



South Burnett Monthly Report

July 2020

Key Points from July 2020



There was a 69% increase in devices from June to July for the South Burnett region.

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



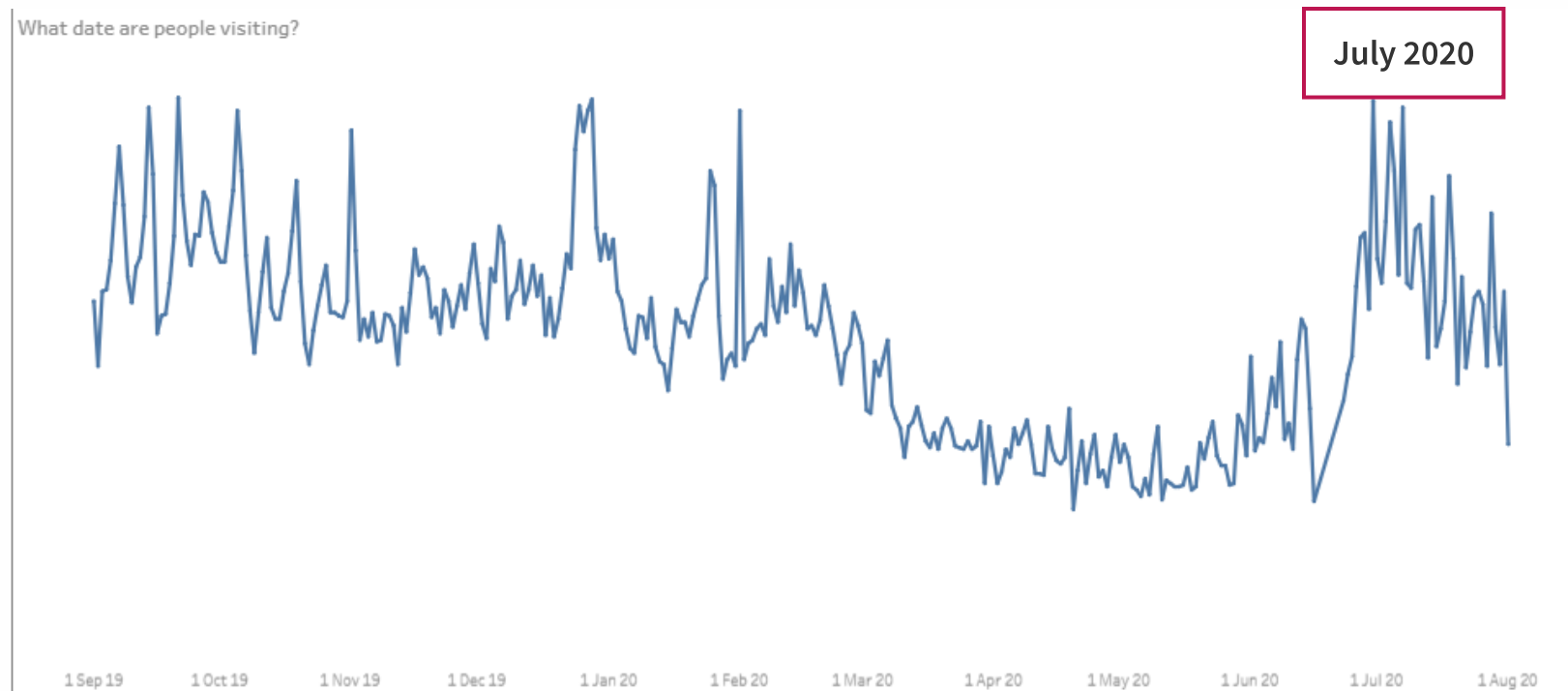
Visitors from Brisbane, Moreton Bay and Gold Coast LGA's made up 38.11% of the visitation in July 2020 with Brisbane making up almost half of this figure.



Bunya Mountains improved it's share of South Burnett visitors by 51% month on month.

There was a significant increase in the number of devices in the Southern Burnett region at the start of July. This was also the case for neighboring LGAs.

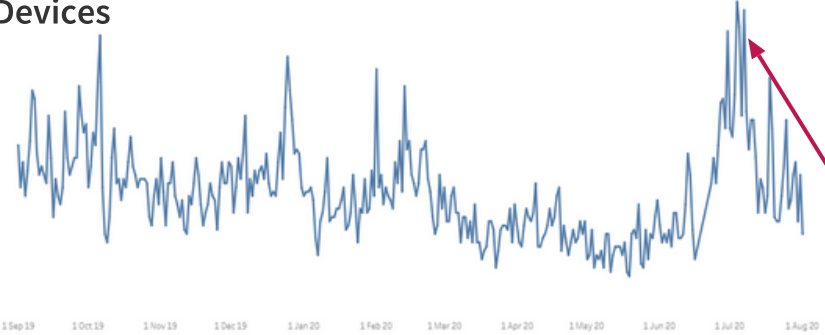
This includes all devices seen in the area which would include day trippers, people driving through and over nighters.



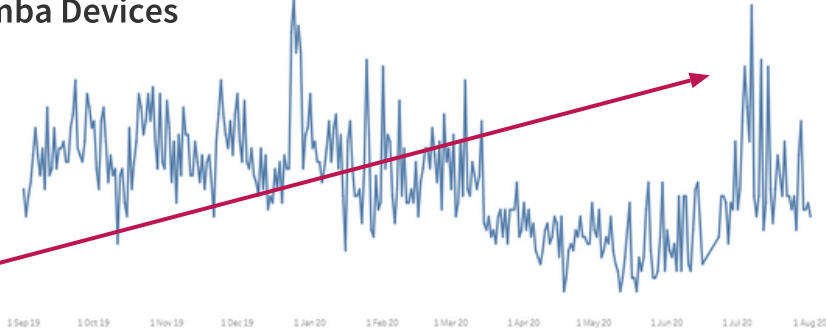
When we investigate where the spike in devices originates from, we can see that the increase in visitation comes from South Burnett's four biggest source markets in SEQ.

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

Brisbane Devices

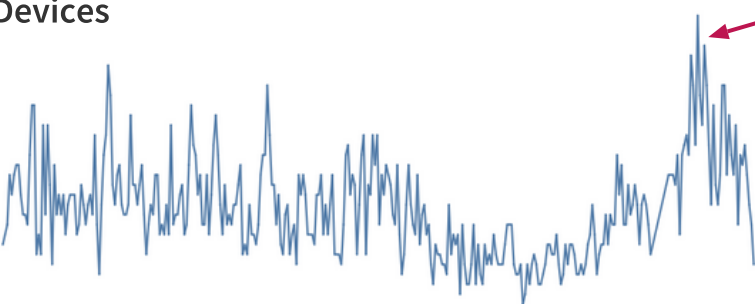


Toowoomba Devices

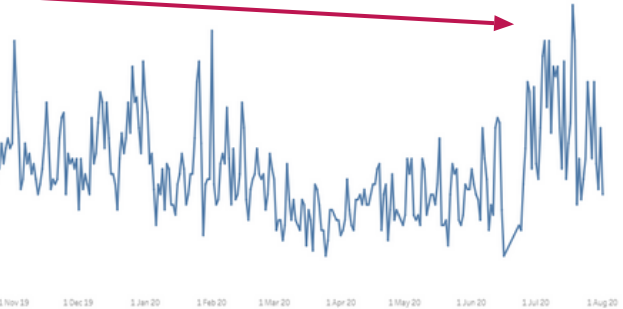


July 2020

Gold Coast Devices

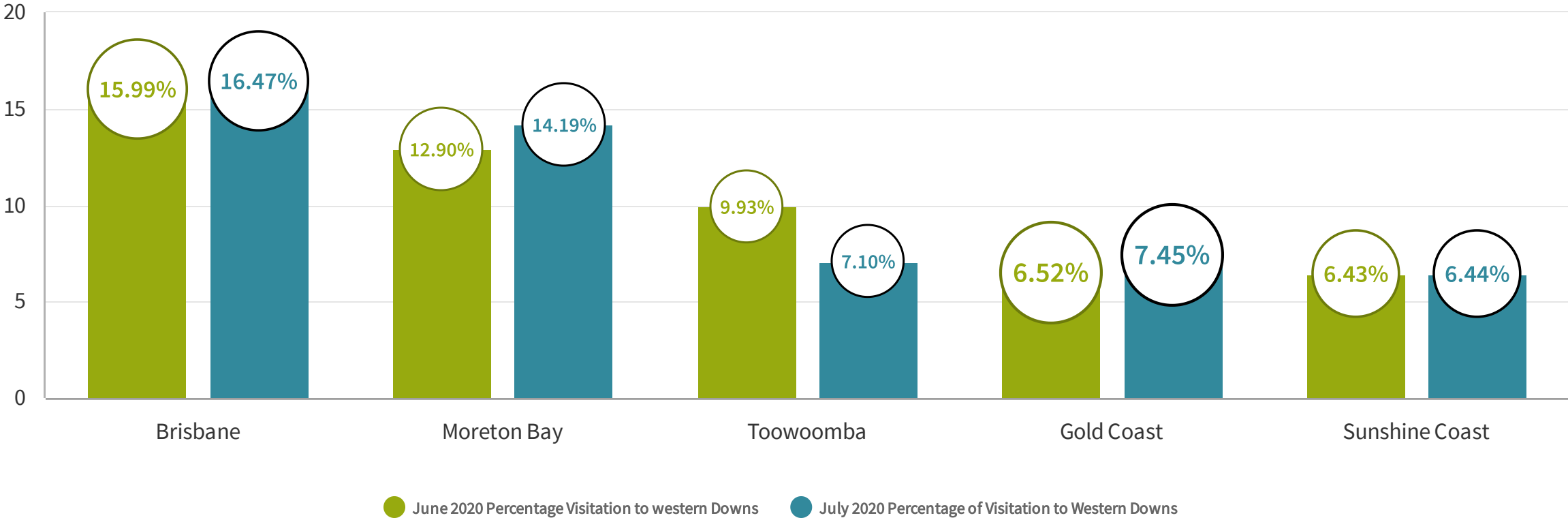


Moreton Bay Devices



Visitors from Brisbane, Moreton Bay and Gold Coast LGA's made up 38.11% of the visitation in July 2020 with Brisbane making up almost half of this figure.

The graph below shows the percentage of visitation from a certain source market. For example, 6.43% of the visitors to South Burnett LGA in June 2020 were from the Sunshine Coast.



Data for this graph comes from mobility data.

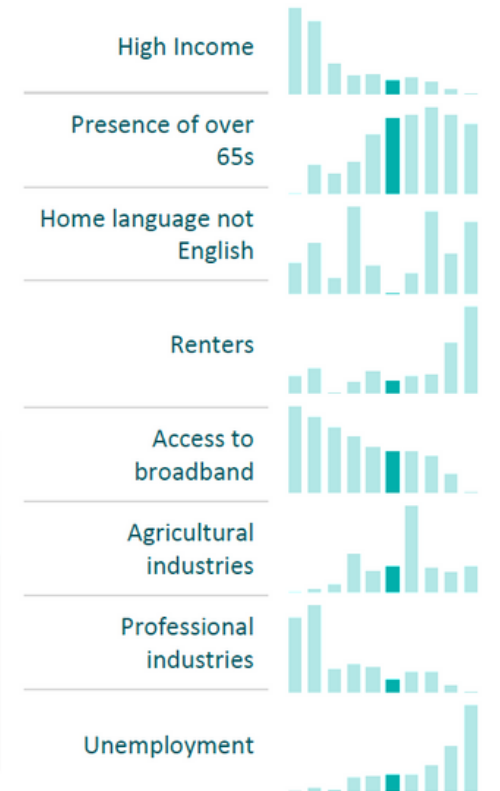
“Aspiring Out of Towners” is the dominant segment that makes up visitation to South Burnett with 13% of all visitors coming from this segment.

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.”

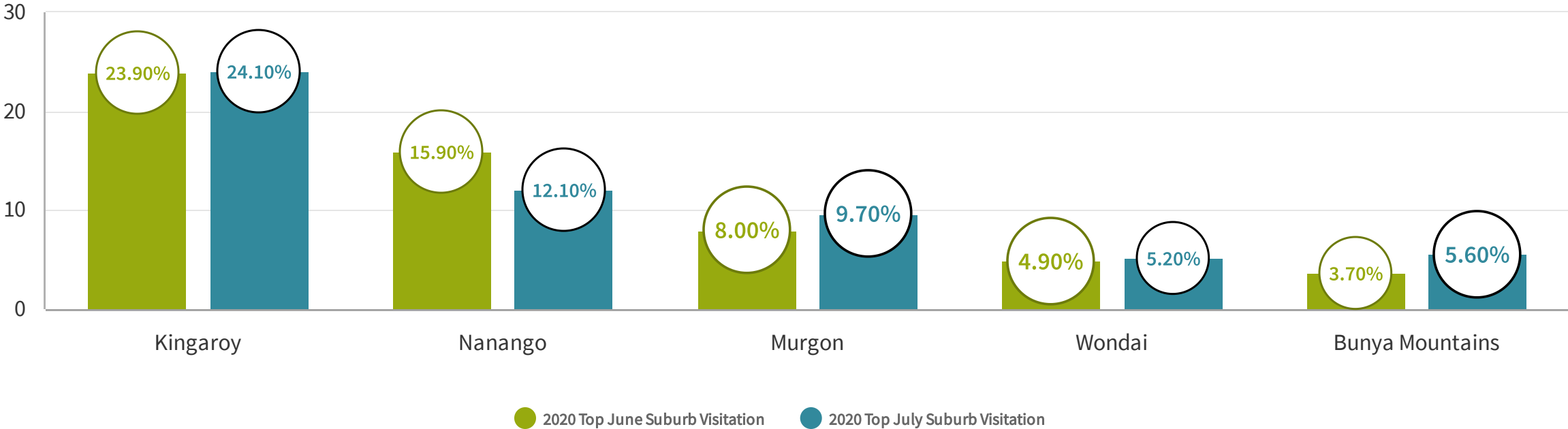
Typical Features:

- 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



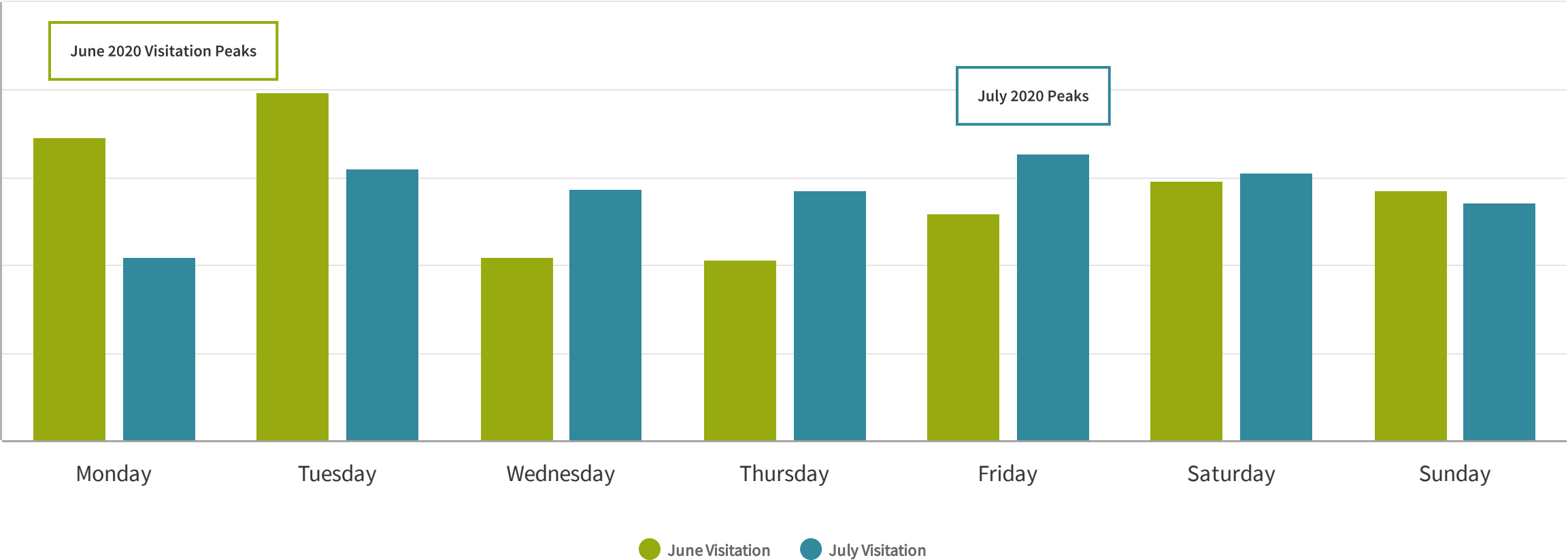
The below graph shows the top 5 suburbs in South Burnett that received the majority of visitation. Month on month, the biggest mover was the Bunya Mountains which increase their share of visitors to the region by 51% from 3.70% to 5.60%.

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, 3.7 % of all visitors to South Burnett, visited visited the Bunya Mountains.



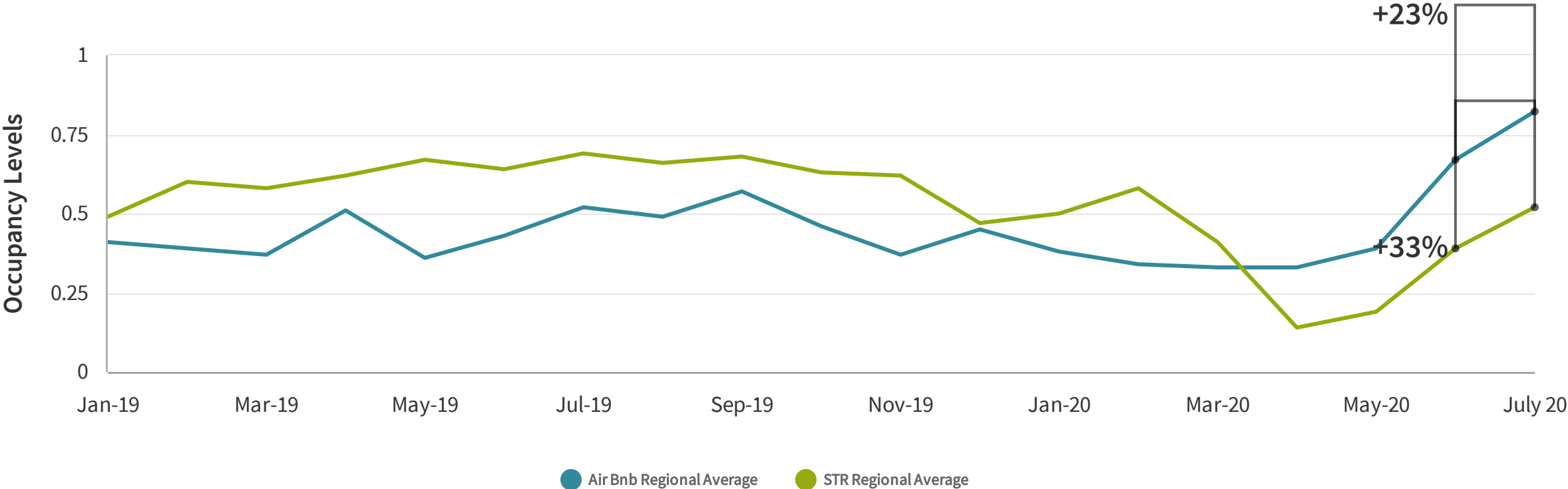
Data for this graph comes from mobility data.

The visitation as per day of week changed slightly month on month with less peaks on Monday and Tuesday and a more even spread throughout the week.



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 Western Downs 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.

