



2024 Survey KEY FINDINGS



Executive Summary

The University of Queensland Business School's Service Innovation Alliance (SIA) team was engaged by the Department of Transport and Main Roads (TMR), Somerset Regional Council and South Burnett Regional Council to support further development and investment decisions by way of a Visitor Research Program. The project methodology draws on three main data sources, including the 526 BVRT Visitor Surveys collected, 12 business operator interviews and secondary data.

Visitor Profile

- A 67% Queensland
 - U 7.5% Interstate 4% NSW
 - S 26.5% Not specified
- Q 35% Brisbane
 - L 37% BVRT LGAs
 - D 28% Rest of Queensland

66% 46+ years old
27% 56 to 65 years old

46% 'Empty Nesters'
26% 'Full Nester III'
(youngest in Secondary)

44% Earn >\$110K
55% Employed full time
17% Retired.

Majority are cyclists.

Motivators

- Proximity to home
- Scenic beauty and nature
- Safety and off-road experience
- Challenge and physical activity
- Facilities and infrastructure
- Leisure

Attractions

>46% day trippers dine at pubs and cafes.

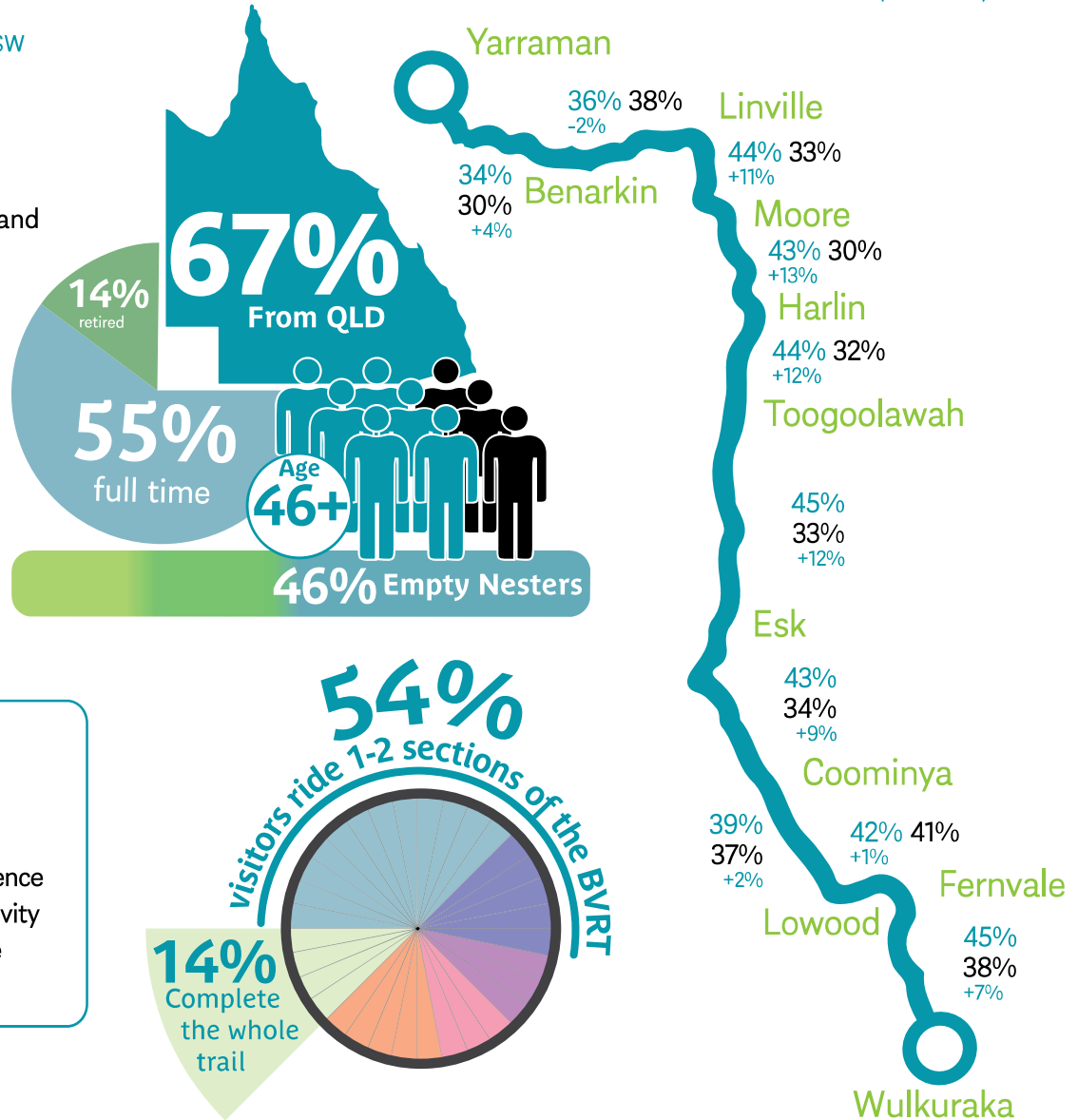
>20% day trippers visit a lake location.

Those staying overnight are more likely to seek out local goods and produce (eg. markets, local retail stores).

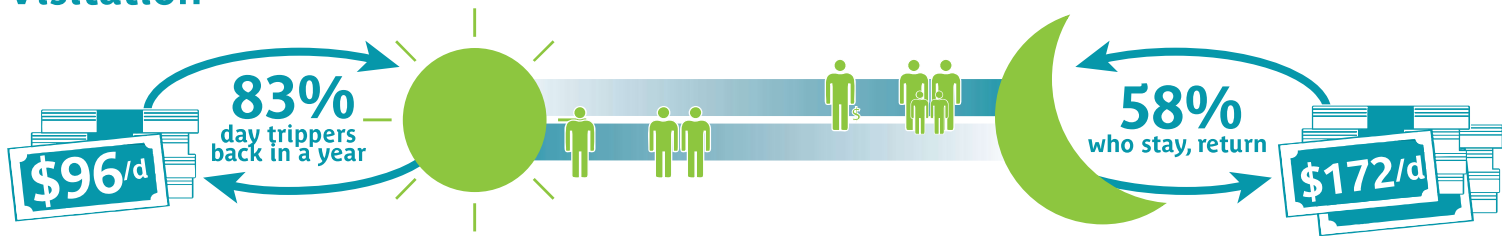
>82% overnight visitors dine at pubs and cafes.

BVRT Sections

Section of the trail utilised. 2024 2019 (difference)



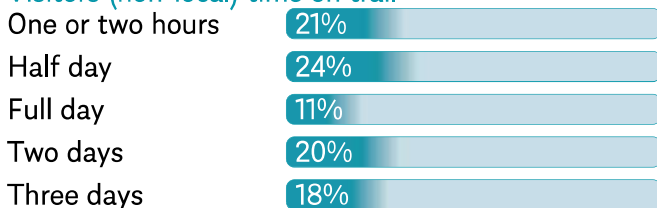
Visitation



Day Trippers

- 77% of BVRT visitors are repeat visitors.
- >83% day trippers are likely to return within 12 months.
- The average day-tripper spends \$96 per day.
- Most visitors (67%) use the trail for a day or less.
- Day trippers are predominantly empty nesters (48%).

Visitors (non-local) time on trail



Overnight Stays

- The average overnight visitor spends \$172 per day.
- 58% of people that stay overnight are likely to return within 12 months.
- 35% stay in hotels, motels and pubs as the preferred accommodation options.
- 43% of visitors enjoy caravanning and camping, with 24% in tent and glamping, and 20% staying in a motorhome or caravan.
- Overnight stays are more common amongst couples and families.
- Those camping, using a caravan or visiting friends and relatives are more likely to stay longer.

How local businesses can maximise BVRT tourism

- Attract overnight visitors, promoting multi-day packaged experience deals.
- Family oriented marketing, develop and promote activities and packages to families.
- Ensure Google, website, 3rd party websites i.e. BVRT, Experience Somerset are updated regularly.
- Ensure 'Opening Hours' are consistent and dependable.
- Agritourism experiences; farm stays, produce picking, or tours to appeal to families and educational groups.
- 'We are open for business', businesses should remain open every day during peak times, including public holidays.
- Holistic experiences such as "paddock to plate" and partnerships with local accommodation providers and artisans
- Tailor experiences, such as shorter, active routes for day trippers and more immersive experiences and itineraries for overnight visitors.

Opportunities for Improvement

Experiences

- Local produce and beverages
- Agritourism
- Cultural and historical

Trail

- More toilets and water points
- Improved camping facilities
- Track surface and signage
- Connectivity to other trails and experiences
- Accessibility for all levels of experience
- Marketing and destination management plans