interpreted as indicative only
- Tourism Profile data has been averaged over a four year period to increase the stability of the data

| OVERVIEW | SOUTH BURNETT CHERBOURG | QLD | |
|---|----------------------------|------------|--------------|
| Key Measures - domestic and international visitors | | | |
| Visitors (overnight and daytrips '000) | 511 | 54,653 | |
| Nights ('000) | 596 | 113,444 | |
| Spend (domestic visitors only \$million) | \$105 | \$16,321 | |
| Domestic Overnight Travel | | | |
| KEY MEASURES | SOUTH BURNETT CHERBOURG | QLD | |
| Visitors ('000) | 195 | 16,986 | |
| Nights ('000) | 561 | 72,131 | |
| Average stay (nights) | 2.9 | 4.2 | |
| Spend (\$million) | \$68 | \$12,575 | |
| Spend per visitor(\$) | \$349 | \$740 | |
| Spend per night (\$) | \$121 | \$174 | |
| Purpose of visit (visitors) | ('000) | % | QLD % |
| Holiday | 71 | 36% | 44% |
| Visiting friends or relatives | 85 | 43% | 33% |
| Business | 28 | 14% | 19% |
| Other | 14 | 7% | 6% |
| Purpose of visit (nights) | ('000) | % | QLD % |
| Holiday | 184 | 33% | 49% |
| Visiting friends or relatives | 274 | 49% | 30% |
| Business | 63 | 11% | 15% |
| Other | 42 | 7% | 6% |
| Top 3 main transport types (visitors) | ('000) | % | QLD % |
| Drive | 181 | 93% | 69% |
| Air transport | 8 | 4% | 30% |
| Bus or coach | 4 | 2% | 2% |
| Origin (visitors) | ('000) | % | QLD % |
| Brisbane region | 56 | 29% | 24% |
| Regional QLD | 115 | 59% | 44% |
| Total Intrastate | 171 | 88% | 68% |
| Total Interstate | 25 | 13% | 32% |

| Origin (nights) | ('000) | % | QLD % |
|-------------------------|------------|------------|------------|
| Brisbane region | 130 | 23% | 19% |
| Regional QLD | 340 | 61% | 35% |
| Total Intrastate | 471 | 84% | 54% |
| Total Interstate | 91 | 16% | 46% |

| Top 5 activities undertaken (visitors) | ('000) | % | QLD % |
|--|--------|-----|-------|
| Visit friends or relatives | 90 | 46% | 47% |
| Eat out at restaurants | 68 | 35% | 57% |
| General sight seeing | 45 | 23% | 26% |
| Go shopping (pleasure) | 39 | 20% | 31% |
| Pubs clubs discos etc | 26 | 13% | 19% |

| Top 5 accommodation types (nights) | ('000) | % | QLD % |
|---|--------|-----|-------|
| Friends or relatives property | 276 | 49% | 35% |
| Caravan park or commercial camping ground | 86 | 15% | 9% |
| Hotel, motel, resort or motor inn | 83 | 15% | 23% |
| Caravan or camping near road or on private property | 64 | 11% | 4% |
| Other non-commercial property | 20 | 4% | 2% |

| Travel party (visitors) | ('000) | % | QLD % |
|--|--------|-----|-------|
| Adult couple | 68 | 35% | 26% |
| Family group | 51 | 26% | 26% |
| Alone | 42 | 21% | 24% |
| Friends and/or relatives travelling together | 24 | 12% | 17% |
| Business associates travelling together | 9 | 5% | 5% |
| School/sporting group/ community group or club | np | np | 2% |

| Number of stops (trip) | ('000) | % | QLD % |
|------------------------|--------|-----|-------|
| Single | 150 | 77% | 86% |
| Multiple | 46 | 23% | 14% |

| Age group (visitors) | ('000) | % | QLD % |
|----------------------|--------|-----|-------|
| 15 - 24 years | 24 | 12% | 15% |
| 25 - 34 years | 32 | 16% | 18% |
| 35 - 44 years | 30 | 15% | 20% |
| 45 - 54 years | 37 | 19% | 19% |
| 55 - 64 years | 32 | 16% | 16% |
| 65 years or over | 41 | 21% | 13% |

Notes and definitions

Tourism Profiles provide an average profile of travellers to the local area as well as the State. They can assist to identify opportunities and with decision making. A good approach to research is to look at a wide range of sources for a more comprehensive understanding.

Data may not add up to total due to rounding.

np – indicates that data has not been published due to high sample error.

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Domestic Day Trip

| KEY MEASURES | SOUTH BURNETT CHERBOURG | QLD |
|------------------------|----------------------------|---------|
| Visitors ('000) | 313 | 35,673 |
| Spend (\$million) | \$37 | \$3,746 |
| Spend per visitor (\$) | \$119 | \$105 |

| Main purpose of visit | ('000) | % | QLD % |
|-------------------------------|--------|-----|-------|
| Holiday | 135 | 43% | 48% |
| Visiting friends or relatives | 94 | 30% | 28% |
| Business | 45 | 14% | 11% |
| Other | 38 | 12% | 14% |

| Top 5 origin | ('000) | % | QLD % |
|-----------------|--------|-----|-------|
| Fraser Coast | 101 | 32% | 4% |
| Brisbane region | 89 | 28% | 42% |
| Darling Downs | 68 | 22% | 8% |
| Sunshine Coast | 31 | 10% | 13% |
| Gold Coast | 17 | 5% | 11% |

| Top 5 activities undertaken | ('000) | % | QLD % |
|-----------------------------|--------|-----|-------|
| Eat out at restaurants | 119 | 38% | 40% |
| Visit friends or relatives | 112 | 36% | 34% |
| Go shopping (pleasure) | 70 | 22% | 22% |
| General sight seeing | 29 | 9% | 13% |
| Pubs clubs discos etc | 29 | 9% | 6% |

| Age group | ('000) | % | QLD % |
|------------------|--------|-----|-------|
| 15 - 24 years | 39 | 12% | 17% |
| 25 - 34 years | 28 | 9% | 18% |
| 35 - 44 years | 44 | 14% | 18% |
| 45 - 54 years | 46 | 15% | 17% |
| 55 - 64 years | 59 | 19% | 15% |
| 65 years or over | 97 | 31% | 15% |

| Lifecycle grouping | ('000) | % | QLD % |
|---|--------|-----|-------|
| Young midlife single | 45 | 14% | 18% |
| Young midlife couple | 12 | 4% | 11% |
| Parent with youngest child aged under 6 | 36 | 11% | 16% |
| Parent with youngest child aged 6 or over | 59 | 19% | 22% |
| Older working | 56 | 18% | 13% |
| Older non-working | 106 | 34% | 20% |

Notes and definitions

National Visitor Survey (NVS) and International Visitor Survey (IVS) data is collected at the Statistical Area Level 2 (SA2) rather than Local Government Area (LGA). SA2's are based on population and sometimes multiple SA2's are aggregated in the dataset. This is why some Tourism Profiles incorporate multiple LGA's (e.g. Etheridge Croydon Tourism Profile includes Etheridge Shire Council and Croydon Shire Council).

Expenditure per night is based on average spend per night for the applicable tourism region. Expenditure figures are therefore estimates only and should be used with caution.

Domestic overnight visitor – an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (no more than 12 months) at a place at least 40km away from home.

Domestic daytrip visitor – an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not overnight (routine travel and same day travel as part of overnight travel are excluded).

International visitor – an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one 1 night in the region.

International Overnight Travel

| KEY MEASURES | SOUTH BURNETT CHERBOURG | QLD |
|------------------------|----------------------------|---------|
| Visitors ('000) | 3 | 1,994 |
| Nights ('000) | 35 | 41,313 |
| Average stay (nights) | 10.4 | 20.7 |
| Spend (\$million) | np | \$3,843 |
| Spend per visitor (\$) | np | \$1,927 |
| Spend per night (\$) | np | \$94 |



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