



GLADSTONE REGIONAL COUNCIL & GAPDL
JUNE 2024



VISITATION

International visitation, night and expenditure

Regions	Visitors	Nights	Expenditure (\$million)	Average Length of Stay	Spend per visitor	Spend per night
Bundaberg	32,000	1,032,000	\$49	32.1	\$1,513	\$47
Capricorn	42,000	510,000	\$39	12.1	\$934	\$77
Gladstone	34,000	182,000	\$30	5.3	\$873	\$164
Total	93,000	1,724,000	\$118	18.6	\$1,273	\$68

Domestic visitation, night and expenditure

Regions	Visitors	Nights	Expenditure (\$million)	Average Length of Stay	Spend per visitor	Spend per night
Bundaberg	629,000	2,254,000	\$519	3.6	\$824	\$230
Capricorn	1,094,000	3,479,000	\$775	3.2	\$709	\$223
Gladstone	529,000	1,773,000	\$337	3.4	\$637	\$190
Total	2,124,000	7,505,000	\$1,631	3.5	\$768	\$217

VISITOR INFORMATION CENTRES

VIC	July – May 23/24	July – May 22/23	Difference
Gladstone	19,266	21,360	2,094-
Agnes Water / 1770	15,026	16,662	1,636-

CAMPAIGNS

Easter in Gladstone:

- 55,000 + reached through Social Media
- 865,000 + impressions through Native Display

Bonza:

- 110,000 + reached through Social Media
- 10,500 + views through Pedestrian TV Melbourne
- 8 % increase in sales during the campaign period

Pelagic Pursuit:

- Queensland based
- 80,000 + YouTube subscribers
- 236,000 + views on the 5 Gladstone Region videos
- 95% male audience between 25 – 54 years old

Project Floss:

- TEQ's largest global campaign in over a decade

PROJECTS

ECO Certification:

- Destination Nature Certification
- Dedicated Eco webpage
- Construction of two new Eco brochures
- Internal GAPDL Ecobiz review
- Stakeholder and Industry Workshops

Cruise:

- ACA Mega Famil
- Intercruise Famil
- Shoreex Australia Famil
- Updated Cruise Prospectus

Accessible Tourism:

- TravAbility Assessment
- Vacayit Audio Guides
- Accessible Tourism Elevate Fund

PROJECTS

Website Backend Rebuild:

- Mobile friendly
- ATDW
- 1800 + additional users per month

Destination Tourism Plan / Tourism Advisory Group:

- Addendum of the DTP (Eco, Marine, First Nations)
- Reinstating the Tourism Advisory Group

QTIC Top Tourism Town Awards:

- Agnes Water & Town of 1770

Best of Queensland Experience Program:

Year	Results
2022	29
2023	32
2024	40

SOUTHERN GREAT BARRIER REEF

Agritourism:

- Mentoring Program
- Marketing Campaign
- Content Creation
- Immersive Study Trip

- Trade Mentoring Program
- G'day Australia
- Travel Essence
- Audley
- ATE

EVENTS & REPRESENTATION

- TEQ CEO, Board and Executive Leadership Team visit
- QICA
- QRTN Gladstone Meeting
- Gladstone Golf Day (raising \$5,500)
- Agnes Water Golf Day (raising \$2,500)
- TEQ Rock to Reef Famil
- G'Day Australia Famil
- GAPDL AGM
- Australian Cruise Association Conference
- ECOtourism Australia Conference
- Destination Australia
- DestinationQ
- DestinationIQ
- PCOA23
- ATEC Meeting Place
- ATE

An aerial photograph of a paved road winding through a dense, green coastal landscape. A white van is driving away from the viewer on the road. The road leads towards a bright blue ocean with a sandy beach and waves visible in the distance. The sky is clear and light blue.

YOU'LL BE glad YOU DID



QUESTIONS?