

Suncorp Stadium



Caxton Street  
Fan Activation Hub



King George Square  
Fan Activation Hub

# Suncorp Stadium

## 2026 NRL Football Magic Round

Friday 15<sup>th</sup> May - Sunday 17<sup>th</sup> May 2026

*Decision-ready location insights for tourism & major events*

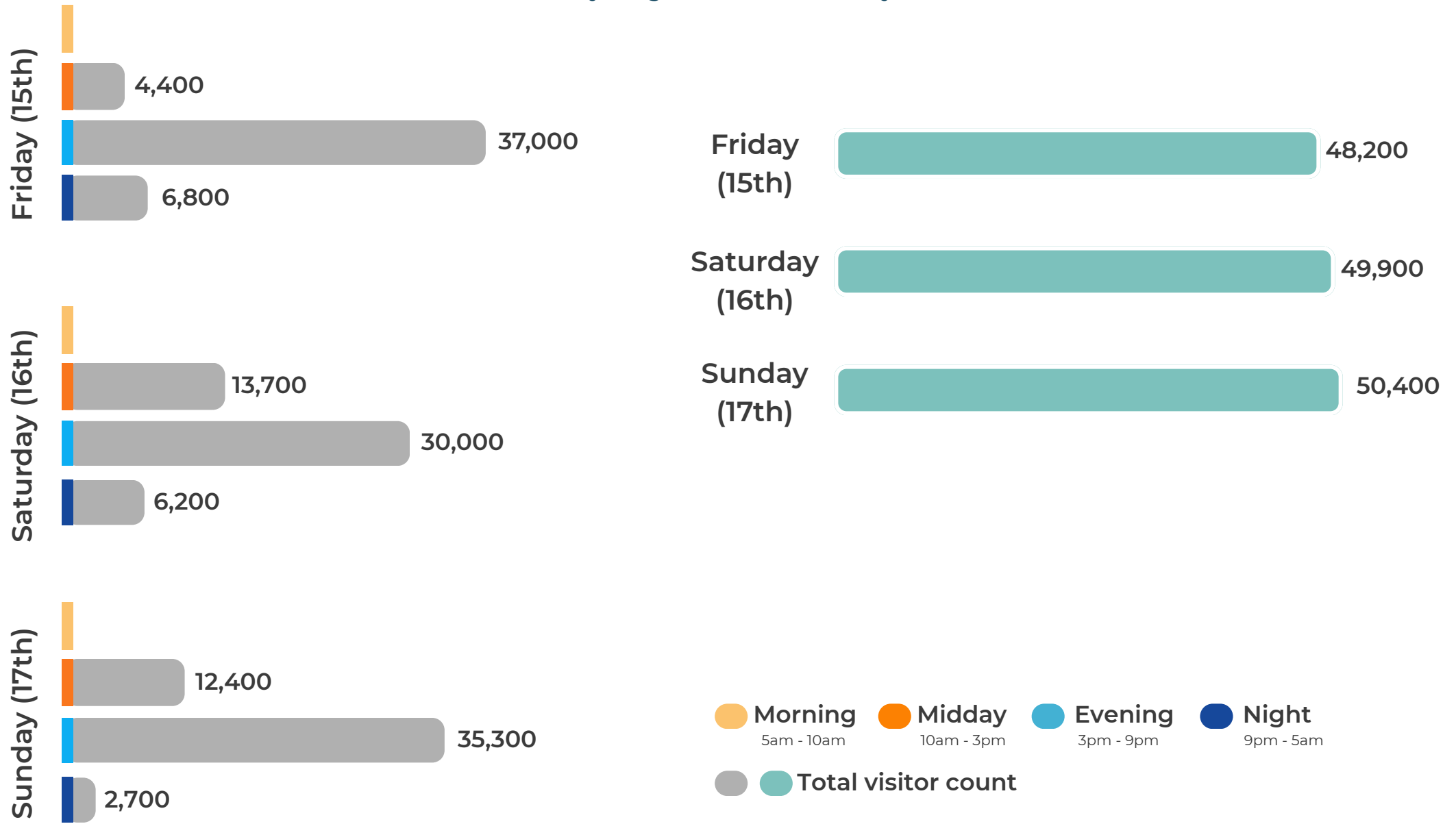
The information contained in this document produced by Bizzirex Pty Ltd is for the use of the Organisation for the purpose of which it has been prepared. Bizzirex Pty Ltd does not accept responsibility or duty of care to any third party that may rely upon this document and its contents. All rights reserved. Unless written consent is granted by Bizzirex Pty Ltd, no part or element of this report may be reproduced, distributed or removed. Refer to website for privacy policy, legal disclaimer and terms and conditions of use. This report is indicative only. Maps powered by QGIS.



# Section 1 - Attendance summary

## 1.1 - SUNCORP STADIUM ATTENDEE METRICS

Number of visitors by Magic Round event day



This metric shows the number of unique visitors per day who visited the area of interest (AOI) being Suncorp Stadium, Brisbane. Attendees are classified by time of arrival. Numbers prior to matches may represent the proportion of ticket holders waiting outside of the stadium gates. Numbers in the night category may be late arrivals or non ticket holders waiting outside the stadium but still within the Suncorp Stadium property boundary.

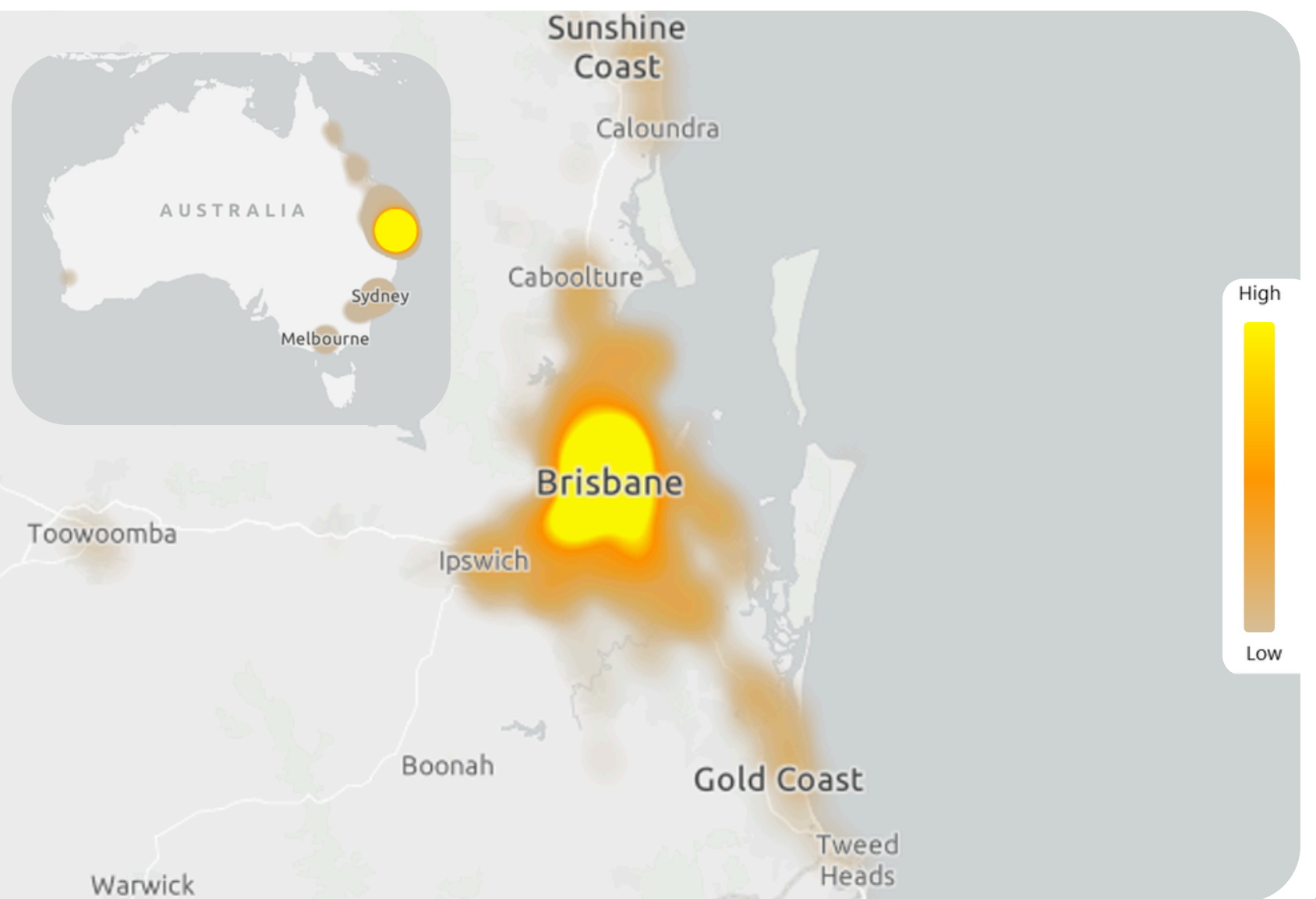
24% within Brisbane Local Government Area

57% Queensland

26% Interstate

17% International visitors

Where visitors live heatmap



This metric shows the portion of visitors to Suncorp Stadium by home location divided in within Brisbane Local Government Area, Queensland, interstate and international visitors.



# Section 2 - Movement analysis

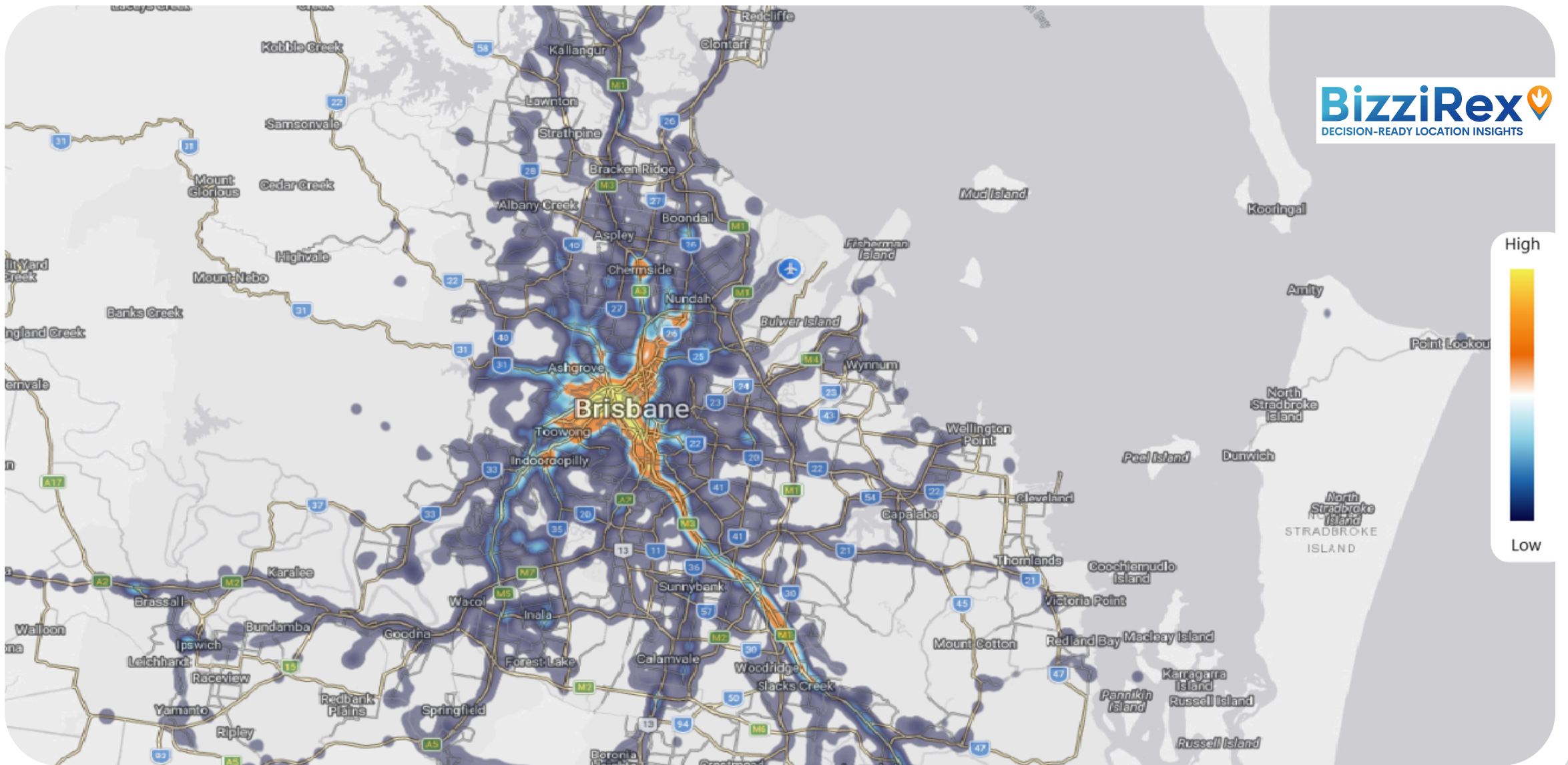
## 2.1 - MOVEMENT OF ATTENDEES

2 HOURS BEFORE ARRIVING AT SUNCORP STADIUM

### Insights

2 hours prior to arriving at the stadium has a large proportion of road users travelling south from sunshine coast and north from the gold coast, with a heavy reliance on road infrastructure.

### Movement Heatmap - Regional extent over the 3-day event



This heatmap shows a regional view of movements of visitors 2 hours before arriving at Suncorp Stadium for attendees of Magic Round 2026, as an accumulation of movement over the Friday - Sunday duration of the event.

### Movement Heatmap - Local extent over the 3-day event



This heatmap shows a local view of movements of visitors 2 hours before arriving at Suncorp Stadium for attendees of Magic Round 2026, as an accumulation of movement over the Friday - Sunday duration of the event.



# Section 2 - Movement analysis

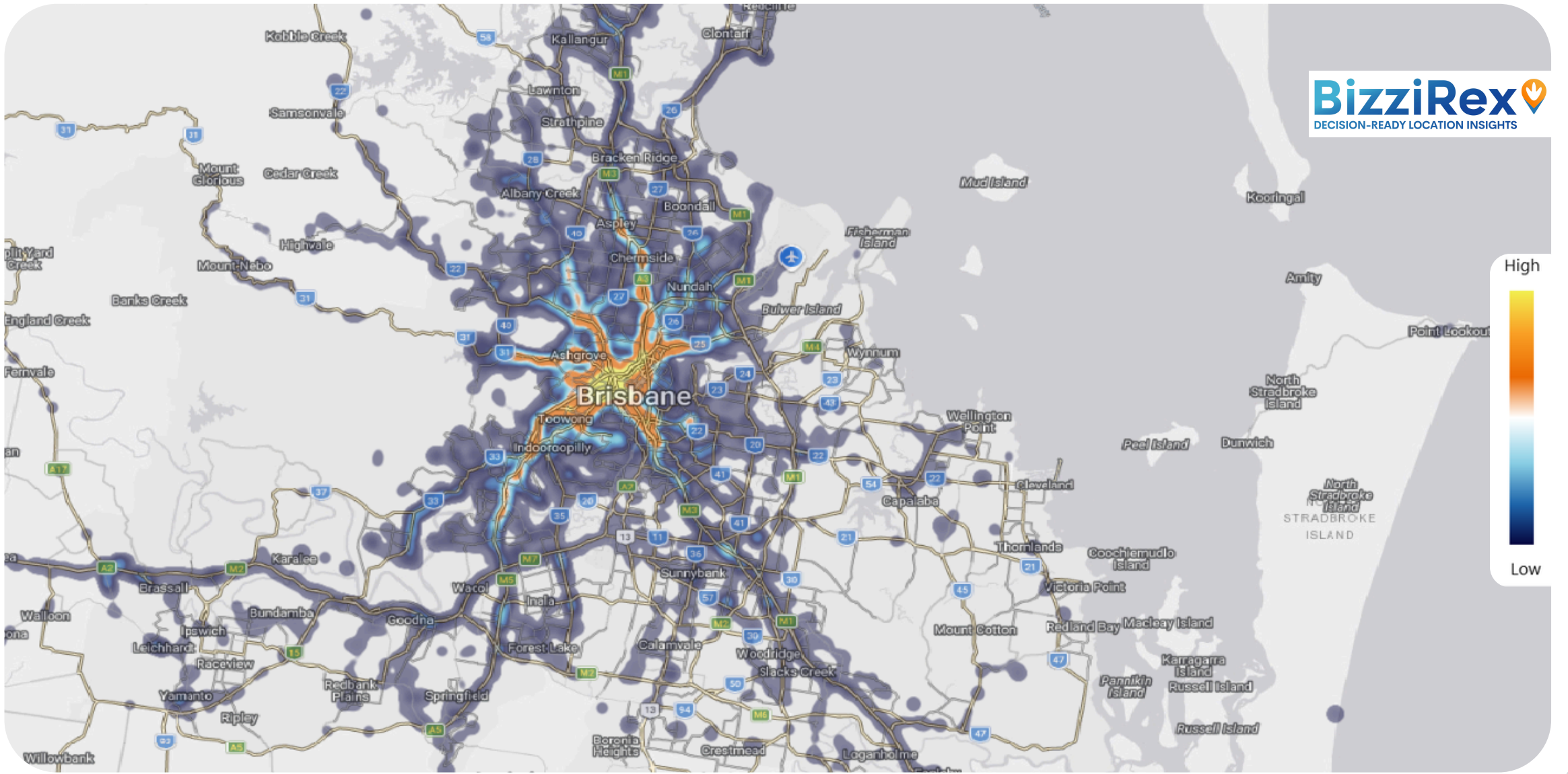
## 2.2 - MOVEMENT OF ATTENDEES

2 HOURS AFTER LEAVING THE SUNCORP STADIUM

### Insights

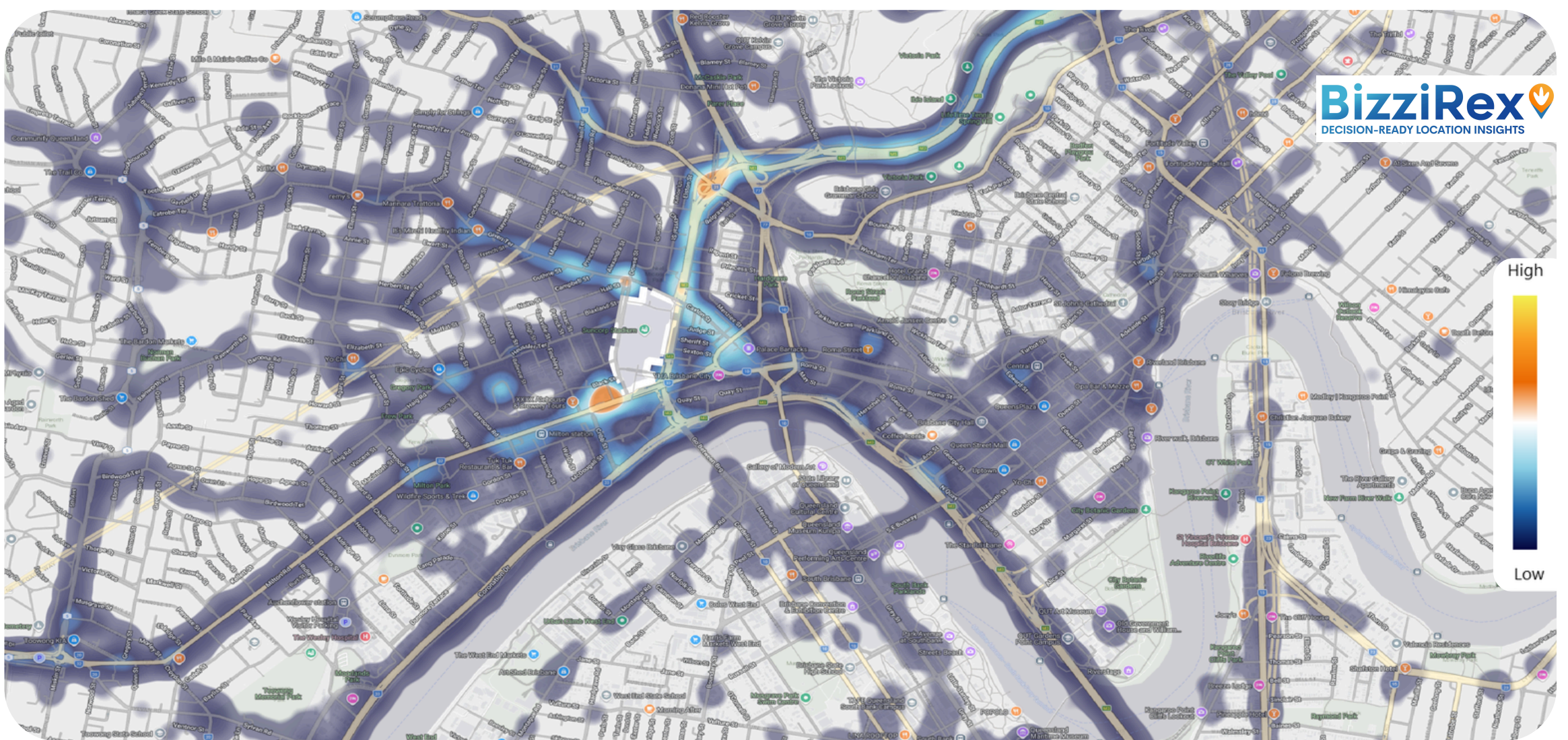
2 hours after leaving the stadium, movement is largely confined to within a 5km radius suggesting people are spending time or staying the night within 5km of the stadium.

### Movement heatmap - Regional extent over the 3-day event



This heatmap shows a regional view of movements of visitors 2 hours after leaving Suncorp Stadium for attendees of Magic Round 2026, as an accumulation of movement over the Friday - Sunday duration of the event.

### Movement heatmap - Local extent over the 3-day event



This heatmap shows a local view of movements of visitors 2 hours after leaving Suncorp Stadium for attendees of Magic Round 2026, as an accumulation of movement over the Friday - Sunday duration of the event.

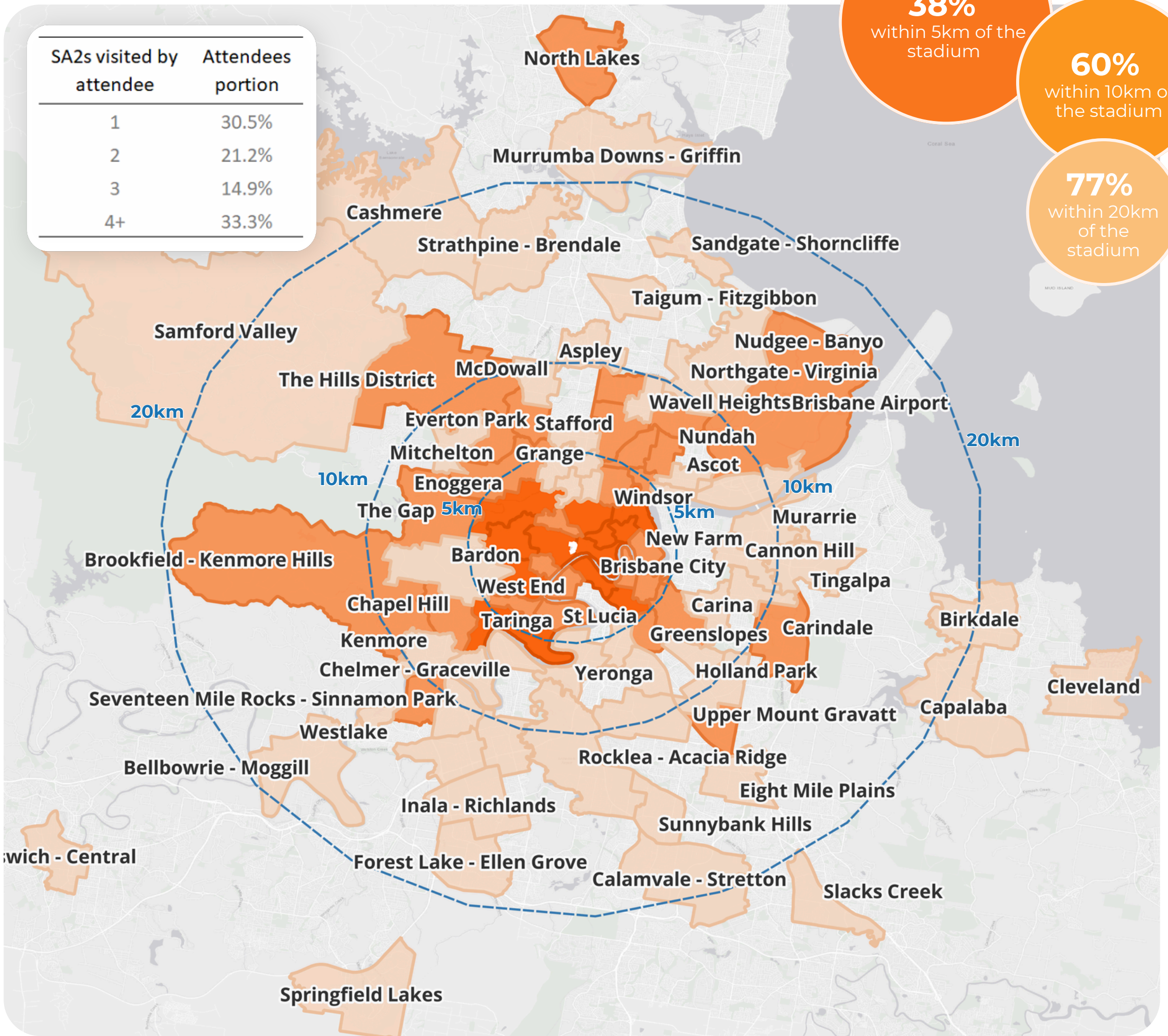


# Section 3 - Stay analysis

## 3.1 - ATTENDEE STAY MAP BY SA2

Where event attendees spent their time before and after the event  
excluding the locations of overnight stays

SA2s visited by attendee	Attendees portion
1	30.5%
2	21.2%
3	14.9%
4+	33.3%



**38%**  
within 5km of the stadium

**60%**  
within 10km of the stadium

**77%**  
within 20km of the stadium

This map represents event attendee activities before and after attending Suncorp Stadium by Statistical Area 2 (SA2), however excludes data within Suncorp Stadium and excludes overnight stay data. This provides an understanding of where visitors spent their time during the day period.

### Insights

Event attendees, whether tourists or locals, are spending their time concentrated near the event. The places they visit is largely localised as 60% of event attendees are concentrated within 10km of the event. The majority are also spending their time between a few SA2s with over 65% moving across 3 or less SA2s.



# Section 3 - Stay analysis

## 3.2 ATTENDEE STAY HEATMAP

BEFORE AND AFTER ATTENDING TO SUNCORP STADIUM

Where attendees stayed  
0-2 hours **before** arriving at Suncorp Stadium

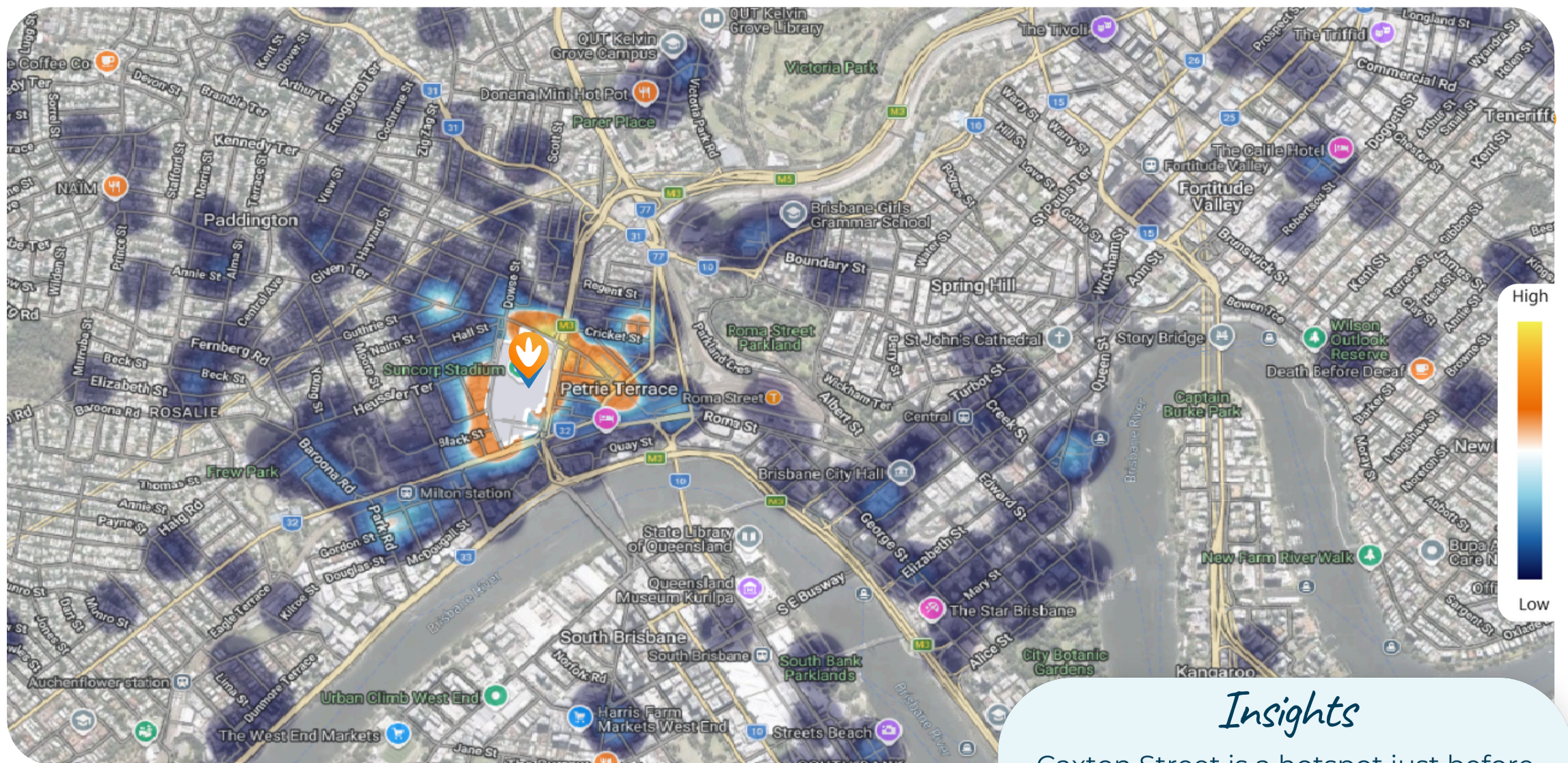


### Insights

Most event attendees are around the stadium 0-2hrs before arriving and 0-2hrs after leaving the stadium.

This heatmap shows a local view of where visitors stayed the most 2 hours before arriving at Suncorp Stadium. The data is an accumulation of stay over the Friday - Sunday duration of the event.

Where attendees stayed  
0-2 hours **after** leaving Suncorp Stadium



### Insights

Caxton Street is a hotspot just before arriving and just after leaving suncorp stadium.

This heatmap shows a local view of where visitors stayed the most 2 hours after leaving Suncorp Stadium. The data is an accumulation of stay over the Friday - Sunday duration of the event.

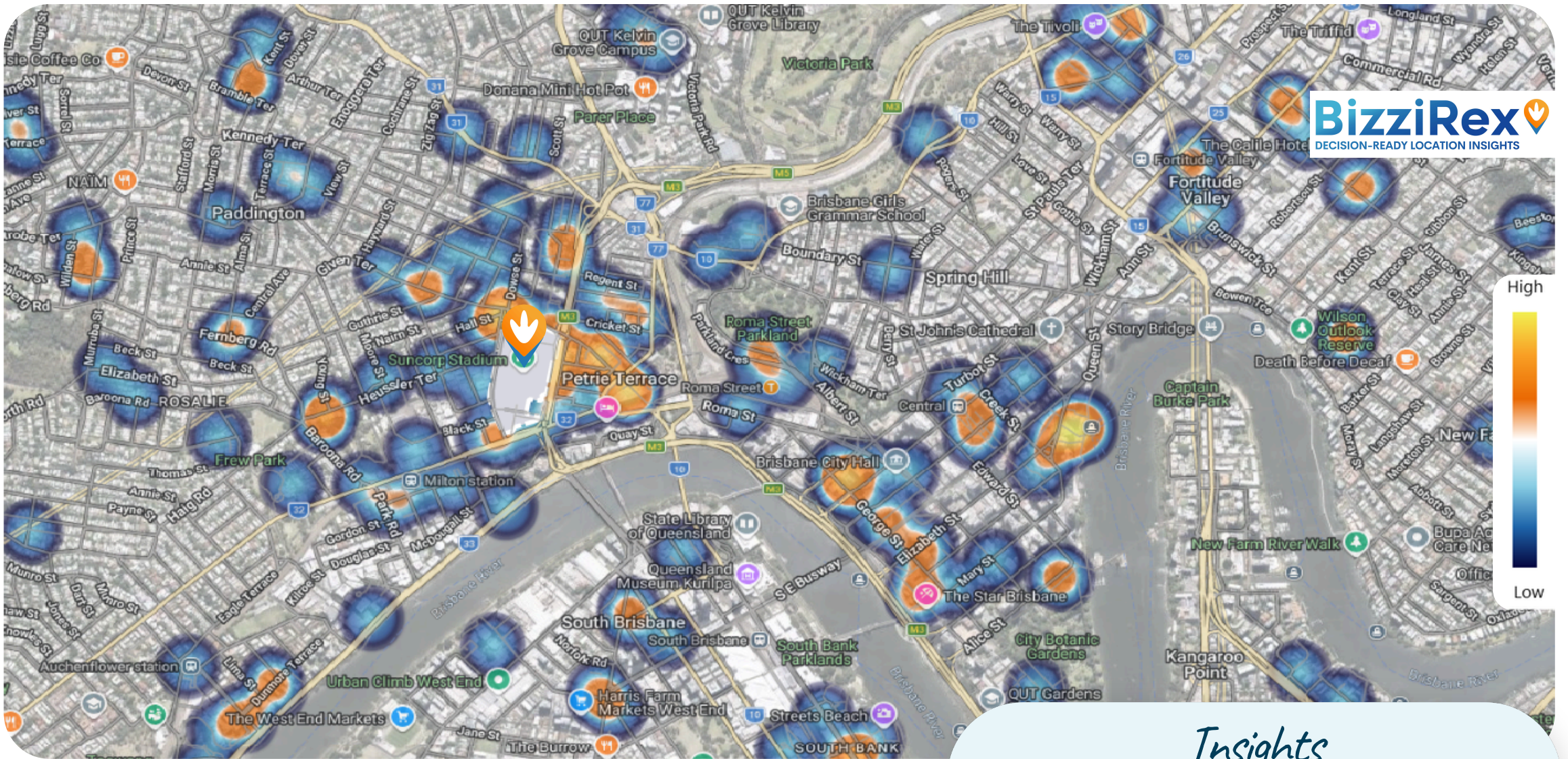


# Section 3 - Stay analysis

## 3.3 ATTENDEE STAY HEATMAP

BEFORE AND AFTER ATTENDING TO SUNCORP STADIUM

Where attendees stayed 2-4 hours **before** arriving at Suncorp Stadium

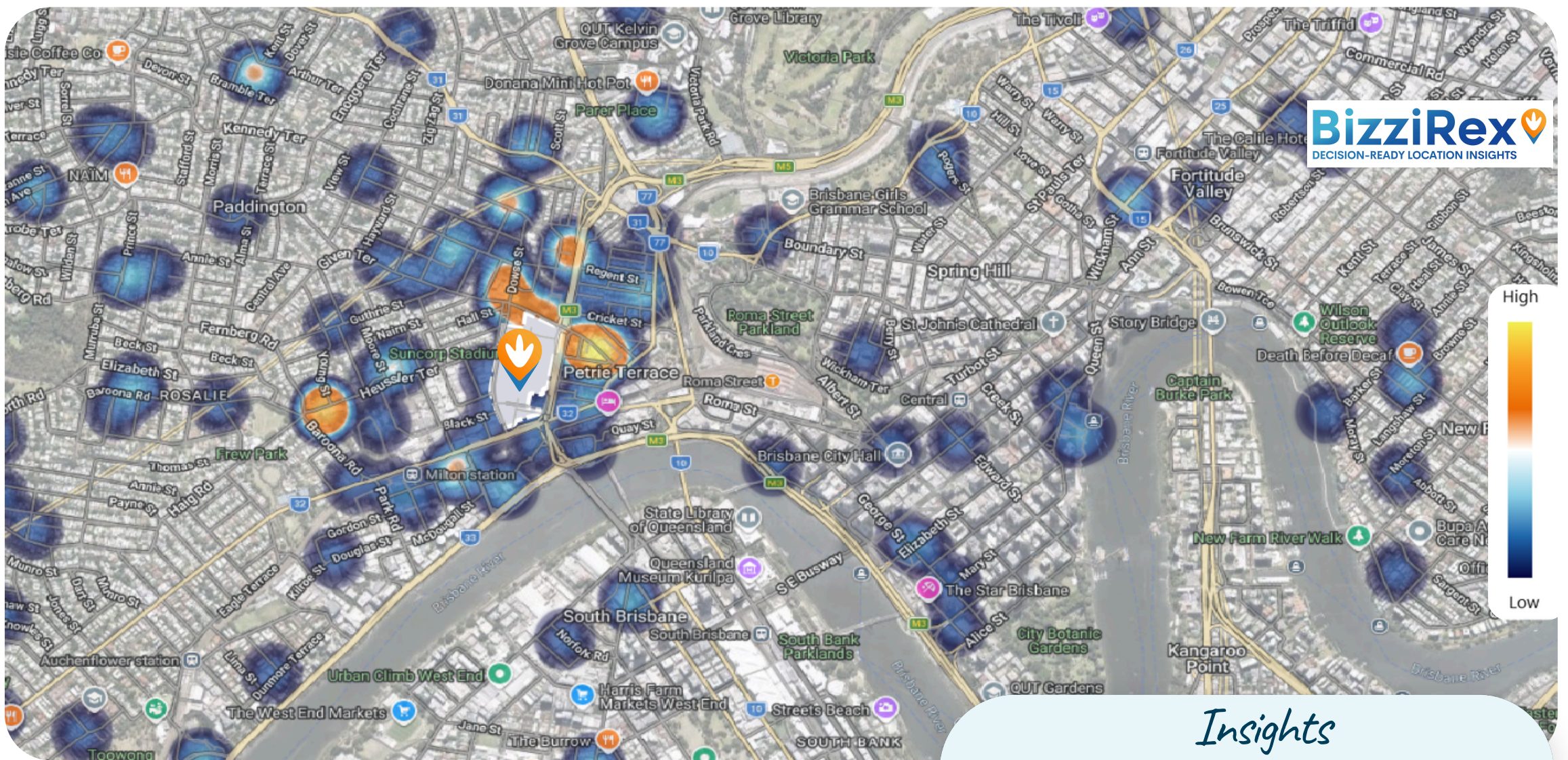


This heatmap shows the city view of where visitors stayed the most 2 to 4 hours before arriving at Suncorp Stadium. The data is an accumulation of stay over the Friday - Sunday duration of the event.

*Insights*

Stay hotspots at places such as Eagle Street, Southbank and Queens Wharf before the event but not after the event.

Where attendees stayed 2-4 hours **after** leaving Suncorp Stadium



This heatmap shows the city view of where visitors stayed the most 2 to 4 hours after leaving Suncorp Stadium. The data is an accumulation of stay over the Friday - Sunday duration of the event.

*Insights*

After the event, attendees are spending time in close proximity to the stadium around Caxton Street and Given Terrace.



# Section 4 - Associated events case studies

## 4.1 - CAXTON STREET FAN ACTIVATION HUB

VISITOR METRICS

Stay heatmap - all visitors to the Caxton Street Fan Activation Hub  
Local extent



**50.6%**

Local visitors  
(within 10 km)

**39.4%**

Regional visitors  
(10-50 km)

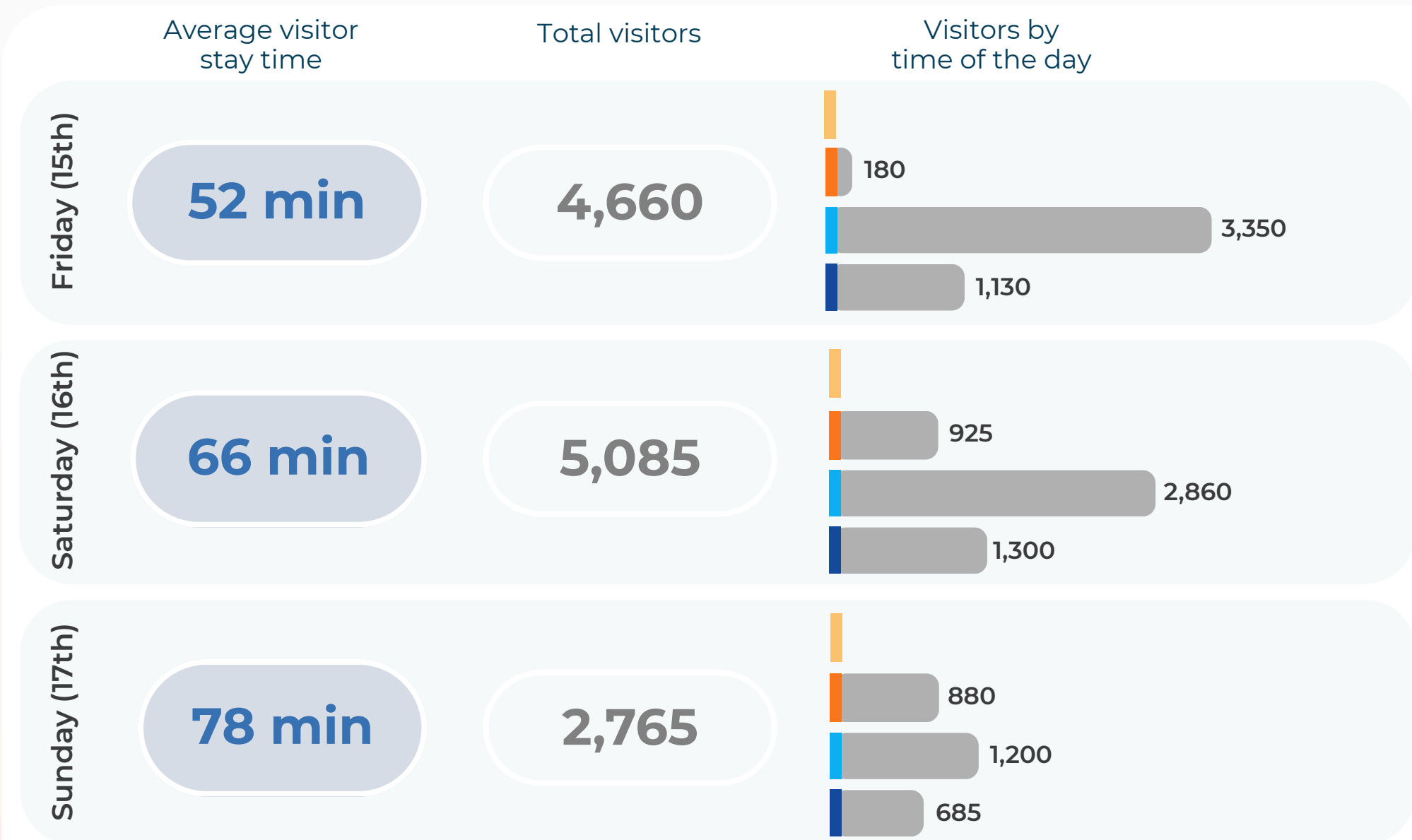
**10.0%**

Distant visitors  
(beyond 50km)

Over 2,500 stadium ticket holders attended Caxton Street for an average stay time of 53 min

Higher stay time at Caxton Street compared to King George Square Fan Activation Hub

This heatmap shows a local view of visitor stay patterns for all visitors at the Caxton Street Fan Activation Hub as an accumulation of movement over the Friday - Sunday duration of the event, despite being a Magic Road ticket holder of Suncorp Stadium or not. Visitors during the morning period have been excluded as these were not part of the official activation event. Including morning visitors will increase the total numbers.



- Morning  
5am - 10am
- Midday  
10am - 3pm
- Evening  
3pm - 9pm
- Night  
9pm - 5am

Overall average stay time  
**65 min**

Total visitors over 3 days  
**12,510**

Event attendee to total visitor ratio  
**1 : 5**

Visitors returning more than once  
**13%**

Return visitors returned on average  
**2x**



# Section 4 - Associated events case studies

## 4.2 KING GEORGE SQUARE FAN ACTIVATION HUB

VISITOR METRICS

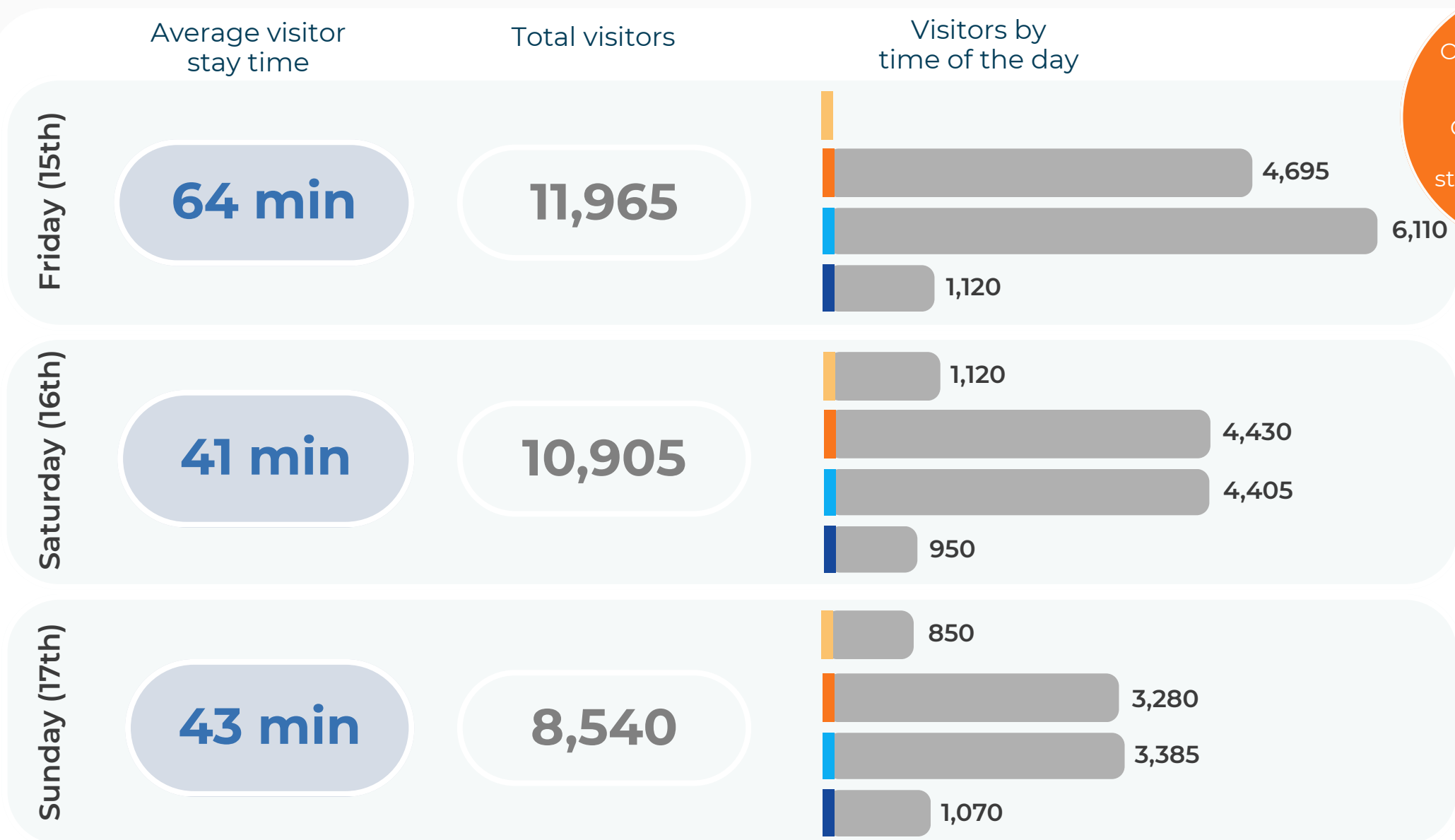
### Stay heatmap - all visitors to the King George Square Fan Activation Hub Local extent



Higher visitor rates at King George Square compared to Caxton Street

Only 143 stadium ticket holders attended King George Square, for an average stay time of 4 min

This heatmap shows a local view of visitor stay patterns for all visitors at the King George Square Fan Activation Hub as an accumulation of movement over the Friday - Sunday duration of the event, despite being a Magic Road ticket holder of Suncorp Stadium or not.



- Morning**  
5am - 10am
- Midday**  
10am - 3pm
- Evening**  
3pm - 9pm
- Night**  
9pm - 5am

- Overall average stay time: **48 min**
- Total visitors over 3 days: **31,410**
- Visitors returning more than once: **13%**
- Return visitors returned on average: **2x**

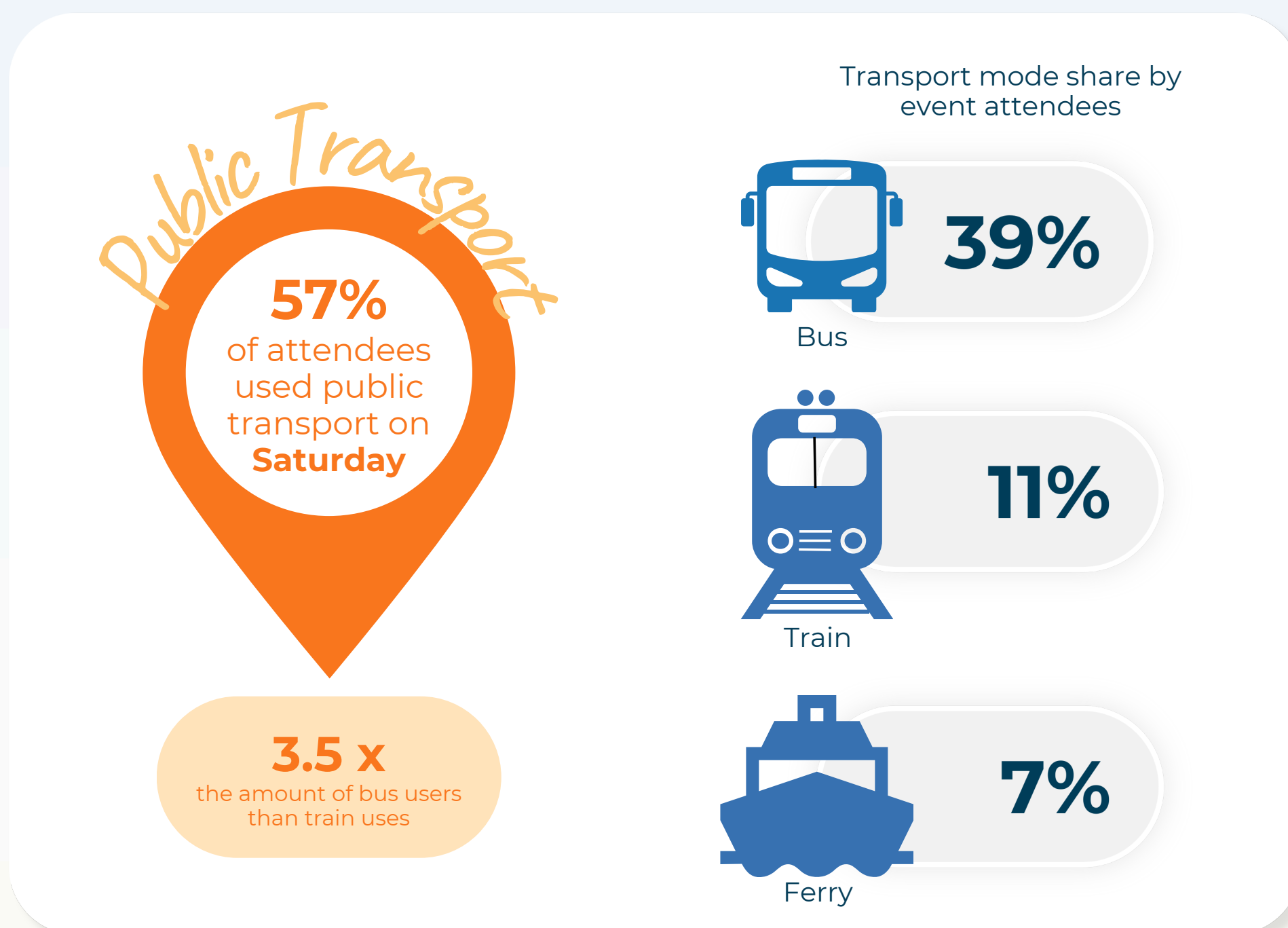
## 5.1 - PUBLIC TRANSPORT USAGE

BY SUNCORP STADIUM ATTENDEES ON SATURDAY (16TH)

**Case study:** Percentage of Suncorp Stadium attendees using each mode of the public transport on Saturday 16 May 2026.

**Note:** If a single-day attendee of the Magic Round used the public transport network more than once on Saturday, this person is counted only once to avoid over counting.

Proportions of rail usage may be higher on Friday and Sunday as event attendees travelled further on the event opening and closing days from and to their home locations. Major disruptions to the train network during the event may have also contributed to the lower train transport patronage.



### Key messages for future event planning

A higher public transport share is needed, upwards of 80%, to service an international event such as the Olympics and Paralympics Games. The Magic Round insights provide some evidence that public transport utilisation needs to be higher for large scale events. It appears there is still a high dependency on private transport modes and heavy road usage arriving to and departing from the multiple-day event. A comparison to the 2025 magic round event is recommended as well as public transport utilisation for the 2026 Friday and Sunday.

Large numbers of people that are non-ticket holders gather and return at key activation areas. Most are local visitors. Based on these activation examples of Caxton Street and King George Square, the event attraction of people can be five or two-hundred times larger than the amount of ticket holders at key activation areas. Event ticket holders attendance at these events was a lot higher when in close proximity to the major event.

For a Brisbane based international event that draws larger visitation rates, there are likely to be high concentrations of people across relatively small areas stretching service capacity across all infrastructure types.