

Cairns Cup Carnival

17-24 AUGUST 2024



ATTENDANCES



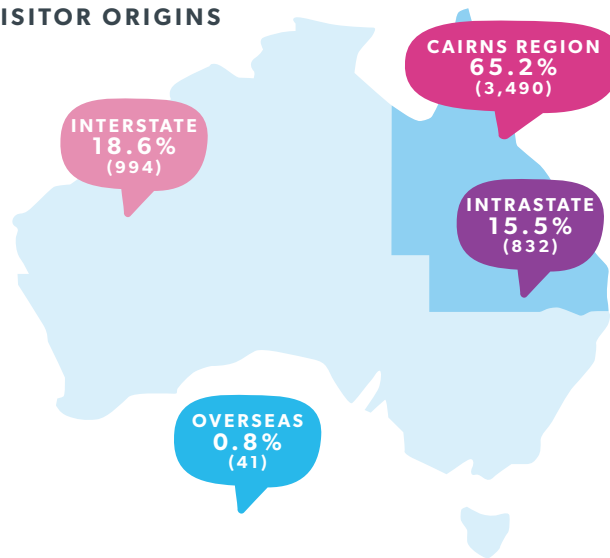
TOTAL SPECTATORS
7,346

TOTAL NUMBER OF DAYS

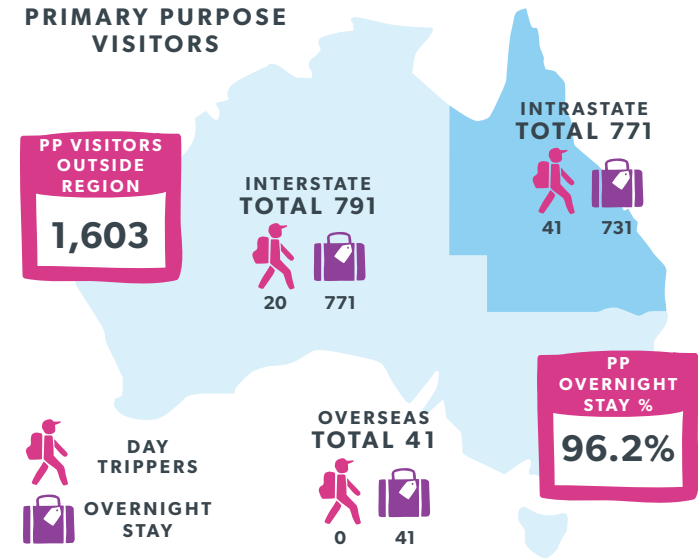


NUMBER OF INDIVIDUALS
5,357

VISITOR ORIGINS



PRIMARY PURPOSE VISITORS



DIRECT VISITOR NIGHTS

	CAIRNS REGION	OTHER QUEENSLAND	AVERAGE NIGHTS IN QUEENSLAND
INTRASTATE VISITORS	1,920	21	2.7
INTERSTATE VISITORS	2,959	1,367	5.6
OVERSEAS VISITORS	142	0	3.5
TOTAL	5,021	1,388	4.2

TOTAL DIRECT VISITOR NIGHTS IN QUEENSLAND 6,409

VISITOR DAY TRIP EXPENDITURE

61 VISITORS

\$230.56
AVERAGE DAILY SPEND

1.7
AVERAGE DAYS ATTENDED



OVERNIGHT VISITOR EXPENDITURE

1,542 VISITORS

\$389.97
AVERAGE DAILY SPEND

4.2
AVERAGE NIGHTS STAYED



EXPENDITURE ON FASHION

Attendees at the Cairns Cup Carnival spent over \$1.8 million on fashion & grooming. In-scope attendees spent about \$488,000 of this amount.



TOTAL FASHION & GROOMING SPEND **\$1,861,799**

TOP 5 FASHION ITEMS

Racegoers were responsible for purchasing more than 9,607 fashion items to wear to the Cairns Cup Carnival.

GENDER	FASHION ITEM	MINIMUM NUMBER PURCHASED	% OF MALES THAT PURCHASED
	MALE	Shirt/Blouse	633
Pants/Trousers		610	11.4%
Shoes		497	9.3%
Hat/Fascinator		249	4.6%
Dress		249	4.6%
FEMALE	FASHION ITEM	MINIMUM NUMBER PURCHASED	% OF FEMALES THAT PURCHASED
	Hat/Fascinator	1,582	29.5%
	Dress	1,492	27.8%
	Shoes	972	18.1%
	Jewellery	949	17.7%
Handbag	723	13.5%	

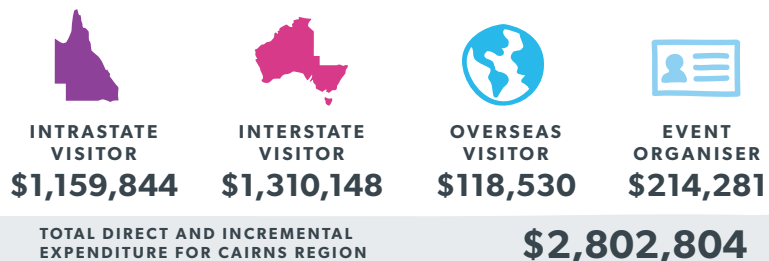
GROSS ECONOMIC STIMULUS

Total spending in the region by in-scope/non-in-scope attendees, and the event organiser



ECONOMIC AND TOURISM IMPACTS

Total Direct and Incremental Expenditure for Cairns Region



Total Direct and Incremental Expenditure for Other Queensland



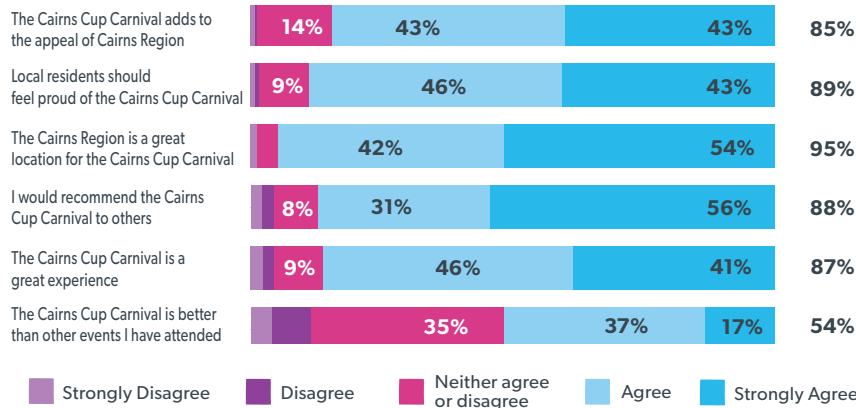
TOTAL DIRECT AND INCREMENTAL EXPENDITURE FOR QUEENSLAND **\$3,506,697**

*Intrastate visitor contribution in other parts of Queensland.

NET PROMOTER SCORE



COMMUNITY PRIDE



AT A GLANCE

+ Across the 4 days the Cairns Cup Carnival attracted 5,357 individuals who attended or participated in one of the Cairns Cup Carnival events.

+ The Cairns Cup Carnival generated direct and incremental expenditure of \$2,802,804 attributable to the Cairns Region economy and \$3,506,697 attributable to the Queensland economy.

+ The Cairns Cup Carnival was responsible for generating 5,021 visitor nights in the Cairns Region. The majority of these nights were generated by interstate visitors (2,959).

+ In total, \$2,499,430 was spent by overnight visitors who stayed more than 40km from their normal place of residence.

+ Overall, the event generated \$5,154,552 in Gross Expenditure Stimulus. This considers all attendee spending, including non-in-scope attendees and the event organiser.