



BOOMTOWN'S BIGGEST SUMMER ON RECORD

MORE METRO AND REGIONAL TRAVELLERS THAN EVER HOLIDAYING WITH US THIS SUMMER

- New research conducted by SCA iQ in September shows Boomtown is set to welcome record numbers this holiday season.
- 4.7m metro residents intend travelling to Boomtown this Summer, an increase of 12% YOY.
- 2.1m regional Aussies intend travelling around Boomtown this Summer, up 14% YOY.
- They also intend spending big on eating out (88%), alcohol (69%), accommodation (66%), shopping (57%) and entertainment (21%).
- 85% have said they'll be travelling by car to get there.
- Trade media activity commences today (Mon 25/10).
- The full research results (deck) will be available soon.

Comms/ Assets	When
Trade media	Running from Monday 25 October
Media release	Blasted Monday 25 October 8am
Email banners	Available now
<i>Presentation slides</i>	<i>Coming soon</i>

A RECORD 4.7M
Metro Aussies will be holidaying in Boomtown this Summer.

GO BOOM THIS SUMMER

SCA iQ Summer Study | September 2021 | SCA Communities | National | People 18+ | n=1057. Calculated by taking the no. of people 18+ in Metro and Regional areas then using results of SCA audiences travelling to regional Aus over Summer. SCA iQ has divided the % of this audience into the 'total population'

A RECORD 2.1M
Regional Aussies will be holidaying in Boomtown this Summer.

GO BOOM THIS SUMMER

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HOW YOU CAN HELP

- Share the results in your presentations
- Upload email banners (two versions)
- Refer clients to **boomtownhub.media** - access to 93% of Australia's top holiday hot spots (source: Wotif rankings Easter 2021)