

A large, multi-story building with a prominent corner tower, identified as the Victoria Hotel. The building features a mix of light-colored siding and dark timber framing. The ground floor has a series of arched openings supported by columns. The tower has multiple levels with windows and decorative elements. The text 'Victoria HOTEL' is visible on the upper floors of the building.

Goondiwindi Monthly Report

August 2020

Key Points from August 2020



There was a doubling of supply across major booking platforms in July and August.

This data comes from Booking.com, Trip Advisor, Air BnB and VRBO.



Nearly a third of all visitation to Goondiwindi comes from 3 LGAs, Moree, Toowoomba and Brisbane.

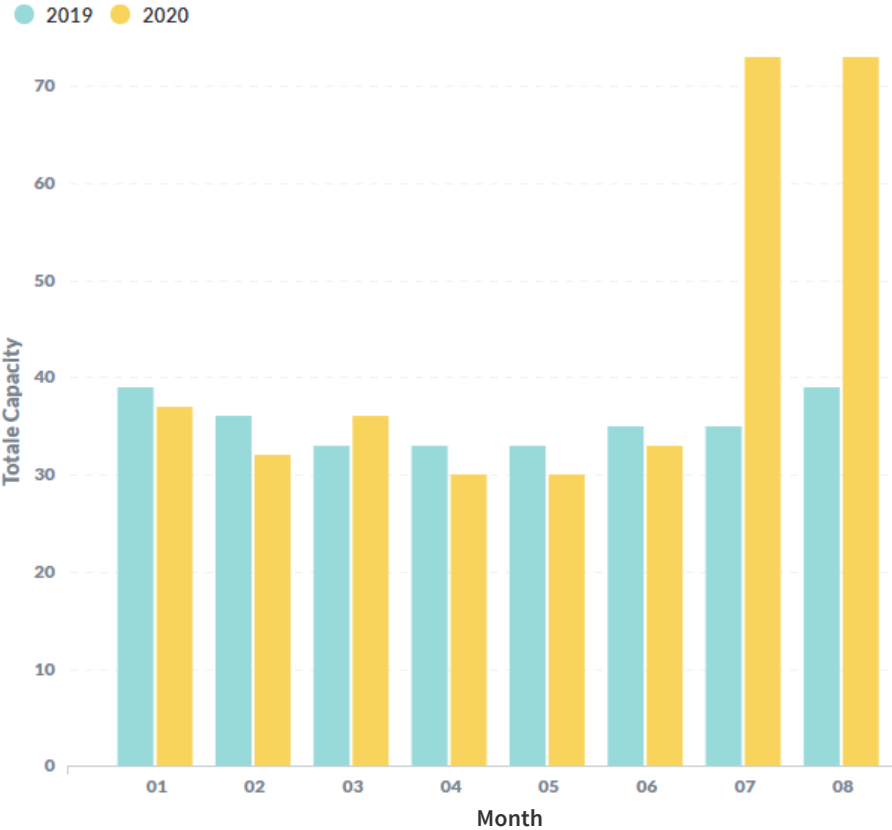
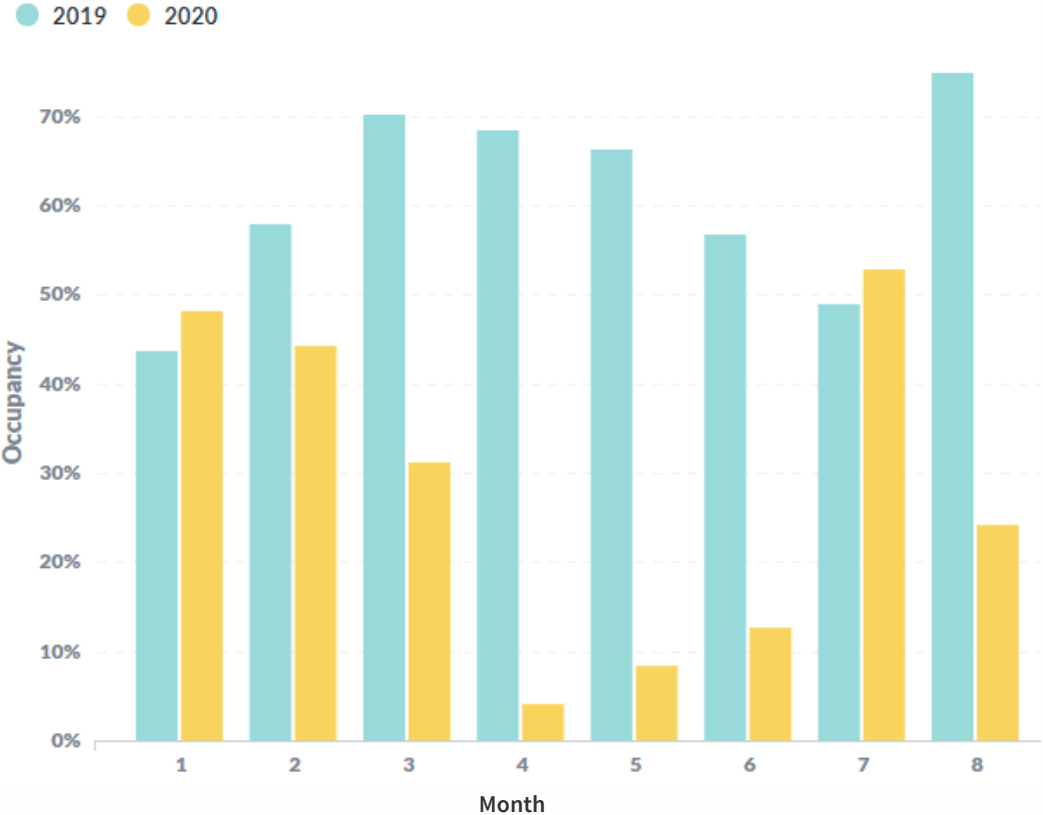
Figures comes from mobility data which includes day trippers, over nighters and people who pass through.



Goondiwindi (Suburb) received by far the most visitation in August with less visitation share to the minor towns.

Goondiwindi's occupancy for August 2020 was 24% and in the context of the rest of SQC, this may not seem strong. However, it appears as though the capacity available to be booked through booking portals also doubled across July and August.

The increase in supply could be a result of new listings coming onto the market or perhaps an accommodation provider that wasn't listed on a major booking portal, now becoming available to be booked online.

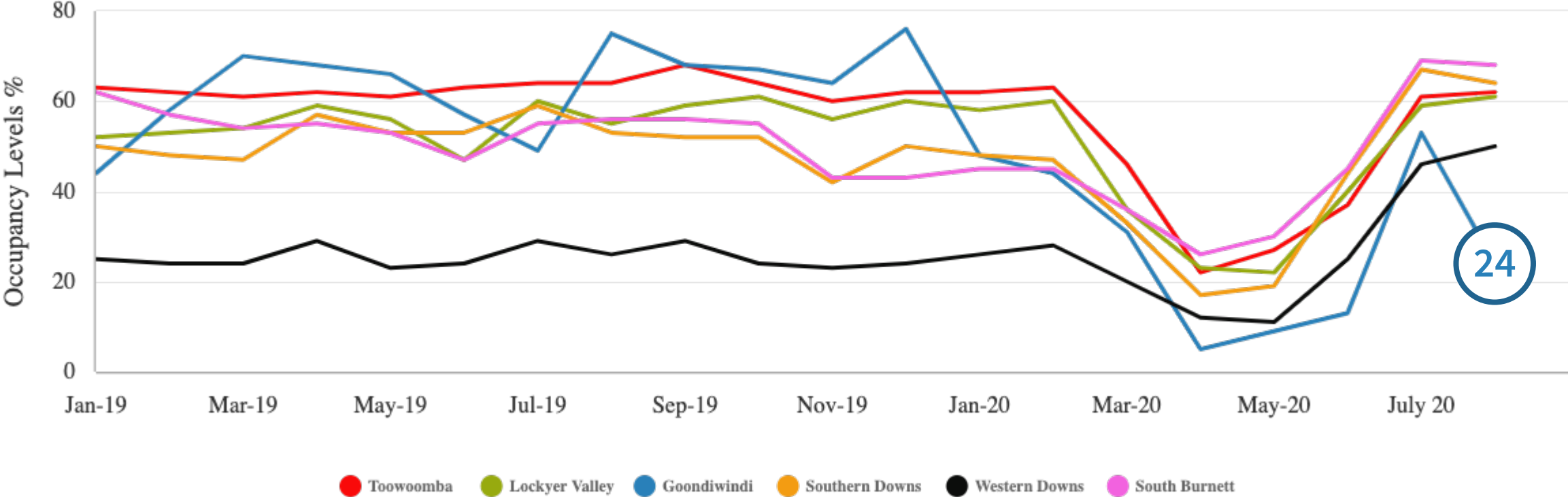


Data for this slide comes from booking.com, Air BnB, Trip Advisor and VRBO.



Goondiwindi's occupancy rate does not look as strong as the rest of SQC in August but this is likely due to the doubling of supply coming onto the market which has skewed the data.

Across the the region, occupancy has remained strong month on month.

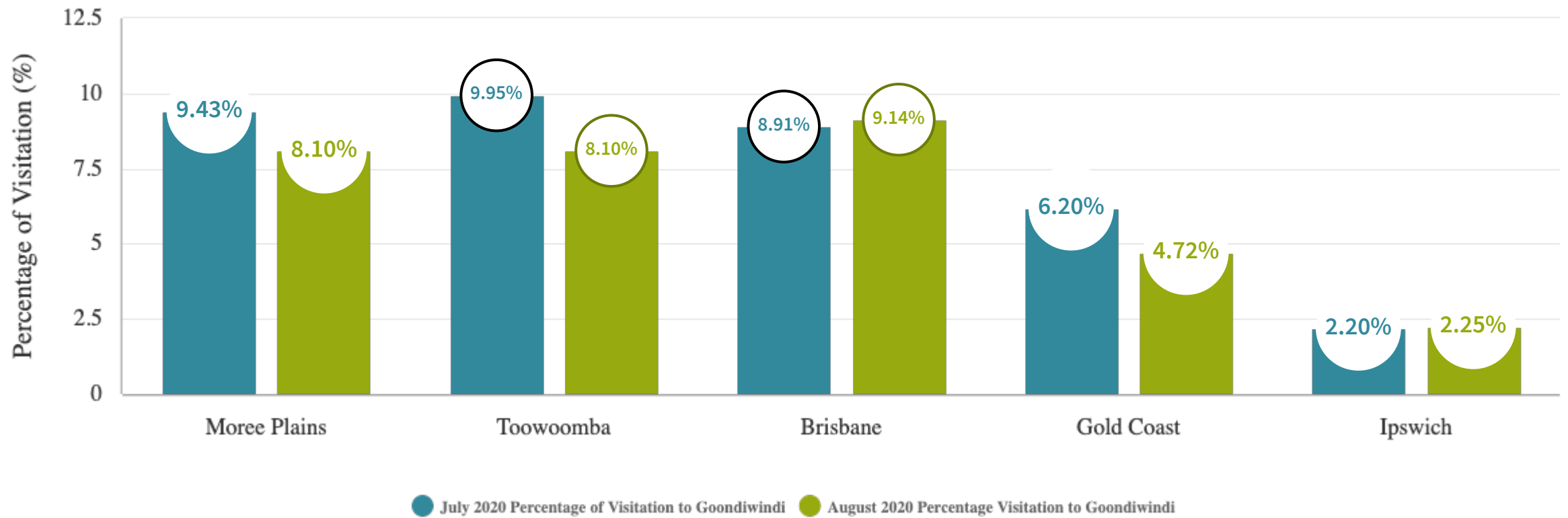


Data for this graph comes from Booking.com, Trip Advisor, Air BnB and VRBO



Three LGAs (Moree, Toowoomba and Brisbane) make up nearly 30% of all visitation to Goondiwindi

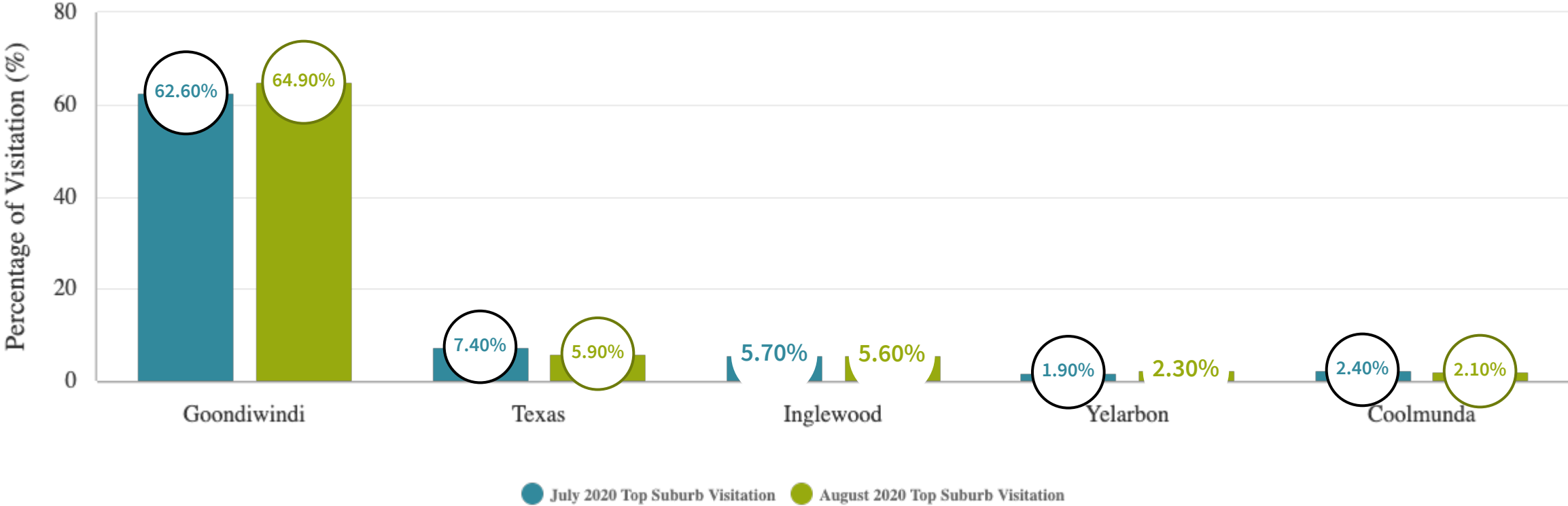
The graph below shows the percentage of visitation from a certain source market. For example, 9.95% of the visitors to the Goondiwindi LGA in July 2020 were from Toowoomba.



Data for this graph comes from mobility data.

The below graph shows the top five suburbs in Goondiwindi that received the majority of visitation year on year.

The below graph shows the percentage of visitors who visited a particular suburb from the total number of visitors to that region. For example, in July 2020, 7.40 % of all visitors to the Goondiwindi LGA, visited Texas.



Data for this graph comes from mobility data.

“Home Sweet Home” is the dominant segment that makes up visitation to Goodiwindi with close to 23% of all visitors coming from this segment.

“This large lower income group includes many rural households working in agriculture as well as blue-collar workers and their families in suburban locations.”

Typical Features:

- Lower middle income households
- Rural and suburban locations
- Families and households retiring out of the urban areas
- Mixed tenure and property type
- Rent and mortgage payments below the national average
- Mixed educational attainment
- Agricultural, manufacturing and administrative professions
- Below average access to the internet
- Preference to shop via direct mail and television
- Mixed payment preference

