



South Burnett Monthly Report

June 2020

Key Points from June 2020



Visitors from Brisbane, Moreton Bay and Toowoomba LGA's made up 38.82% of the visitation in June 2020. This was an increase of 25.2% when compare to June 2019.



In June 2020, there is more dispersal of visitation out to less visited parts of South Burnett such as Nanango, Wondai and Bunya Mountains.

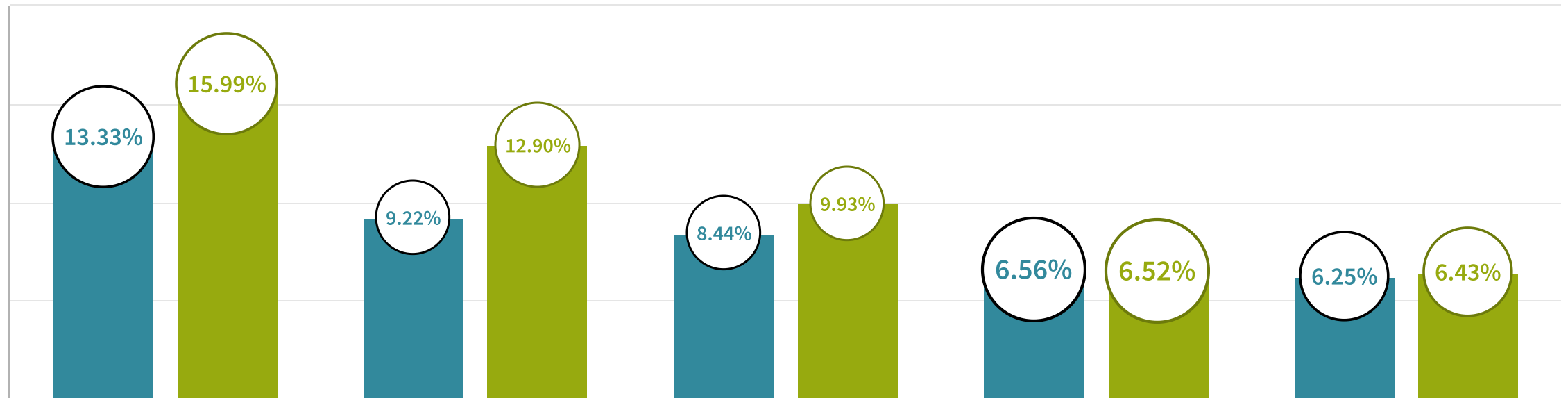


Day of the week visitation patterns have changed year on Year.

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

Visitors from Brisbane, Moreton Bay and Toowoomba LGA's made up 38.82% of the visitation in June 2020. This was an increase of 25.2% when compare to June 2019.

The graph below shows the percentage of visitation from a certain source market. For example, 6.25% of the visitors to South Burnett LGA in June 2020 were from the Sunshine Coast.



Data for this graph comes from mobility data.

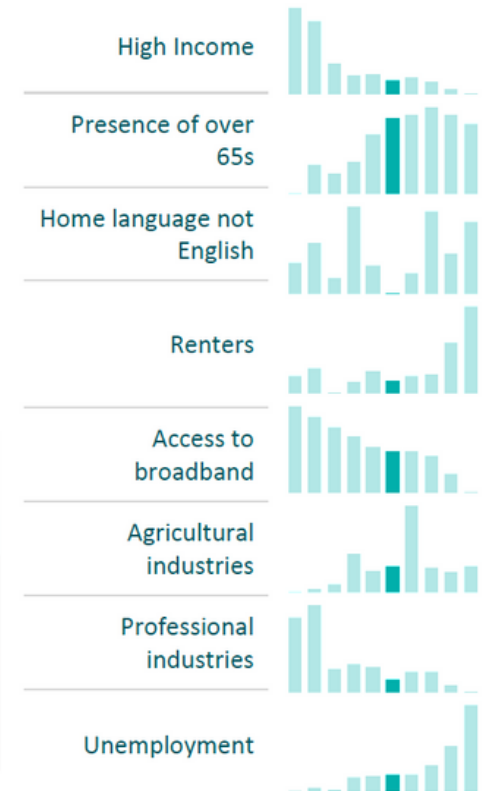
“Aspiring Out of Towners” is the dominant segment that makes up visitation to South Burnett with 13% of all visitors coming from this segment.

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.”

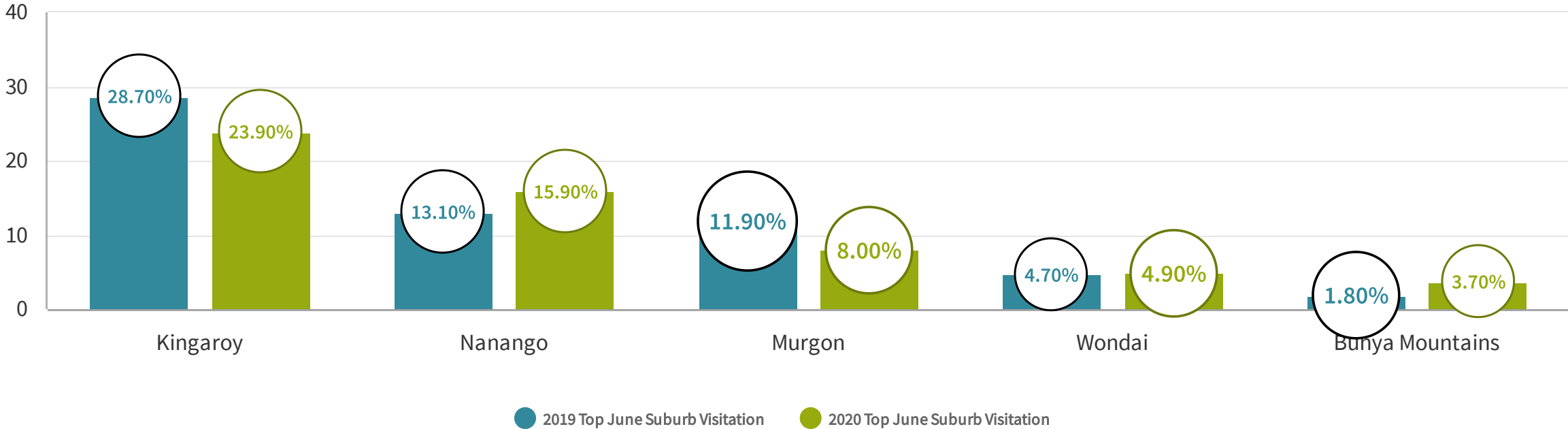
Typical Features:

- 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



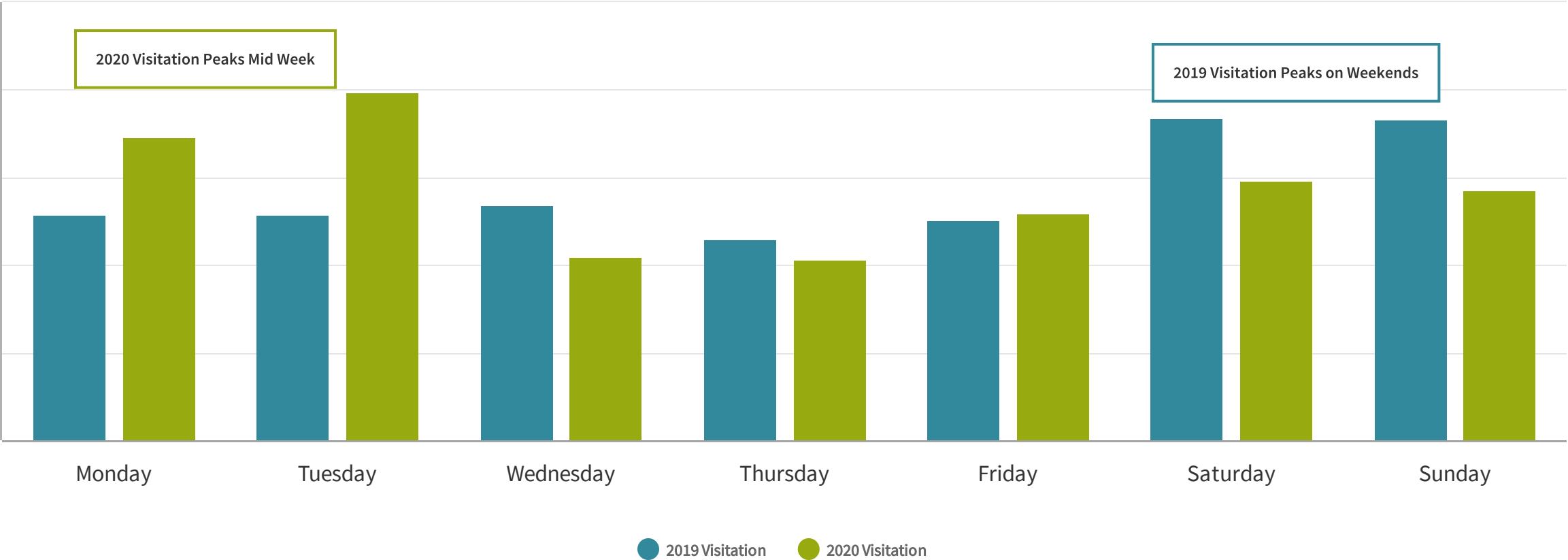
The below graph shows the top 5 suburbs in South Burnett that received the majority of visitation year on year. In June 2020, there is more dispersal of visitation out to less visited parts of South Burnett such as Nanango, Wondai and Bunya Mountains.

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.

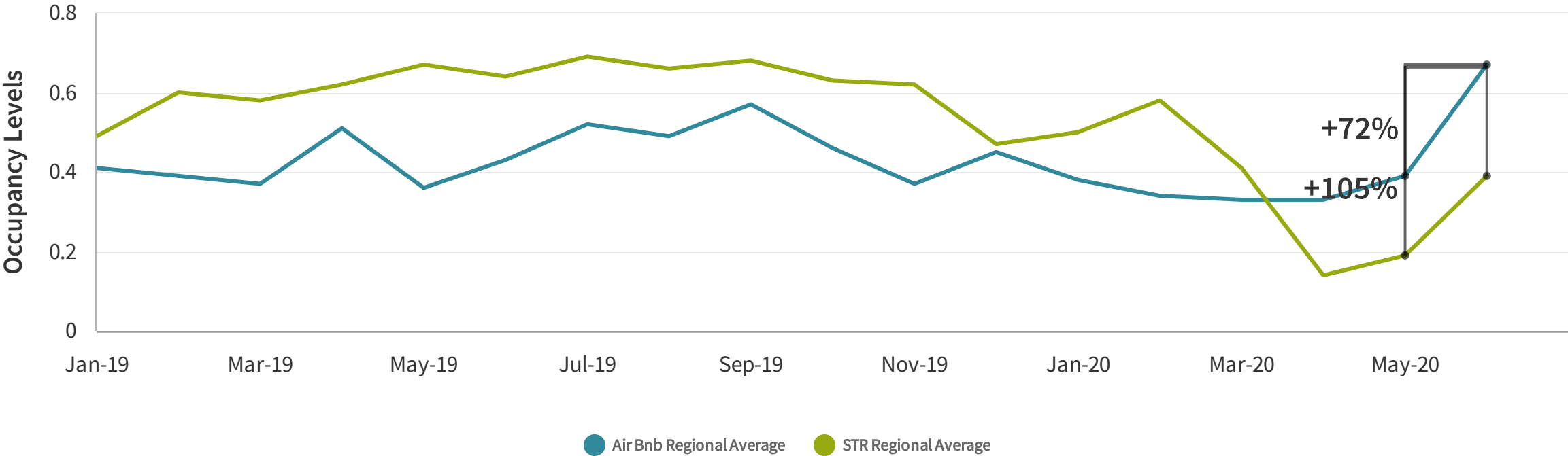
Days of week visitation has changed year on year from peaking on weekends in June 2019 to peaking on Monday and Tuesday in June 2020.



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 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.

