

# Central Tourism Intelligence Dashboard - Guide



A quick guide to what the dashboard is for, how to log in, and how each of the 6 sections helps you read changing tourism conditions.

## ① Strategic Purpose

Designed to connect **cause, industry response, and visitor behaviour** in one place.

It helps operators quickly understand whether external pressures are starting to affect tourism demand, flight bookings, and on-the-ground business conditions.

### 🎯 SEE THE CAUSE

Track macro conditions creating pressure on travel activity.

### 📉 SEE THE IMPACT

View what operators are experiencing via real-time survey signals.

### 🔍 SEE IT EARLY

Use forward indicators to spot shifts before they hit P&L.

### 📊 USE IT TOGETHER

The true value is reading all the information sequentially as one story.

## ➔ How to log in

Access the dashboard and begin exploring the data.

- 1 Go to <https://www.localis.co/> and click **Log in**.
- 2 Enter your email and the password: **LocalisQTICTool2026!** (Don't forget to reset your password the next time you log in!)
- 3 Verify your account using the verification link sent to your email.
- 4 Navigate between the 6 modules using the top menu tabs.

## 📊 Overview

Tracks major market and economic conditions flowing into tourism behaviour.

### STRAIT OF HORMUZ

**8 vessels**

↓ -92.4% vs norm

Closed

OIL DISRUPTED  
18.5M bbl/d

QUEUED  
342

### What to look for:

- **Cost pressures:** Tracks key signals affecting travel affordability (Crude pricing).
- **Consumer health:** Puts consumer confidence beside those external pressures.

### > WHY IT MATTERS

Start here to see if rising external cost pressures may flow through to demand.

## 📊 Industry Pulse

A snapshot of what tourism operators are reporting on the ground right now.

### CASHFLOW SEVERITY INDEX

**3.2 / 4**

0 = Healthy, 4 = Critical

### CURRENT TRADING POSITION



● Stable ● Under pressure ● At risk

### What to look for:

- **Business health:** How operators are coping in real time.
- **Operator actions:** Surcharges or staff cuts to survive.

### > WHY IT MATTERS

Helps validate if your own struggles reflect a broader regional industry trend.

## 📊 Future Travel Intent

Tracks consumer flight booking behaviours and fare sensitivity.

FLIGHT ROUTE	INTENT (YOY)	FARE (YOY)
Melb → Cairns	-8.5%	+14.2%
Syd → Gold Coast	-4.2%	+8.1%
Bris → Outback	+2.4%	+1.2%

### What to look for:

- **Booking intent:** Flight search click-throughs to booking pages.
- **Fare friction:** How rising airfares correlate with dropping intent.

### > WHY IT MATTERS

See which regions are losing domestic travellers due to jet fuel costs driving up airfares.

## 📈 Future Occupancy

A forward view of accommodation demand so you can see what is coming next.

REGION	NEXT 30	NEXT 90
Tropical N. QLD	-12.5%	-4.2%
Gold Coast	-8.1%	-6.8%
Outback QLD	+2.1%	+4.5%

### What to look for:

- **Early warnings:** A leading indicator for forward demand vs actuals.
- **Green vs red:** Green indicates stronger demand, red indicates weaker.

### > WHY IT MATTERS

Spot demand shifts and cancellation waves before they fully hit your P&L.

## 📊 Domestic Spend

Analyses transactional behaviour comparing mandatory fuel vs discretionary spend.

REGION	FUEL SPEND	DINING SPEND
Sunshine Coast	+15.4%	-6.2%
Whitsundays	+12.1%	-4.5%
Brisbane	+8.4%	+1.2%

### What to look for:

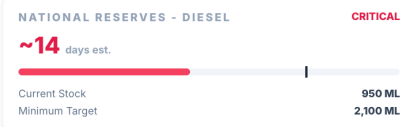
- **Category shifts:** Compares spending on Fuel vs Dining, Groceries.
- **Volume vs Value:** Normalised against base years to avoid anomalies.

### > WHY IT MATTERS

Determine if visitors are actively trading down in discretionary categories to offset petrol prices.

## 📊 Fuel Intelligence

Shows physical supply-side issues and where local disruptions occur.



### What to look for:

- **National reserves:** Tracks higher-level infrastructure conditions.
- **Interactive map:** Shows where local shortages or outages are emerging.

### > WHY IT MATTERS

Essential to know if drive-tourism is literally halting due to empty bowzers.