

THE  CQUniversity

VILLAGE

 Festival

YEPPOON • CAPRICORN COAST
10 - 12 AUGUST 2018

DestinationQ Presentation





Who are we?

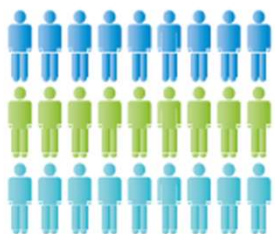




Our Impact



ATTENDANCES



Total Attendances
15,750

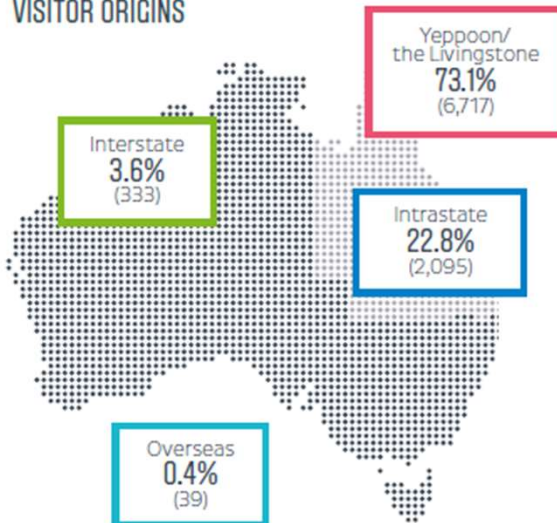


Number of Individuals
9,184

Total Number of Event Days
3

Average Days Attended
1.71

VISITOR ORIGINS



Interstate
3.6%
(333)

Yeppoon/
the Livingstone
73.1%
(6,717)

Intrastate
22.8%
(2,095)

Overseas
0.4%
(39)

PRIMARY PURPOSE VISITORS



Interstate
TOTAL 78
0 78

Intrastate
TOTAL 1802
1,097 705



Day Trippers

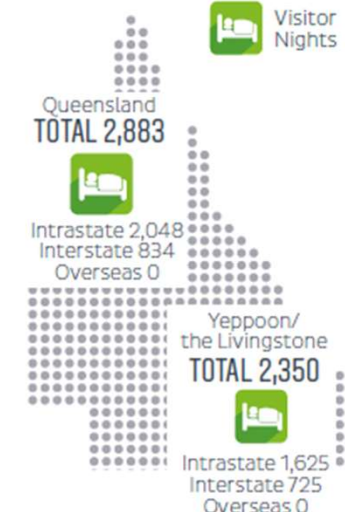


Overnight Stay



Overseas
TOTAL 0
0 0

DIRECT VISITOR NIGHTS



Queensland
TOTAL 2,883

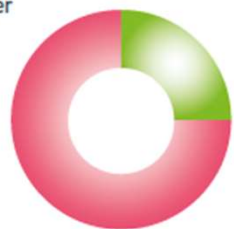
Intrastate 2,048
Interstate 834
Overseas 0

Yeppoon/
the Livingstone
TOTAL 2,350

Intrastate 1,625
Interstate 725
Overseas 0

DEMOGRAPHIC PROFILE

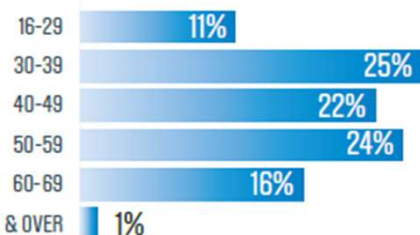
Gender



Male
25%

Female
75%

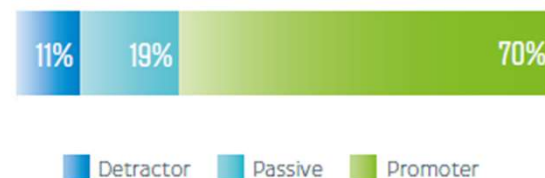
Age



NET PROMOTER SCORE

This is a measure of the degree of advocacy amongst the CQUniversity Village Festival attendees

Net Promoter Score
+58



Detractor

Passive

Promoter

COMMUNITY PRIDE

The CQUniversity Village Festival adds to the appeal of Yeppoon/the Livingstone region

29% 64% 4.6/5.0

Local residents should feel proud of the CQUniversity Village Festival

27% 65% 4.6/5.0

Yeppoon/the Livingstone region is a great location for the CQUniversity Village Festival

21% 75% 4.7/5.0

The CQUniversity Village Festival creates local employment

27% 35% 31% 3.9/5.0

The CQUniversity Village Festival generates tourism for the Yeppoon/the Livingstone

9% 38% 50% 4.3/5.0

The CQUniversity Village Festival involves the local community

36% 55% 4.4/5.0

Strongly Disagree Disagree Neither agree or disagree Agree Strongly Agree



How We Run





Looking to 2020



An aerial photograph of the Capricorn Coast in Queensland, Australia. The image shows a rugged, rocky coastline on the left with sparse green vegetation. The ocean is a vibrant blue-green, transitioning to a deeper blue further out. In the distance, there are rolling hills and a small town. Two prominent, rounded rock formations (islands) are visible in the water. The sky is clear and blue.

Art and Music
Capricorn Coast



See you in Yeppoon 10-12 August!

