

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 sky is clear and blue.

Goondiwindi Monthly Report

June 2020

Key Points from June 2020



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



The town Goondiwindi is by far the biggest attraction across the LGA with more than 50% of the visits to the area.

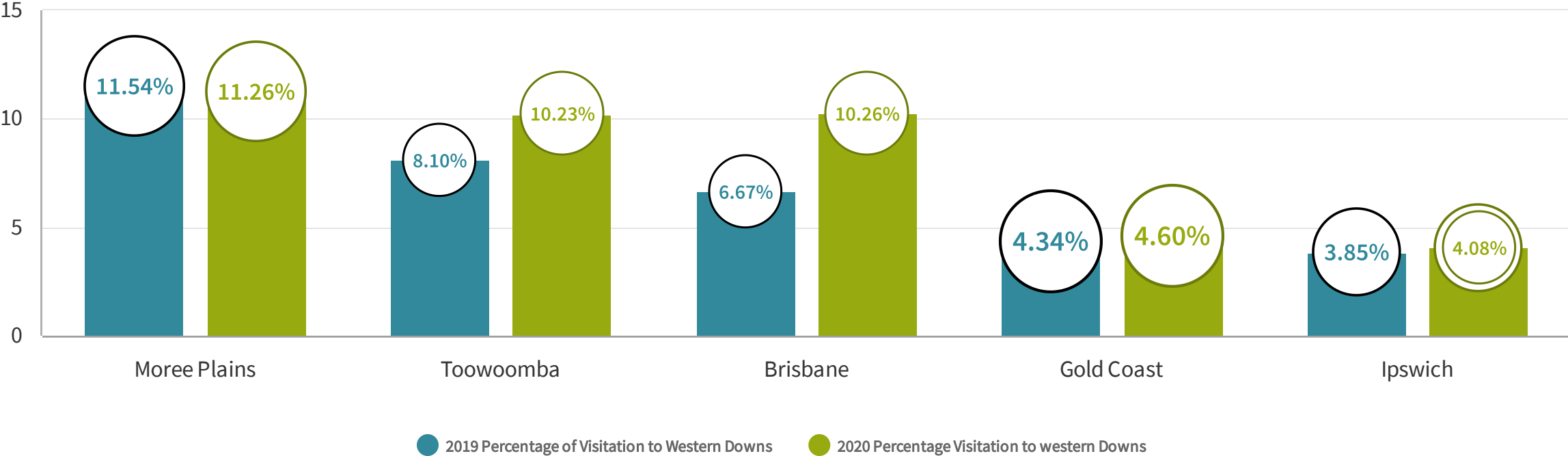


Day of the week visitation patterns have changed year on Year.

In June 2019, most visitation was on weekends but that has now changed in 2020.

While Moree remains the biggest source market for the region, year on year, Toowoomba and Brisbane have both increased their share of visitation in Goondiwindi.

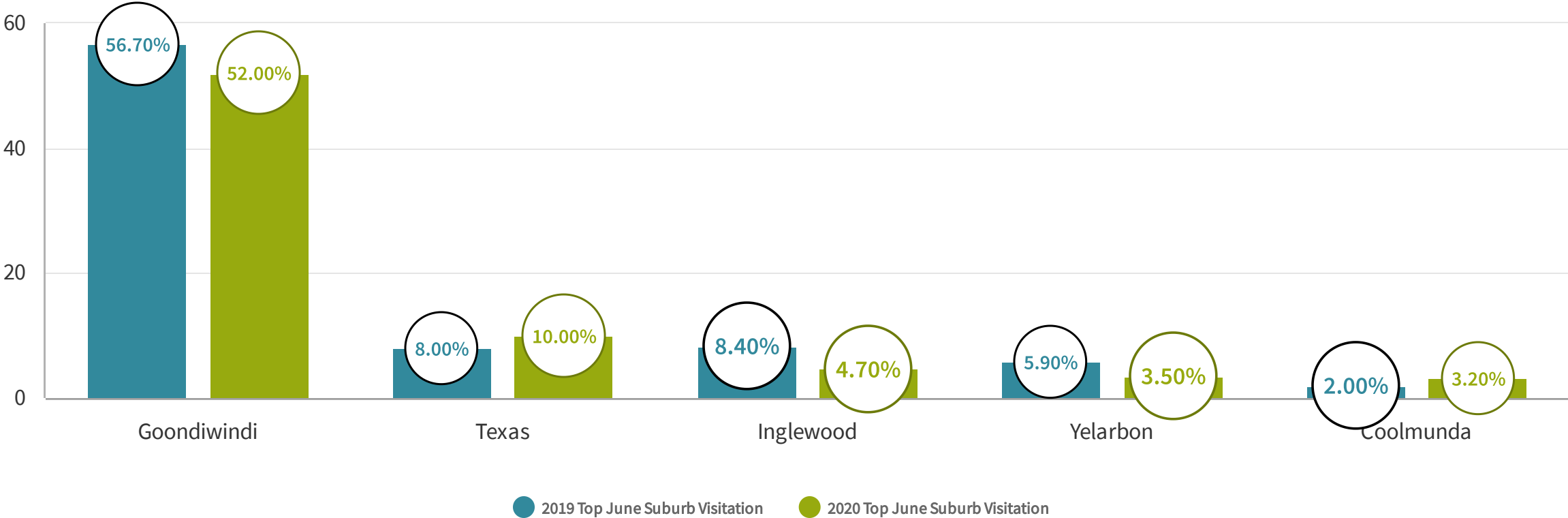
The graph below shows the percentage of visitation from a certain source market. For example, 10.23% of the visitors to the Goondiwindi LGA in June 2020 were from Toowoomba.



Data for this graph comes from mobility data.

The below graph shows the top 5 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.

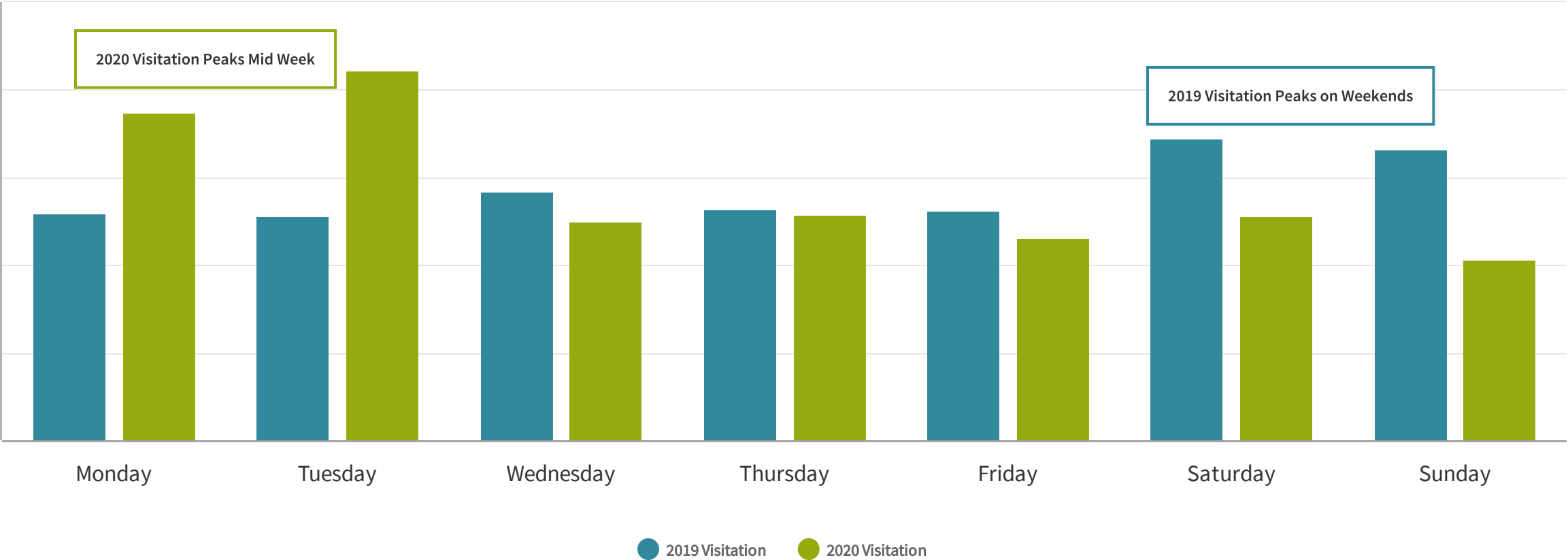
“This large lower income group includes many rural households working in agriculture as well as blue-collar workers and their families in suburban locations.”

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



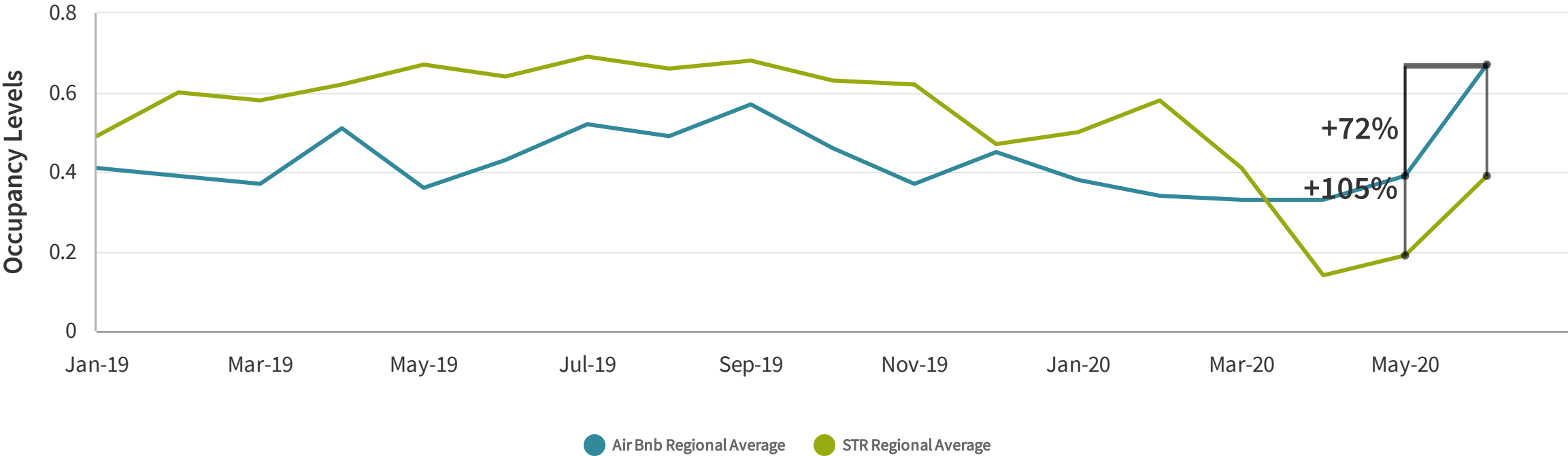
Days of week visitation has changed year on year from peaking on weekends in June 2019 to peaking on Monday and Tuesday in June 2020.



Data from this graph comes from mobility data.

Accommodation occupancy levels across the region have improved drastically month on month. For traditional hotels and motels, there was an increase in occupancy of 105% while there was an increase in Air BnB occupancy of 72%.

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.

