



PRESS RELEASE

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Localis and Moreton Bay Region Industry & Tourism (MBRIT) Partner to Unveil the Visit Moreton Bay Insights Hub

Moreton Bay Region Industry & Tourism (MBRIT) is excited to announce a strategic partnership with Localis, a prominent data analytics company, to launch the **Visit Moreton Bay Insights Hub**.

Exclusively designed for the Moreton Bay region, this groundbreaking tool offers valuable insights into travel trends and patterns, empowering businesses to make data-driven decisions that enhance visitor experiences and drive business growth.

The Visit Moreton Bay Insights Hub, powered by Localis, provides a comprehensive dashboard delivering crucial insights, including accommodation data, mobility data, and flight data.

Businesses that heavily rely on tourism, such as accommodation providers, bars and restaurants, tour operators, car rental companies, and retail stores, can now leverage this powerful resource to strategize, plan, and refine their offerings for maximum success.

MBRIT Chief Executive Officer Natassia Wheeler said the Visit Moreton Bay Insights Hub was a significant step forward for the tourism industry in the region.

"We are thrilled to join forces with Localis to provide our local businesses with access to invaluable data and insights. Equipped with this cutting-edge tool, we aim to empower our business community to make well-informed decisions, optimise their services, and ultimately increase overnight visitor stay and expenditure right throughout the Moreton Bay Region," she said.

Localis Founder and CEO Robbie Dalton said his company was delighted to partner with MBRIT in introducing the Visit Moreton Bay Insights Hub.

"At Localis, our mission is to help businesses thrive through data-driven decision-making, and this partnership exemplifies that commitment. By harnessing the power of data analytics, we aim to empower businesses in the Moreton Bay region to be at the forefront of the tourism industry, delivering exceptional experiences that keep visitors coming back," he said.

Queensland's Chief Entrepreneur Julia Spicer said the initiative was another example of how the City of Moreton Bay is growing its reputation as a business hub.

"The partnership between MBRIT and Localis demonstrates why the Moreton Bay region is widely recognised as a vibrant centre of innovation and enterprise. By working together to deliver the Visit Moreton Bay Insights Hub, local businesses will have better access to insights that support growth and in-turn, benefit the wider region," she said.

"Fostering partnerships between business and industry is a key platform of the Queensland Government's Advance Queensland initiative and its focus on supporting good jobs and a strong, innovative economy."



The Visit Moreton Bay Insights Hub dashboard offers businesses the following advantages:

- Plan Like a Pro: Access insights on occupancy rates, visitor stay lengths, and seasonal impacts to inform strategic planning and service adjustments.
- Be in the Right Place at the Right Time: Utilise mobility data to identify high-traffic areas for pop-up shops and targeted advertising.
- Know Your Visitors: Utilise flight data to tailor marketing efforts to specific regions and visitor preferences.
- Stay Ahead of the Demand: View visitor numbers up to 12 months into the future, helping businesses plan for busy periods effectively.
- Keep Up with the Competition: Compare performance with other destinations, identifying areas for improvement and maintaining competitiveness.
- Measure Your Success: Assess the impact of marketing campaigns on visitor numbers to optimise marketing budgets.
- Coming Soon - Transaction Data: The Visit Moreton Bay Insights Hub will soon include transaction data, providing insights into visitor spending patterns and economic impact.

With the Visit Moreton Bay Insights Hub, the Moreton Bay region is taking a major stride forward in revolutionising its tourism industry. Local businesses will have access to real-time, actionable data that will drive innovation, enhance visitor experiences, and elevate the region's prominence on the tourism map.

Explore the data here www.visitmoretonbayinsights.localis.co.

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About Localis:

Localis is a data analytics company dedicated to empowering businesses through insights that drive growth and success. By providing comprehensive and real-time data, Localis enables businesses to make data-driven decisions with confidence.



About Moreton Bay Region Industry & Tourism (MBRIT):

Moreton Bay Region Industry & Tourism (MBRIT) is the official destination management and marketing organisation for the Moreton Bay region. MBRIT is committed to promoting and supporting the region's tourism industry to maximize visitor experiences and economic growth.