



South Burnett Monthly Report

August 2020

Key Points from August 2020



South Burnett recorded the highest occupancy rate across the SQC region in August with 68%, an 32% increase in occupancy year on year.

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



Visitors from Brisbane, Moreton Bay and Toowoomba LGA's made up 37.97% of the visitation in August 2020 with Brisbane making up the majority of this figure.

This includes devices that were just driving through, day trippers and over nighters.



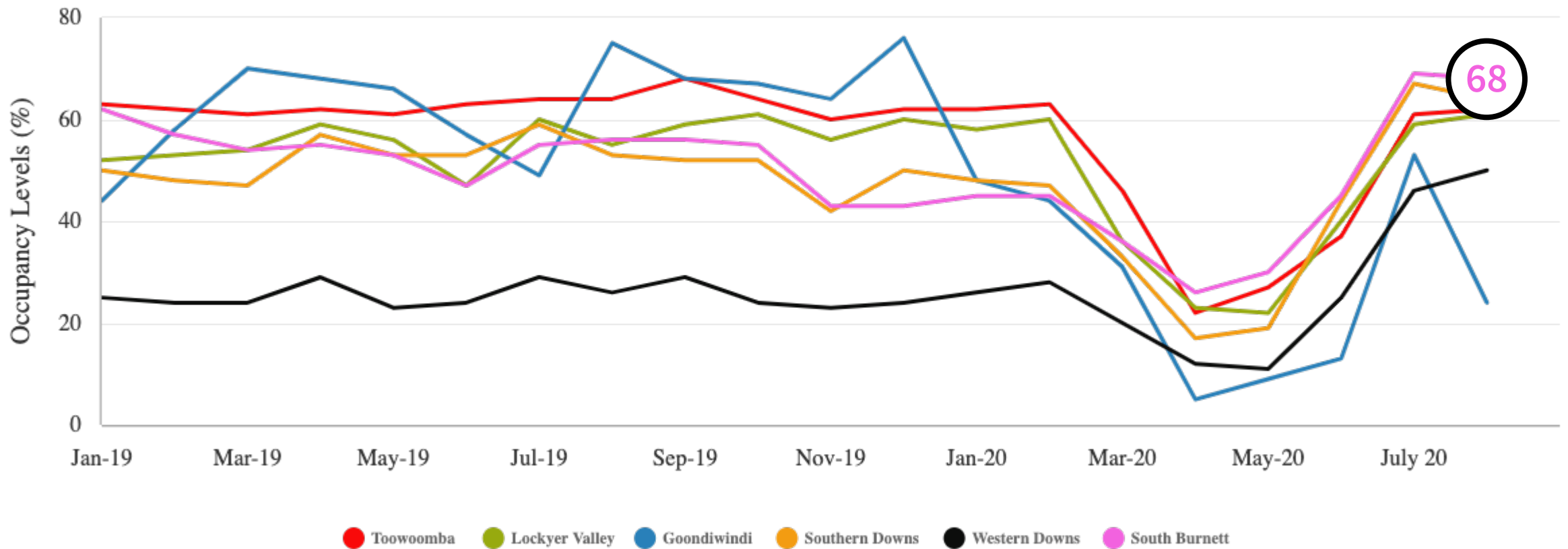
The Ekka Long weekend resulted in a big spike in visitation from the Brisbane market.

Over the Ekka long weekend, the Bunya Mountains received 2 x 3 the normal visitation from the Brisbane market.

This includes devices that were just driving through, day trippers and over nighters.

South Burnett recorded the highest occupancy rate across the SQC region in August with 68%, an 32% increase in occupancy year on year.

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

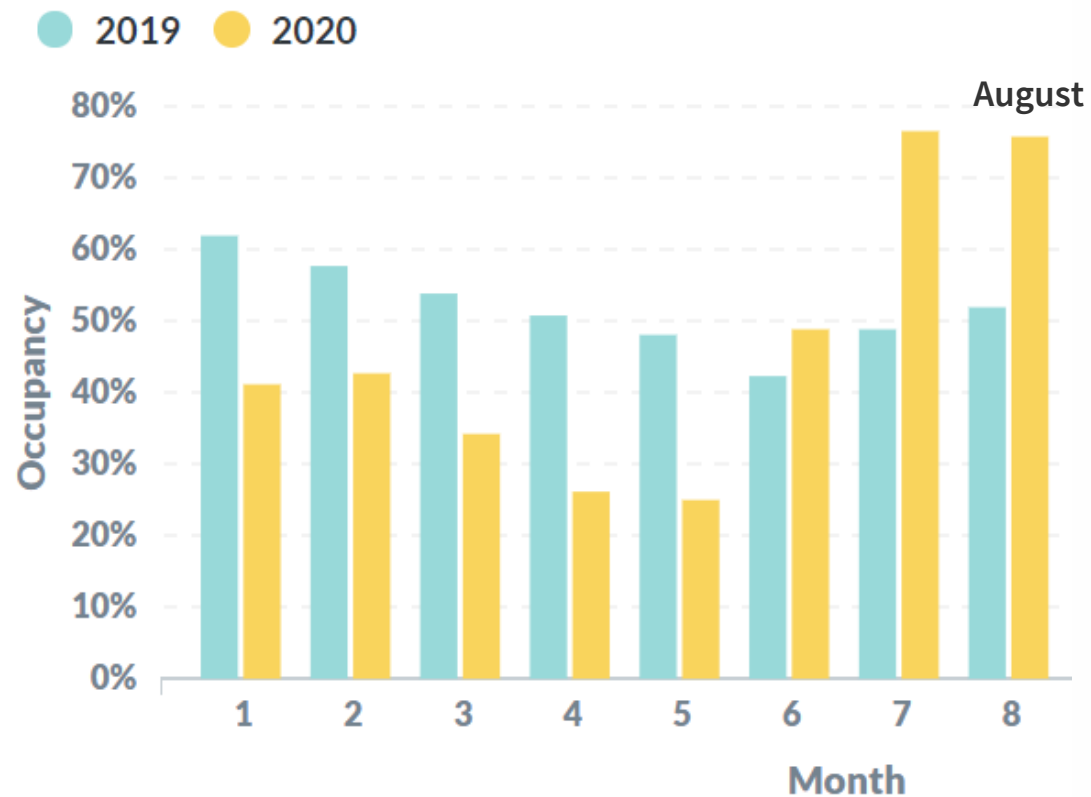


Data for this graph comes from Booking.com, Trip Advisor, Air BnB and VRBO



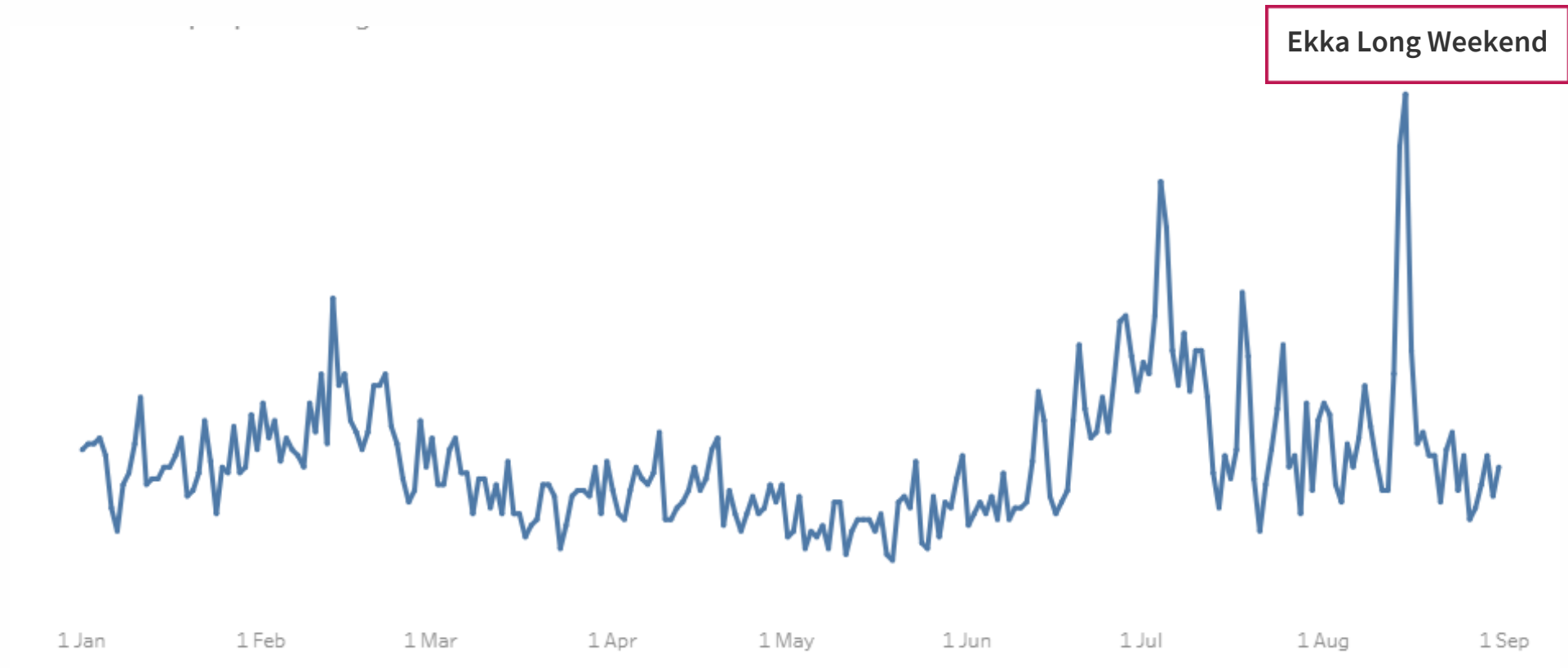
South Burnett not only increased its occupancy 32% year on year, it also increased average daily revenue by 22% which means more revenue into the region.

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



There was a significant increase in visitation to the South Burnett region from Brisbane over the Ekka long weekend.

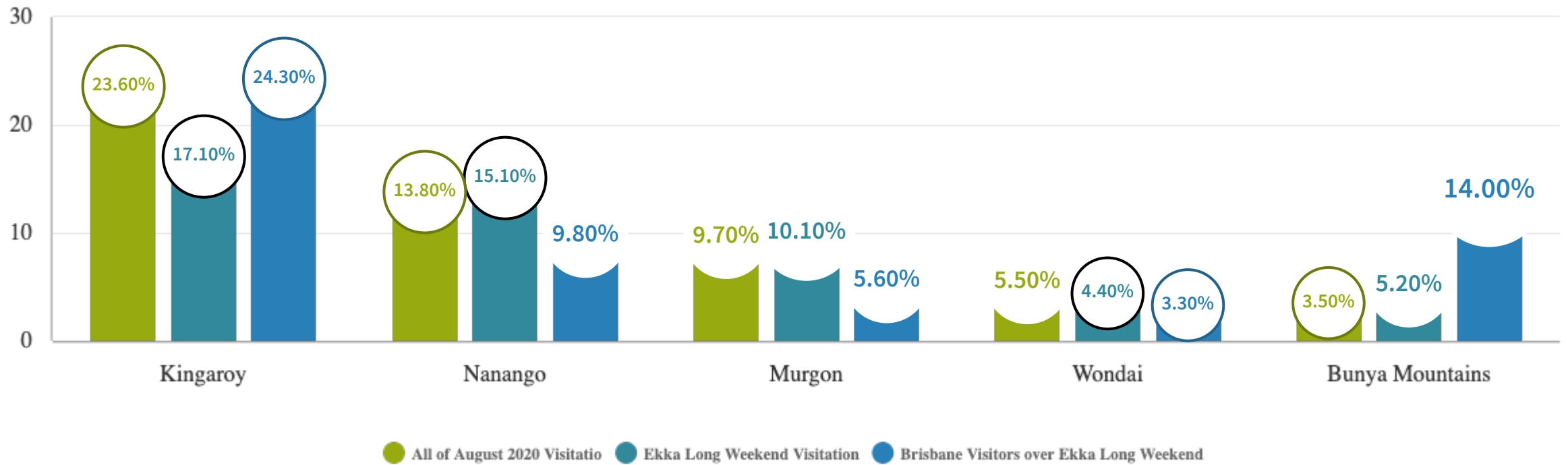
This graph shows visitation from the Brisbane market and includes all devices seen in the area which would include day trippers, people driving through and over nighters.



Data for this graph comes from mobility data.

Over the Ekka long weekend, the Bunya Mountains visitation jumps dramatically from South Burnett's biggest source market, Brisbane.

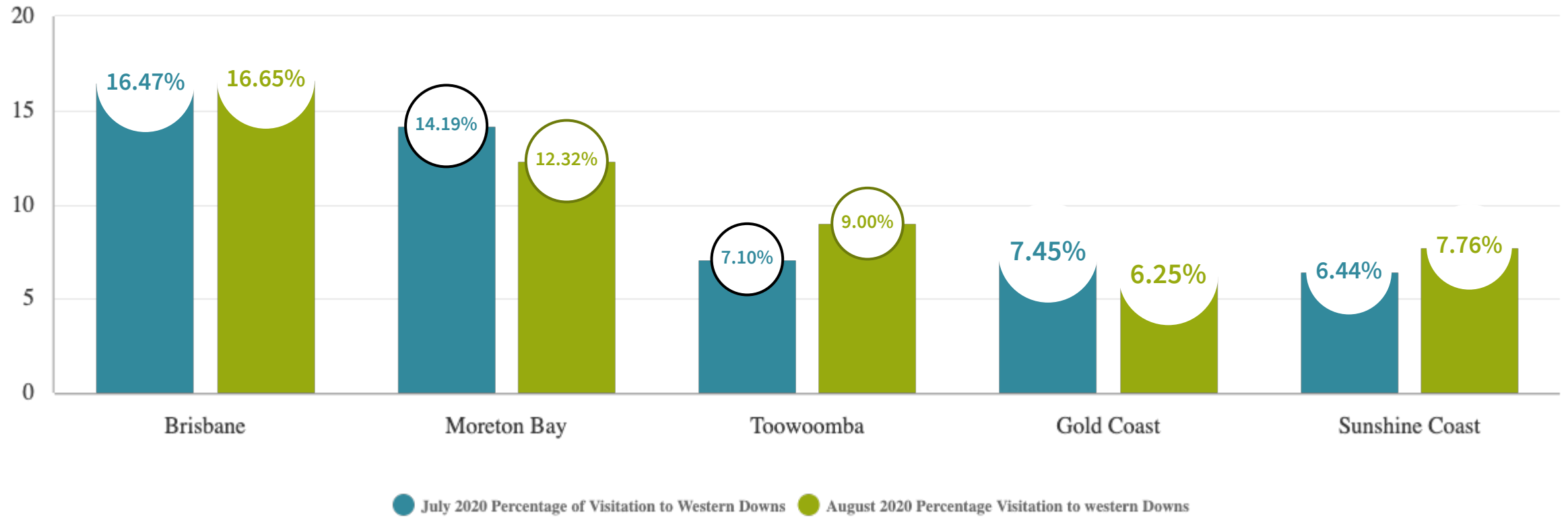
The below graph shows the percentage of visitors who visited a particular suburb from the total number of visitors to that region. For example, in August 2020, 5.5 % of all visitors to South Burnett, visited the Bunya Mountains.



Data for this graph comes from mobility data.

Visitors from Brisbane, Moreton Bay and Toowoomba LGA's made up 37.97% of the visitation in August 2020 with Brisbane making up the majority of this figure.

The graph below shows the percentage of visitation from a certain source market. For example, 7.76% of the visitors to South Burnett LGA in August 2020 were from the Sunshine Coast.



Data for this graph comes from mobility data.

“Aspiring Out of Towners” is the dominant segment that makes up visitation to South Burnett with 13% of all visitors coming from this segment.

The majority of “Aspiring Out of Towners” come from Moreton Bay, Toowoomba and Logan.

“With younger renters as well as home-owning retired households, workers in this varied group are often employed in primary and blue-collar industries.”

Typical Features:

- Middle income households
- Suburban and smaller town locations
- Non-family households as well as older families and retired couples
- Below average presence of children
- Mixed property types and tenure
- Rent and mortgage payments below the national average
- Below average educational attainment
- Trade, manufacturing and agricultural professions
- Below average internet usage

