

EXPLORE CENTRE NETWORK STATISTICS GUIDE

As of August 2021

Thank you for your contribution and support to providing monthly statistics. These responses continue to be a vital and justifiable component of the visitor servicing model which are reviewed individually and collectively as a region.

Disclosure: Individual statistics will never be publicly released or used without the permission of an individual Explore Centre.

The purpose of data collection continues to demonstrate:

- the value of the Explore Centre Network.
- the role and worth of the Explore Centre to visitors, councils, Regional Tourism Organisations (RTOs) State Government, tourism operators and local businesses.
- to strengthen engagement by all stakeholders within the Explore Centre network.

We have streamlined the collection method to make it easier and quicker to provide the details and added additional categories which will allow every centre to benefit from. **The monthly statistics will collect the following data:**

- Walk-ins
- Phone enquiries
- Email enquiries
- Social enquiries
- Unique visitors to the Explore Centre Websites
- Location of visitors (Local, intrastate, interstate & overseas)
- Digital reviews
- Merchandise sales
- Sales of tours, attractions, accommodation, transport
- Operational costs
- Volunteering hours
- General comments, such as trends.



Monthly data collection process:

1st of every month: Automated email with unique link is sent to Explore Centre Manager for completion.

15th of each month: Explore Centre Manager is sent a reminder email if not yet completed.

The Explore Centre network data is accumulated approximately every 30 days and added to a master sheet in preparation for an [annual report](#) that is sent to Tourism & Events Queensland.

TIPS & HOW TO COLLECT & TOTAL YOUR MONTHLY DATA

Walk-Ins

This refers to the number of people who have physically visited the centre, not just the number of visitors that staff have spoken to. Eg. A person from a group of 5 travellers asks a question at the counter, but the count is still 5. You may wish to collect this data via a daily record sheet, hand clicker or door counter. For centres that utilise door counters, you will need to ensure the counter total is halved to reflect the number represented by those exiting.

Phone enquiries and phone enquiries

- ✓ Direct questions from locals, current/future visitors.
- ✓ Local businesses interested in working with your centre.
- ✓ Contact/questions with other explore centres both state and Australia wide.
- ✓ Unique/seasonal questions including CENSUS and town relocation enquiries. **EG:** *I am moving to your town in 6 months and would like regional / relocation information.*

Phone enquiries **do not** include

- ✗ Spam calls and general correspondence between staff

Email enquiry statistics **do not** include

- ✗ Newsletters that you are subscribed to or general correspondence between staff

Tip: For those using outlook, right click on the folder, select '*properties*' and '*show total number of items*'. This is helpful for those filing relevant enquiries in folders on a monthly basis.

Social enquiries | Facebook, Instagram, YouTube, Twitter & chat bots

- ✓ Direct/inbox messages
- ✓ A question in a comments section on your Facebook page
- ✓ Web/chatbot enquiries
- ✓ Questions via TripAdvisor forums | [Example](#)

Social enquiry statistics **do not** include

- ✗ The number of 'likes' or 'followers' on your page
- ✗ Social page visits or individual post engagements
- ✗ Website/webpage statistics

Add any comments on the increased number of likes/followers that your page received that month (Eg. influenced by a successful marketing campaign) in the general comments section.

Digital reviews

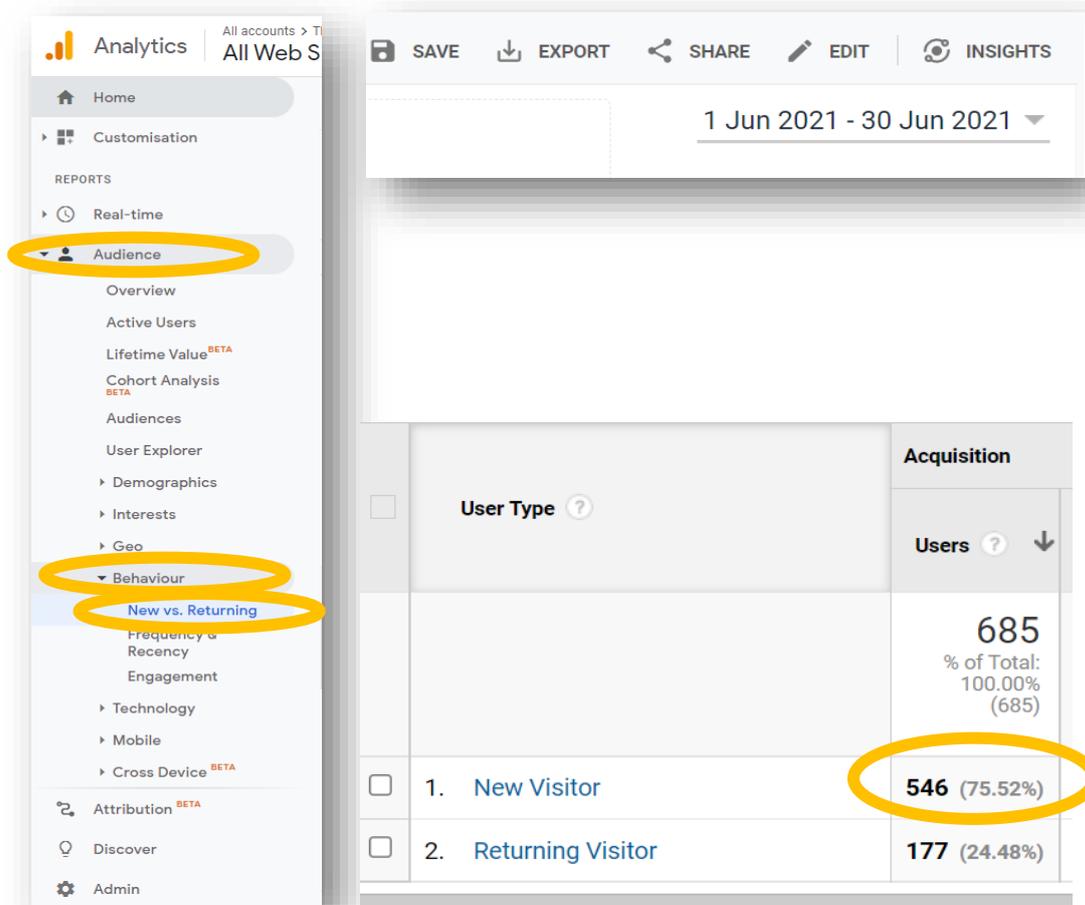
Includes the total number of reviews that can be sourced from:

- ✓ Facebook (Also known as 'recommendations') | [Example](#)
 - ✓ TripAdvisor | [Example](#)
 - ✓ Google 'My Business' listing | [Example](#)
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Unique visitors to your Explore Centre website

'Unique visitors' are the total number of unduplicated visitors to your website, which platforms such as google analytics can identify. In order to source the unique visitor total, you must be logged into a google (Gmail) account that is linked to your website. As per below, [google analytics](#) can determine the 'unique visitors' total when the following steps are followed. You may need to contact your IT department for further assistance:

1. Log into Google analytics
2. On the left-hand side of the dashboard, select **Audience** and a large drop down of options will appear.
3. Select **Behaviour**, then **New Vs. Returning**
4. Ensure the **date range** reflects the month you are reporting (Eg. 1 June – 30 June).
5. In this example, the total of unique visitors would be **546**.



The screenshot shows the Google Analytics interface. On the left sidebar, the navigation menu is visible with 'Audience' selected, and 'Behaviour' > 'New vs. Returning' highlighted. The main content area shows a date range of '1 Jun 2021 - 30 Jun 2021'. Below this is a table with the following data:

		Acquisition
User Type ?		Users ? ↓
		685 % of Total: 100.00% (685)
<input type="checkbox"/>	1. New Visitor	546 (75.52%)
<input type="checkbox"/>	2. Returning Visitor	177 (24.48%)

Unique visitor statistics **do not** include

- ❌ Sessions or session duration
- ❌ Page value
- ❌ Impressions
- ❌ Statistics from any social platforms (Facebook, Instagram, Twitter, etc).

IMPORTANT:

For any groups of Explore Centres that do not have a unique website of their own and are represented on a website with multiple other centres, the total figure should only be recorded once or equalled out accordingly. **Eg.** The Bribie Island Explore Centre may be selected as the centre that records the 'unique users' between the other 7 other Moreton Bay visitor centres that are all represented on the 'Visit Moreton Bay' website. This approach helps to provide a more accurate result.

Location of visitors

Although you may only get to speak with say 25% of all visitors that walk in, it is reasonable to suggest that if 100 people walk in and staff speak with just 25 of them, and half were from NSW and half from Victoria - then overall, 50 of the 100 would be recorded as NSW and 50 from Victoria. This currently remains the most realistic interpretation and approach.

Defining 'Local' residents and 'Queensland' residents

Ultimately, it is the discretion of the Explore Centre staff of how a 'local' and 'Queensland' figure is interpreted, but the **approach must be consistent each month**. Depending on your region and location, a visitor that you record as a local could be residing up to 200km from the centre.

Other location of visitor data include:

- New South Wales
- Victoria
- South Australia
- Northern Territory
- Australian Capital Territory
- Tasmania
- International

Sales of tour bookings and accommodation

The total gross sales (not profit) **transacted** at your Explore Centre and/or online booking platform which relates to tours, attractions, accommodation and transport.

Sales of merchandise

The total gross sales (not profit) **transacted** at your Explore Centre or online shop which relate to merchandise and souvenirs.

Operational Costs

Relates to the total gross operational costs that is budgeted by the centre. EG. If the building and maintenance is provided by council this would not be an operational cost to the VIC and therefore not included in the total operational costs.



Volunteering hours

Volunteer contribution continues to be a vital asset to the tourism industry and proves to positively influence overall visitor experience, repeat visitation and length of stay. In 2020 alone, 'Volunteering Queensland' reported an estimated total of [900.4 million hours](#) contributed by all volunteers in Queensland. It is important that the annual percentage representing the Explore Queensland Network is therefore also defined. An easy way to capture this data is to review and sum the hours addressed on the monthly staff roster.

FURTHER INFO & FAQ's

When submitting your data, please considering the following.....

Reminders:

If your data is not submitted in the first 2 weeks of the month, you will receive an automated email reminder on the 15th. Your monthly participation is valued and remains an essential component of accreditation.

Numerical figures

Enter numerical figures only and include all other text such as comments/milestones within the general comments section. Please note that anything applicable to nil/zero/nothing/N/A must be represented as **0**. We ask that you refrain from adding anything but numbers in the response bars, it can disrupt the automated formulas within the master data sheet.

Explore Centre Closures

Even in the event that your centre becomes unexpectedly closed, monthly data must be submitted. Please place a **0** for all responses and include the closure details in the general comments section.

If you wish to change or review the data you have submitted

Please email carlie@thetourismgroup.com.au if your submitted data ever needs amending. You will not be able to re-submit/change data in a 'closed' survey, as the survey can only be completed once. Updated data will therefore be manually transferred directly to the master data sheet. Please contact the same email if you wish to review any of the stats that you have submitted and note that you will only be able to review data for Explore Centres that you manage.

Receipts:

Whilst there are no automated receipts to confirm stats have been submitted, a 'validation error' will appear if you enter a survey that's been completed.



Validation Error
This Survey has already been completed

Thank you for your time!

We thank you for taking the time to review this guide and contributing to the Explore Queensland Network. If you have any questions, please contact:

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