

JULY 2021 - DECEMBER 2021

TOWNSVILLE NORTH QLD EXPLORE CENTRE STATISTICS

6 CENTRES IN THIS REGION



29,880
WALKINS



5,012
PHONE ENQUIRIES

2,923
EMAIL ENQUIRIES



86

DIGITAL REVIEWS

FACEBOOK, TRIPADVISOR, GOOGLE BUSINESS PROFILE, ETC

155,315
ONLINE REACH

(VIA WEBSITE, WEBPAGES & OTHER)



\$ 191,859
TOTAL GROSS VALUE OF
BOOKINGS (TOURS &
ACCOMM).



\$ 23,513
TOTAL GROSS VALUE OF
MERCHANDISE



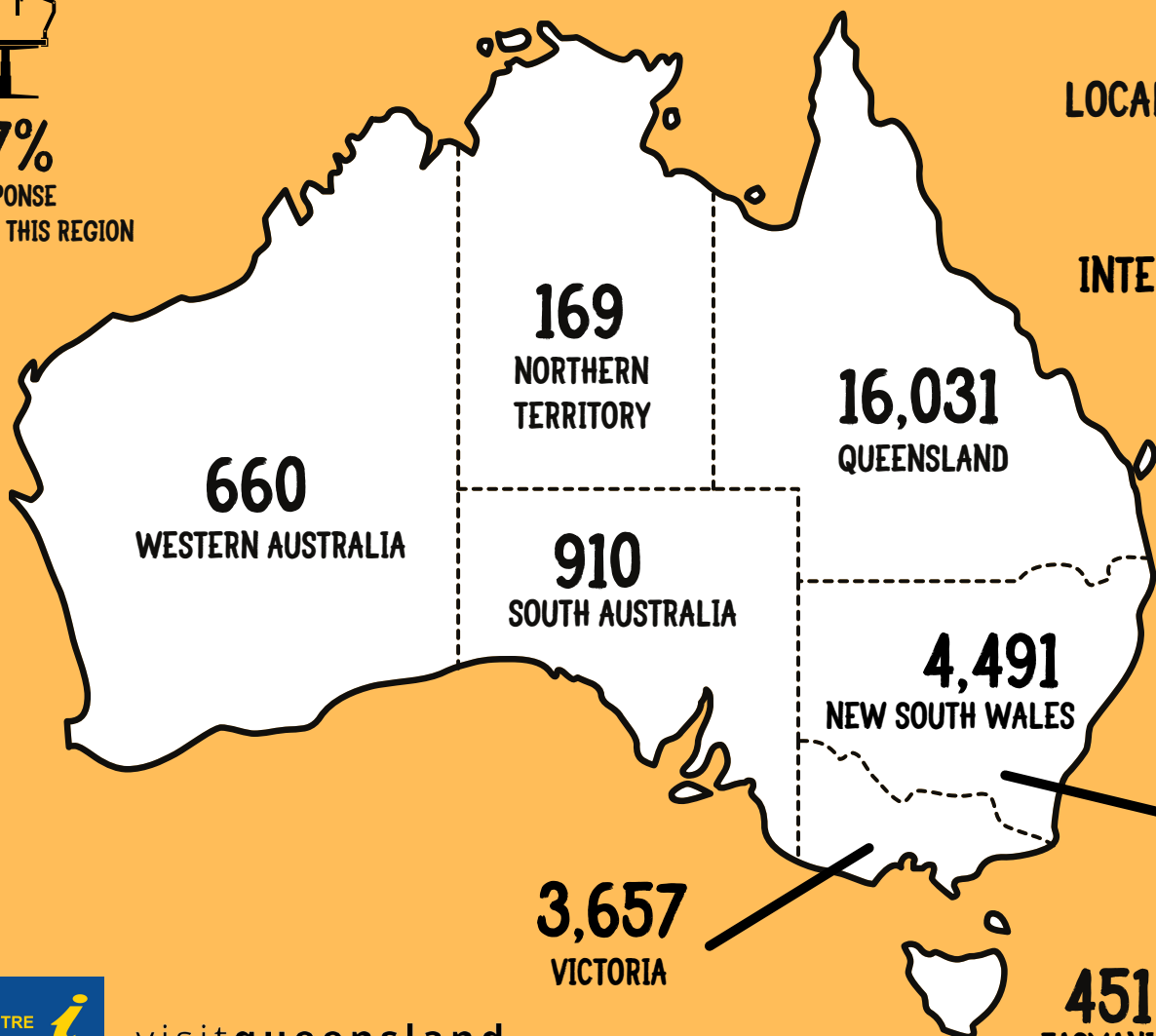
498

SOCIAL ENQUIRIES

FACEBOOK, INSTAGRAM, TWITTER, ETC



97.17%
STATS RESPONSE
RATE FROM THIS REGION



2,656
LOCAL VISITORS

348
INTERNATIONAL

410
A.C.T

3,657
VICTORIA

451
TASMANIA

INTEL & NETWORK COMMENTS

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TOWNSVILLE NORTH QLD
EXPLORE CENTRE STATISTICS

JULY 2021

- Centres reported an increase in accommodation bookings
- Due to COVID not affecting the region, there was a large increase in visitors

AUGUST 2021

- Visitation numbers down 20% in comparison from last year due to Covid border restrictions

SEPTEMBER 2021

- Due to school holidays, the region saw an increase in families visiting the centres
- Once school holidays finished, centres reported a decrease in visitors

OCTOBER 2021

- Centres reported a large decrease within this month

NOVEMBER 2021

- Visitation numbers were very slow this month

NO COMMENTS FOR DECEMBER 2021

NOTES:

- On 13 December, Queensland opened its borders to all states.
- Social enquiries refer to the direct messages and questions from users via social media platforms, but some centres have included website statistics into this total.
- The intel and network comments are a summation of the information provided by the accredited centres within this region.

