



Goondiwindi Monthly Report

July 2020

Key Points from July 2020



There was an 88% increase in devices seen in Goondiwindi in July 2020 (Month on Month)

This includes people driving through, day trippers and over nighters.



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

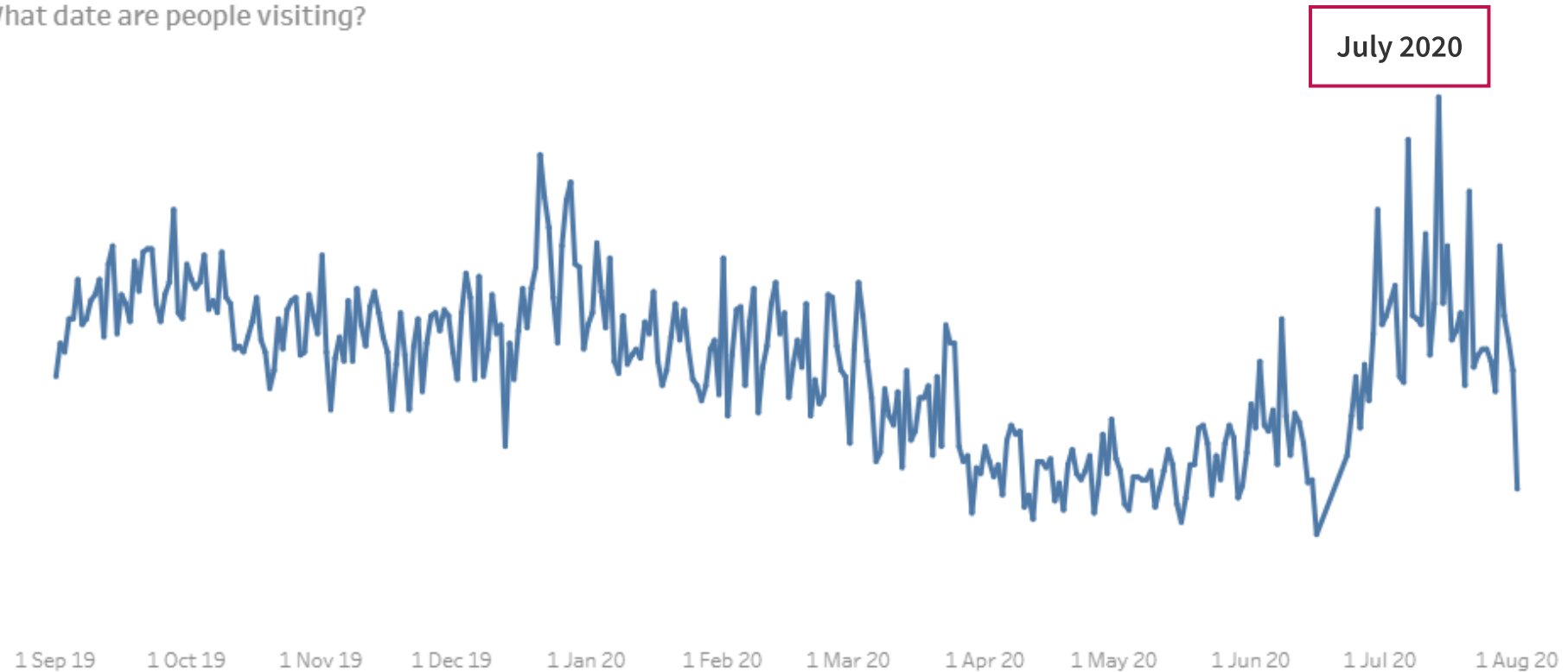


Goondiwindi (Suburb) received by far the most visitation in July with less visitation share to the minor towns.

There was a significant increase in the number of devices in the Goondiwindi region in July. This was also the case for neighboring LGAs.

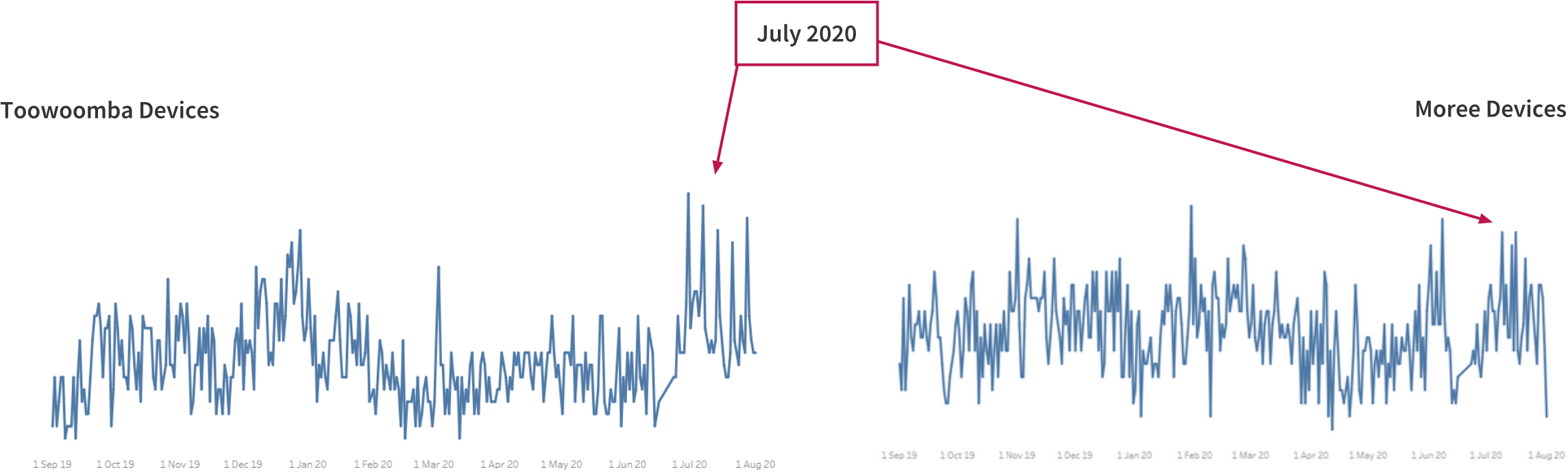
This includes all devices seen in the area which would include day trippers, people driving through and over nighters.

What date are people visiting?



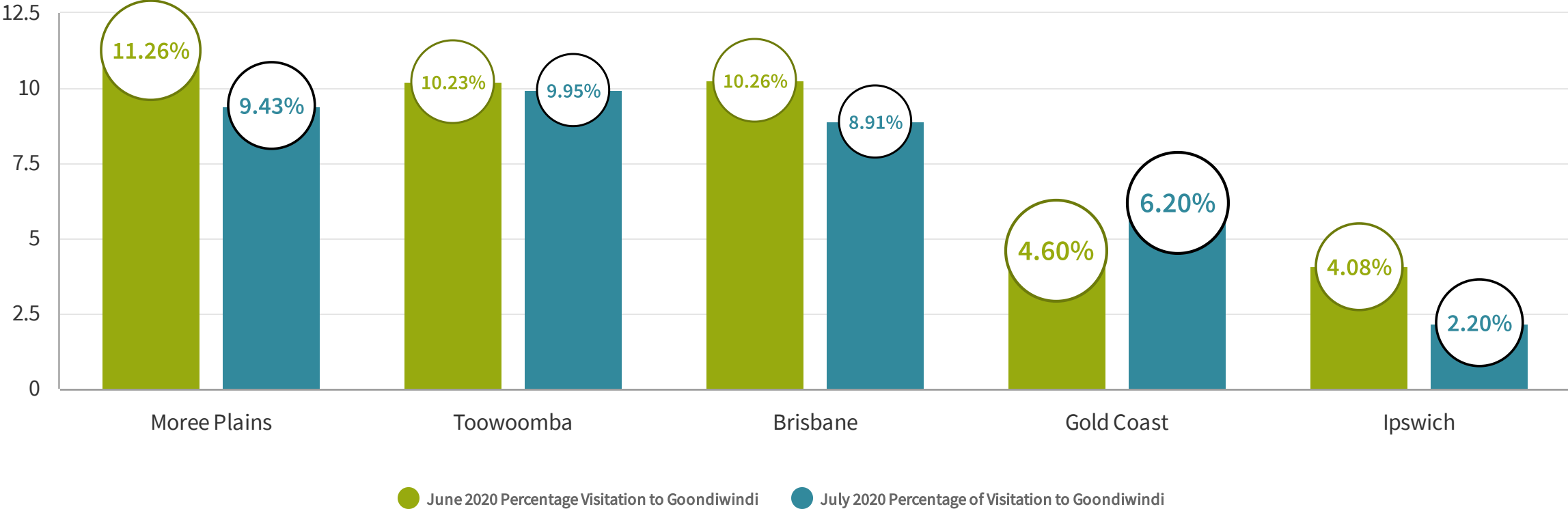
When we isolate the two biggest source markets for Goondiwindi to analyse where the spike in traffic came from, there was a big spike in travelers from Toowoomba while it was “business as usual” from Moree travelers.

This includes all devices seen in the area which would include day trippers, people driving through and over nighters.



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

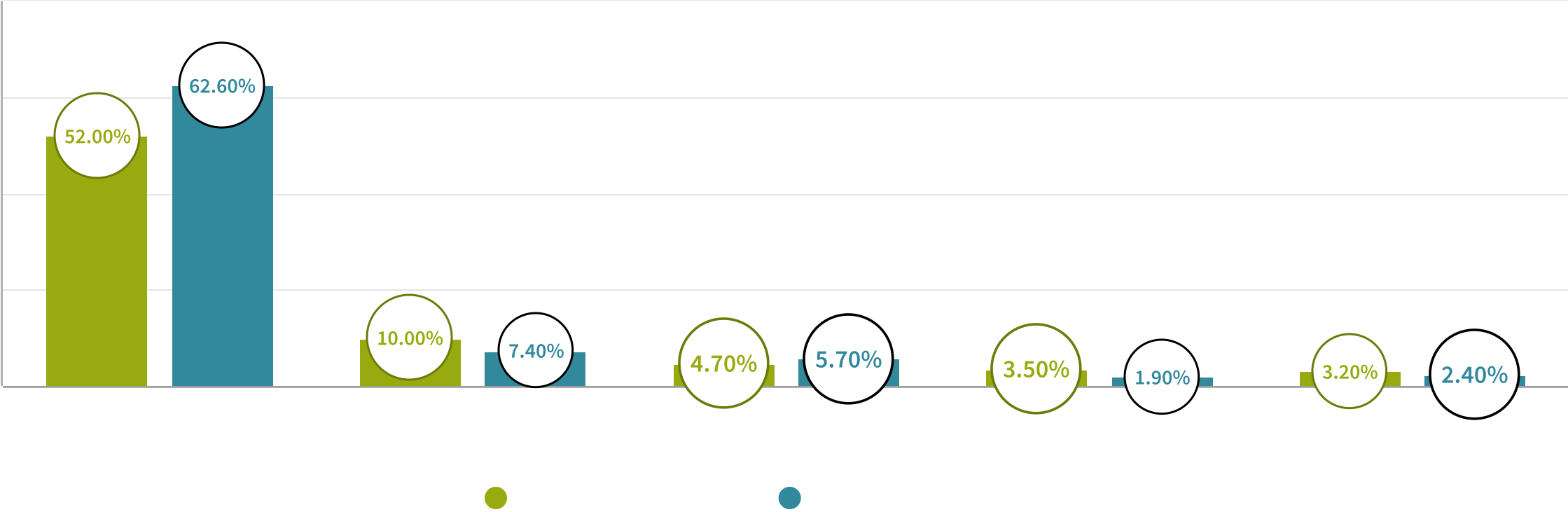
The graph below shows the percentage of visitation from a certain source market. For example, 10.23% of the visitors to the Goondiwindi LGA in June 2020 were from Toowoomba.



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 June 2020, 10 % of all visitors to the Goondiwindi LGA, visited Texas.



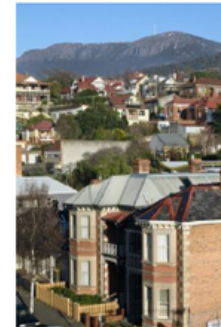
Data for this graph comes from mobility data.

“Home Sweet Home” is the dominant segment that makes up visitation to Goodiwindi with close to 20% 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.”

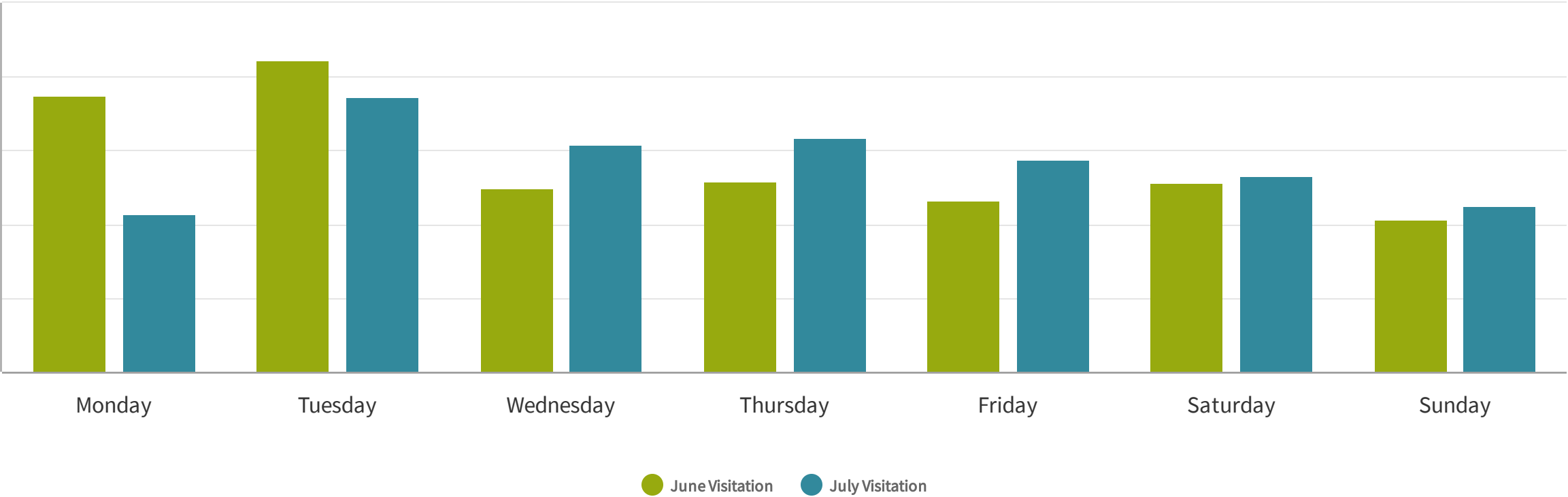
Typical Features:

- 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



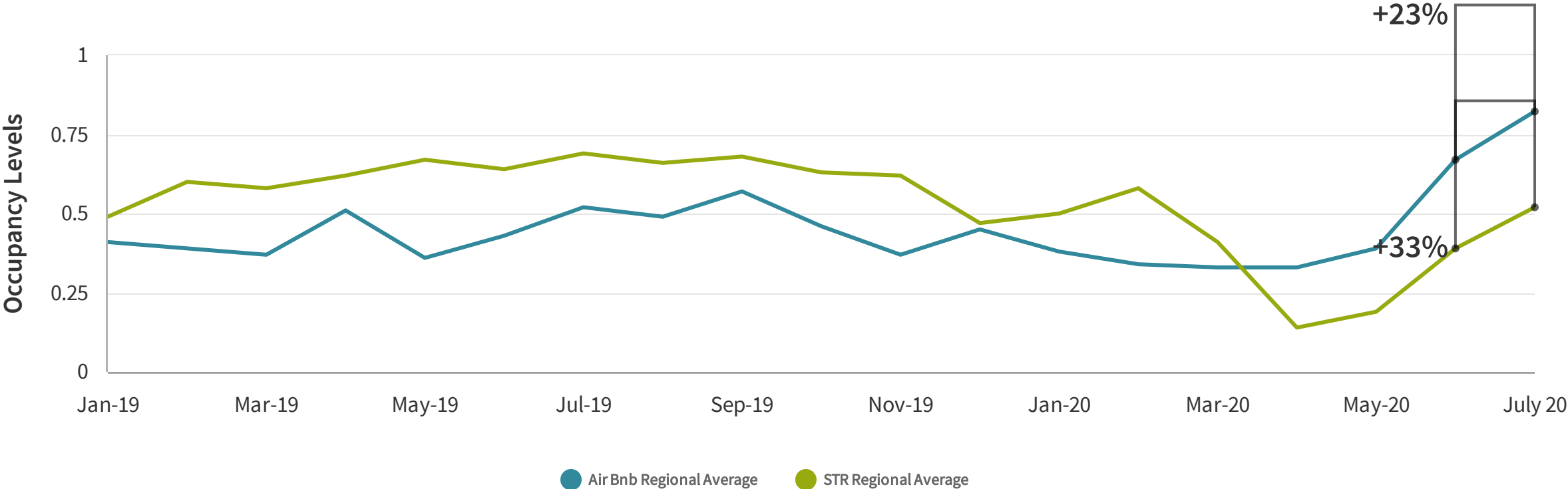
Visitation to Goondinwindi remains more heavily skewed to weekdays over weekends.

This includes all devices seen in the area which would include day trippers, people driving through and over nighters.



Accommodation occupancy levels across the region have improved again month on month. For traditional hotels and motels, there was an increase in occupancy of 33% while there was an increase in Air BnB occupancy of 23%.

To receive a specific Goondiwindi breakdown, more accommodation providers need to participate in providing data to STR. For more information, please contact SQCT.



Data for this graph comes from Air BnB and STR.

