

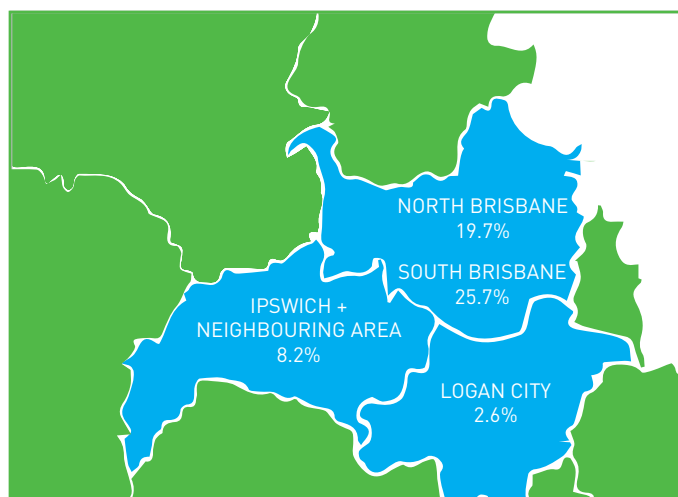
VISITOR SUMMARY

The COVID -19 impact on intrastate travel is highlighted with 94.5% of visitors originating from Queensland.

78% of visitors to the Brisbane Valley Rail Trail are over 55 years old.

VISITOR ORIGIN

QLD	94.5%
NSW	4.1%
OTHER	1.4%



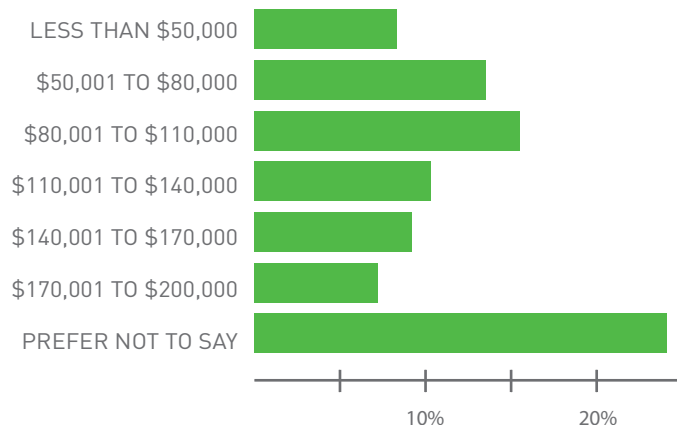
VISITOR AGE

OVER 65	16.5%
56-65	34.4%
46-55	27.1%
UNDER 45	22%

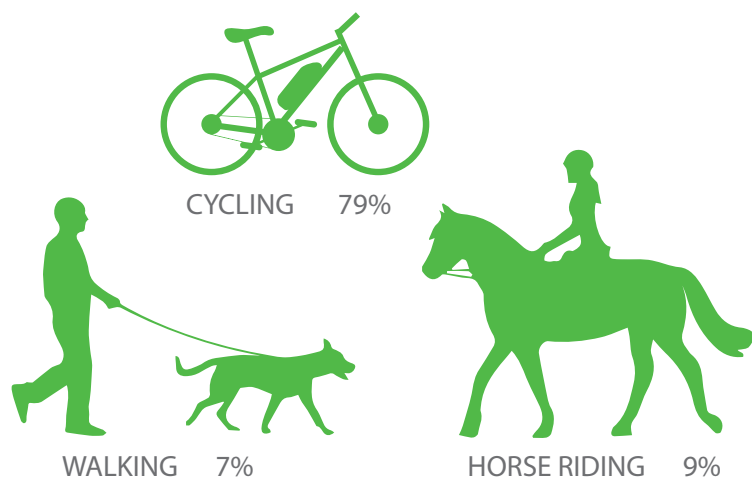
EMPLOYMENT STATUS

WORKING FULL TIME	64.4%
WORKING PART TIME	10%
RETIRED	21%
OTHER	4.6%

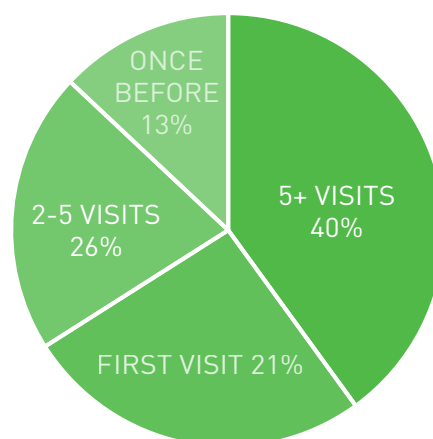
ANNUAL HOUSEHOLD INCOME



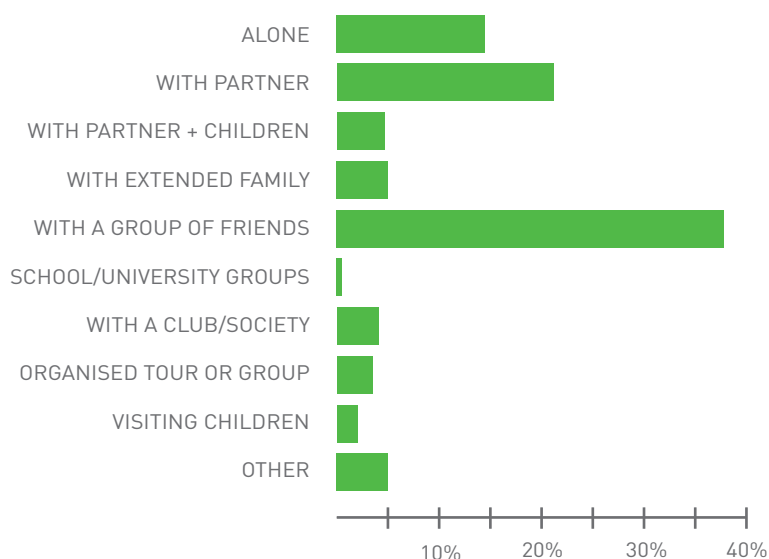
PRIMARY ACTIVITY ON RAIL TRAIL



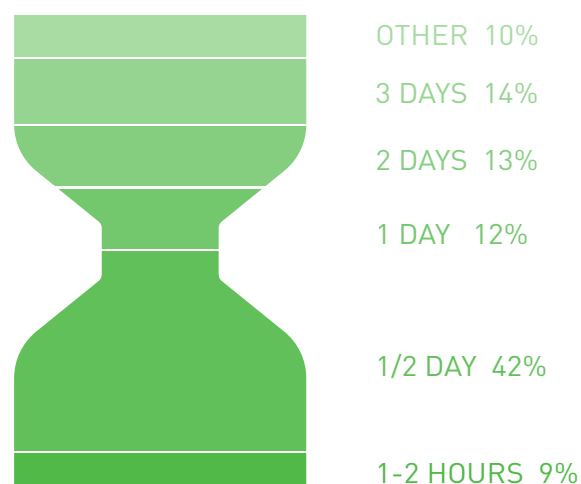
PREVIOUS VISITS



PARTY COMPOSITION



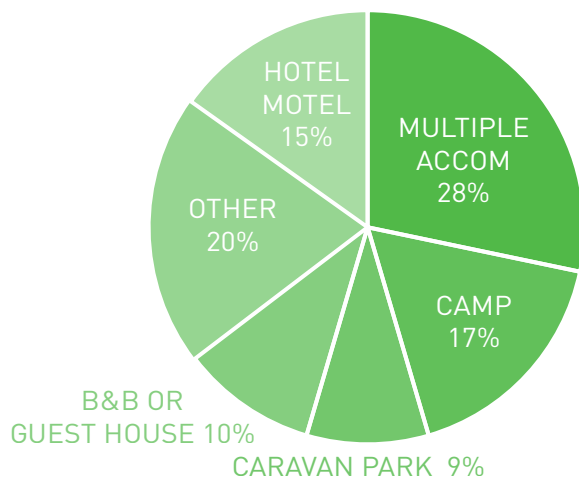
LENGTH OF STAY



MOST POPULAR TIME OF YEAR TO VISIT

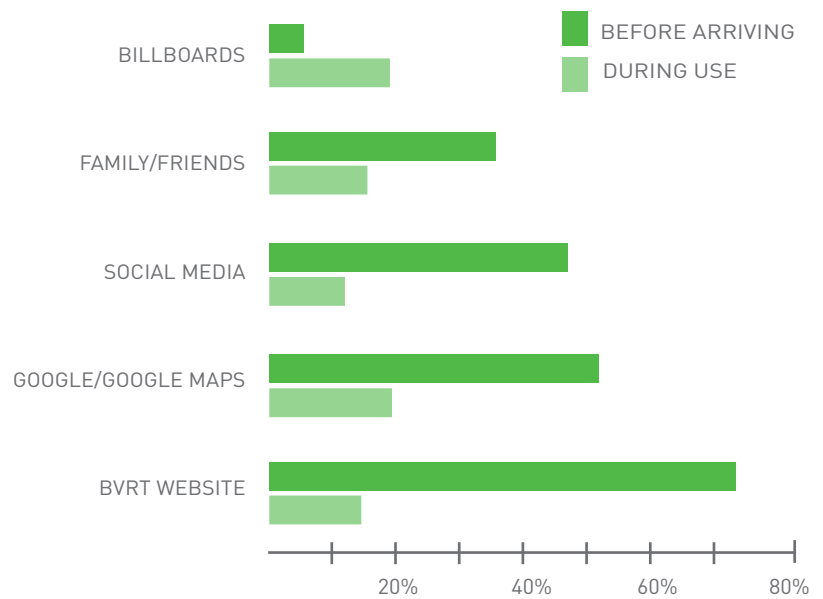


ACCOMMODATION PREFERENCES



Travellers are seeking more refined accommodation options in Esk and Toogoolawah.

MAIN SOURCE OF INFORMATION



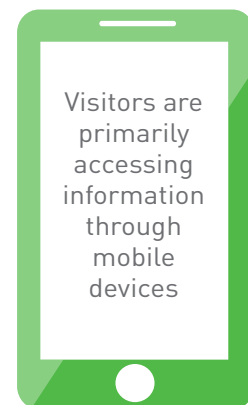
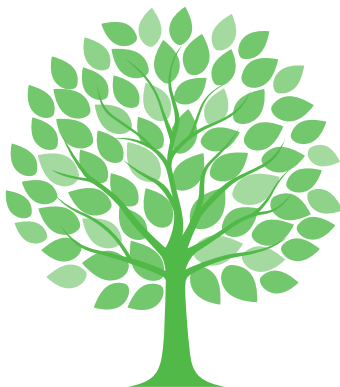
VISITOR RETURN INTENTIONS

WITHIN NEXT 12 MONTHS	88.7%
WITHIN NEXT 5 YEARS	4.9%
NOT SURE	6.5%

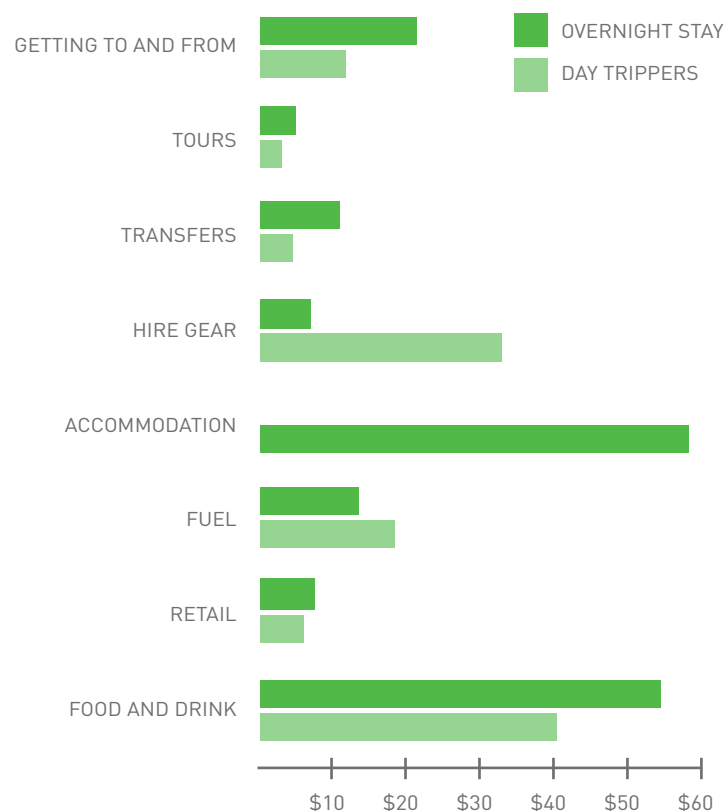
These results indicate a very satisfied experience and a strong desire for visitors to return.

TOP REASONS TO VISIT

1. Enjoying outdoors
2. Enjoying scenery
3. Adventures



AVERAGE SPEND PER DAY



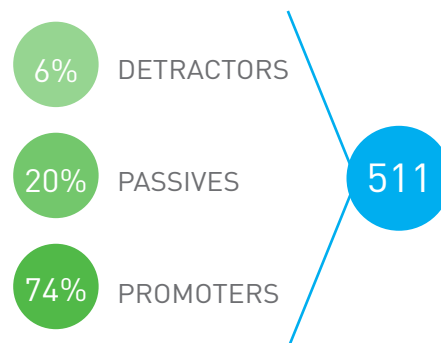
OVERNIGHT STAY SPEND PER DAY



DAY TRIPPER SPEND PER DAY



NET PROMOTER SCORE



Current trail users were asked
"On a scale from 0 to 10, how likely are you to recommend the Brisbane Valley Rail Trail to a friend or family member?"

The results indicate a high level of user loyalty, with 74% being active promoters of the Rail Trail.

IDEAL VISIT TO BVRT

ACCESSIBILITY

- Riding for multiple sections of the trail using shuttle service
- Access to important information for planning and navigation
- Riding along the shaded path
- Have access to water

SAFETY

- Parking vehicle in safer place
- No swooping magpies

EXPERIENCE

- Stopping at local cafes for good food and coffee
- Good access to the towns to explore by bike along the way

COSTS

- Affordable accommodation for pensioners
- Refined accommodation experience for high-yield visitors