

Caloundra Music Festival

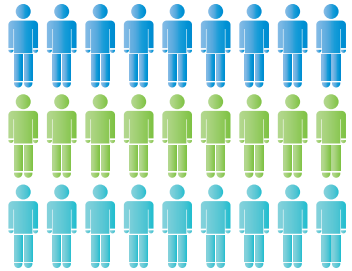
28 SEPTEMBER - 1 OCTOBER 2018



FOCUSED EVENT THINKING



ATTENDANCES



Total Attendees
33,386

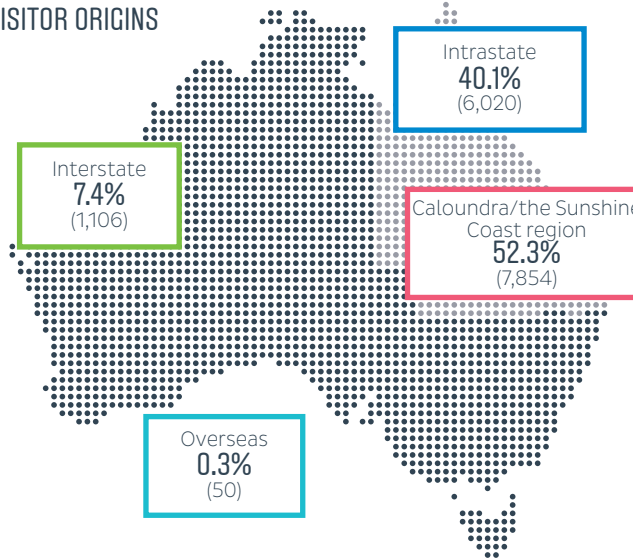


Number of Individuals
15,031

Total Number of Days
4

Average Days Attended
2.22

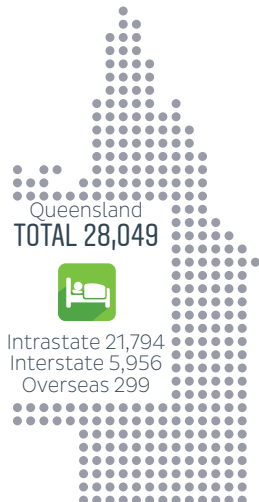
VISITOR ORIGINS



PRIMARY PURPOSE VISITORS



DIRECT VISITOR NIGHTS



Caloundra/the Sunshine Coast region
TOTAL 24,343

Intrastate 19,481
Interstate 4,592
Overseas 269

Intrastate



4,455
Visitors

\$109.47
Average Daily Spend

4.5
Average Nights Stay

\$2,192,038
OVE

Interstate



937
Visitors

\$145.93
Average Daily Spend

6.2
Average Nights Stay

\$842,118
OVE

Overseas



50
Visitors

\$111.89
Average Daily Spend

6.0
Average Nights Stay

\$33,457
OVE

OVERNIGHT VISITOR EXPENDITURE (OVE)

Total Overnight Visitor Expenditure
\$3,067,614

VISITOR DAY TRIP EXPENDITURE



588
Visitors

\$102.26
Average Spend Per Visitor

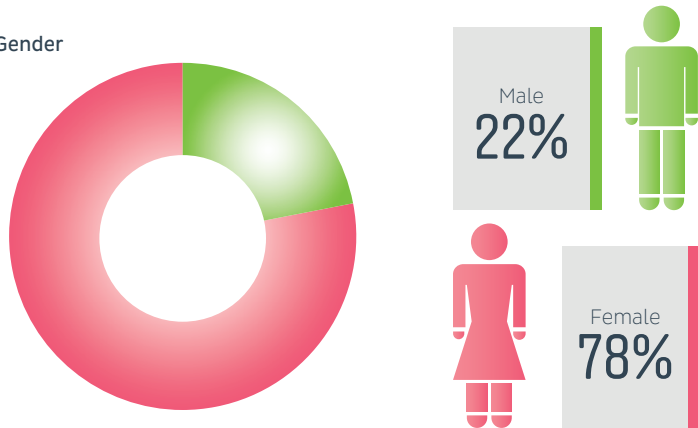
Total Day Tripper Expenditure
\$60,139

ORGANISER DIRECT AND INCREMENTAL EXPENDITURE

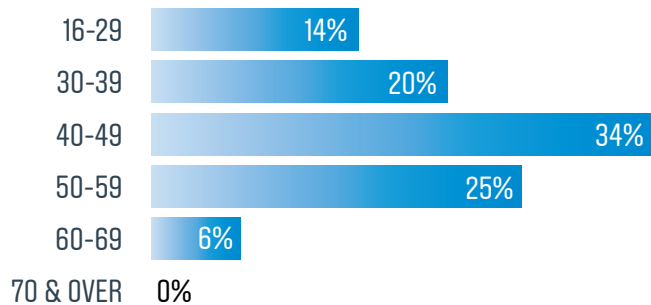
ORGANISER CONTRIBUTION (CALOUNDRA/THE SUNSHINE COAST REGION)	Gross Expenditure made in Caloundra/the Sunshine Coast region	Estimated % of income obtained from outside Caloundra/the Sunshine Coast region	Expenditure in Caloundra/the Sunshine Coast region funded by income from outside Caloundra/the Sunshine Coast
	\$1,915,655	38.6%	\$740,175
ORGANISER CONTRIBUTION (QUEENSLAND)	Gross Expenditure made in Queensland	Estimated % of income obtained from outside Queensland	Expenditure in Queensland funded by income from outside Queensland
	\$2,382,481	5.8%	\$137,629

DEMOGRAPHIC PROFILE

Gender



Age

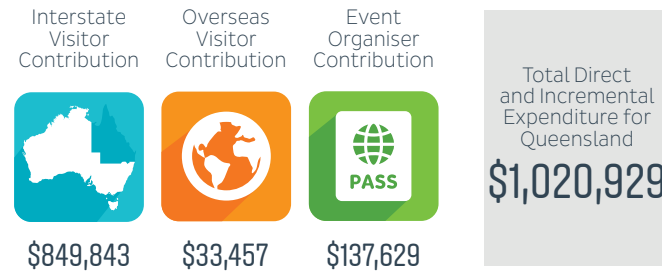


ECONOMIC & TOURISM IMPACTS

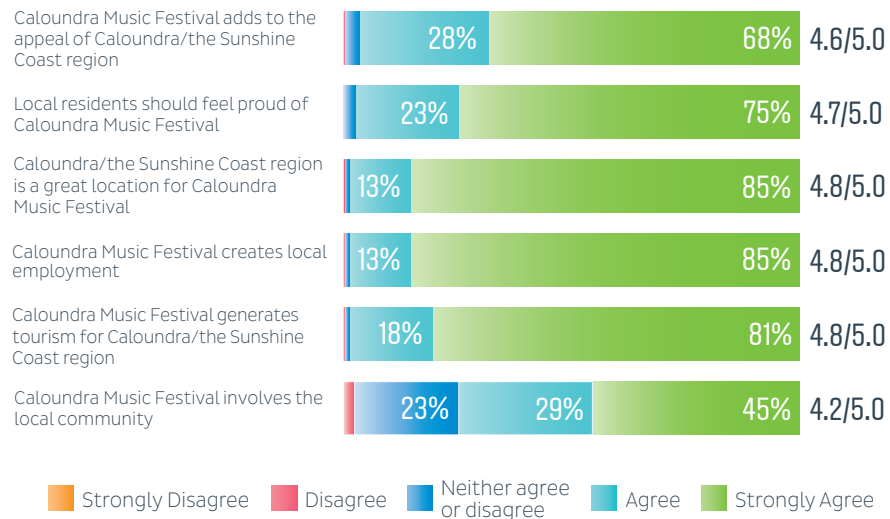
Total Direct and Incremental Expenditure for Caloundra/the Sunshine Coast region



Total Direct and Incremental Expenditure for Queensland



COMMUNITY PRIDE



AT A GLANCE

- + Caloundra Music Festival attracted 33,386 attendees across 4 days. When multiple attendances are taken into consideration, there were 15,031 individuals who attended the festival.
- + Caloundra Music Festival generated direct and incremental expenditure of \$4,010,742 attributable to Caloundra/the Sunshine Coast region economy and \$1,020,929 attributable to the Queensland economy.
- + Caloundra Music Festival was responsible for generating 24,343 visitor nights in Caloundra/the Sunshine Coast region. The majority of these nights were generated by intrastate visitors (19,481).
- + In total, \$3,067,614 was spent by overnight visitors who stayed more than 40km from their normal place of residence. The majority of this spending was undertaken by intrastate visitors (\$2,192,038).
- + When assessing 'community pride', Caloundra Music Festival rates high to very high on all indicators. The highest levels of agreement were recorded for the statements 'Caloundra/the Sunshine Coast region is a great location for Caloundra Music Festival' (4.8/5), 'Caloundra Music Festival creates local employment' (4.8/5) and 'Caloundra Music Festival generates tourism for Caloundra/the Sunshine Coast region' (4.8/5).