

# Southern Downs Monthly Report

August 2020

# Key Points from August 2020



**Both occupancy levels and average daily revenue across the region was the strongest it's been for over 18 months.**

Data was collected from Booking.com, Air BnB, Trip Advisor and VRBO.



**Air BnB recorded it's highest second highest occupancy ever for Southern Downs with 74% for August 2020.**

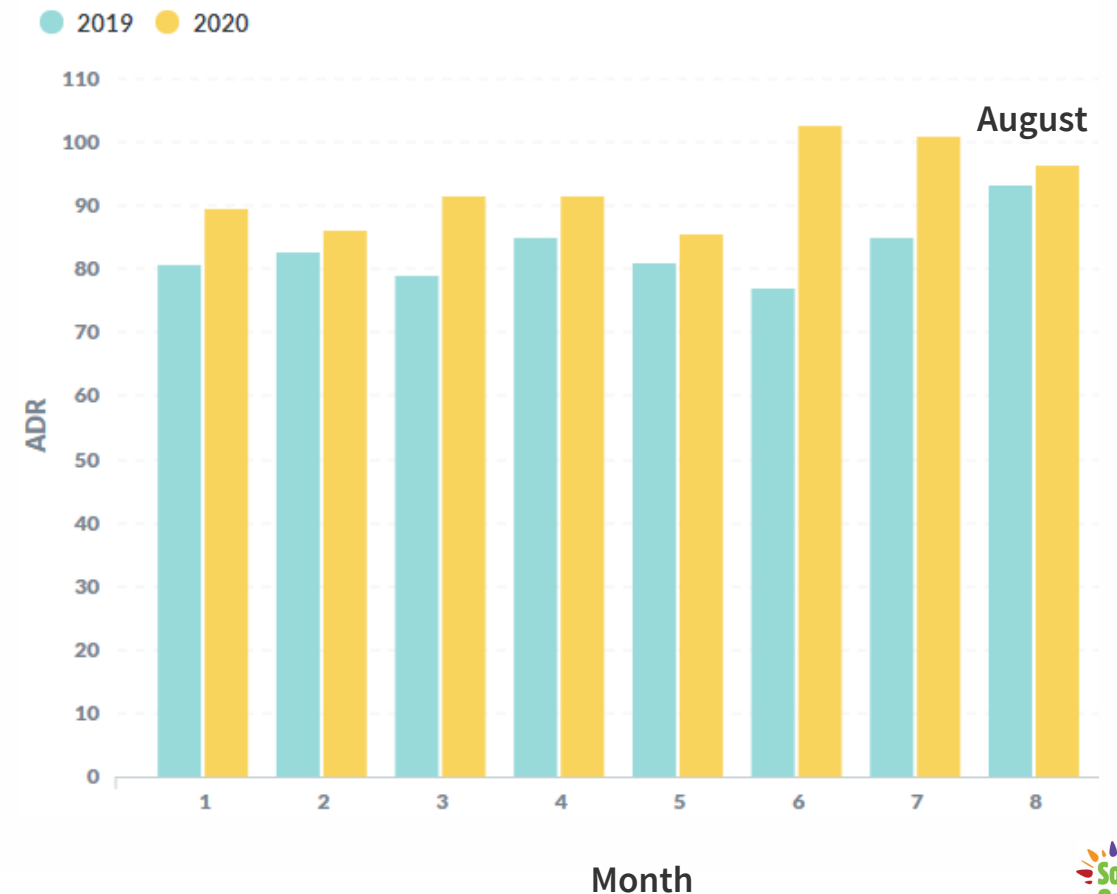
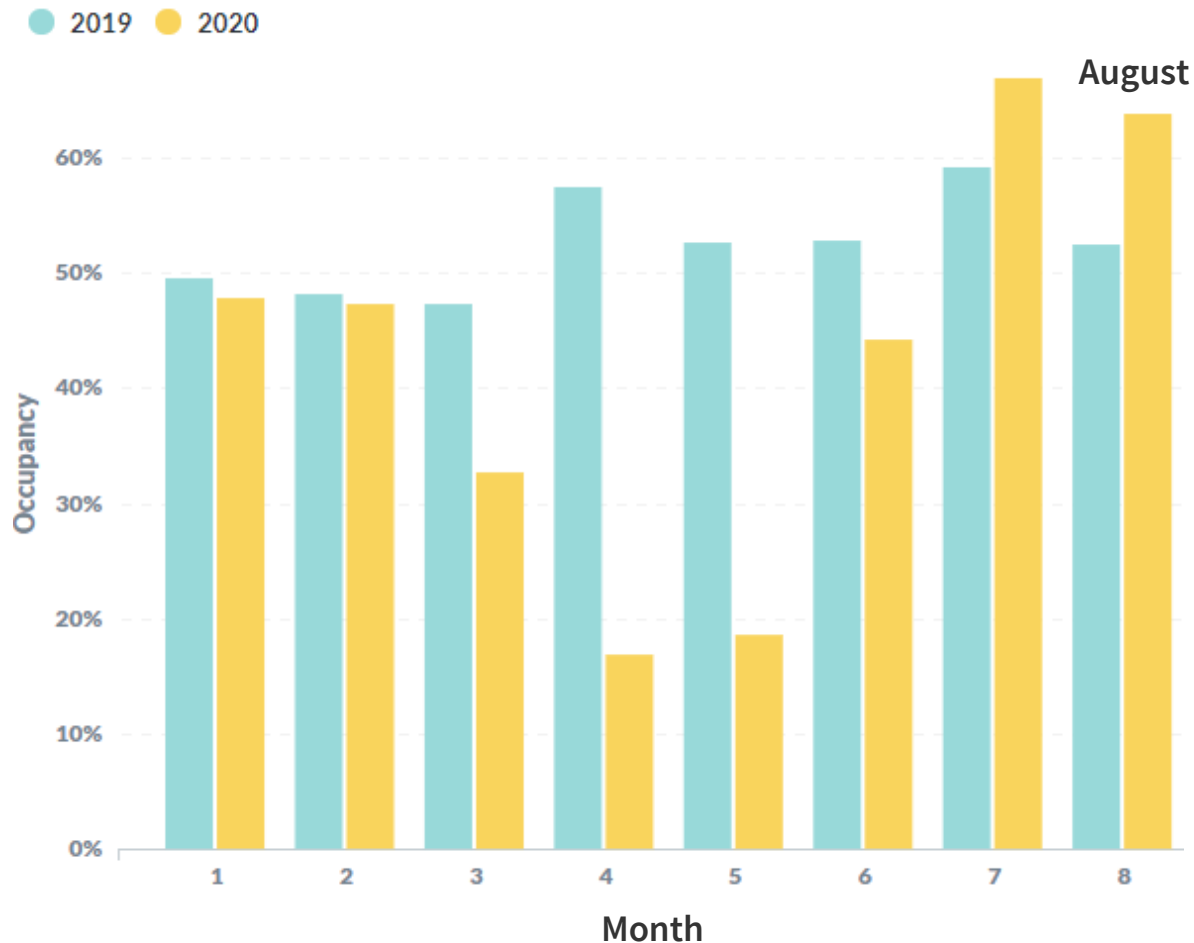


**Brisbane, Gold Coast and Toowoomba remain the biggest source markets for Southern Downs and make up 38% of all visits to the region.**

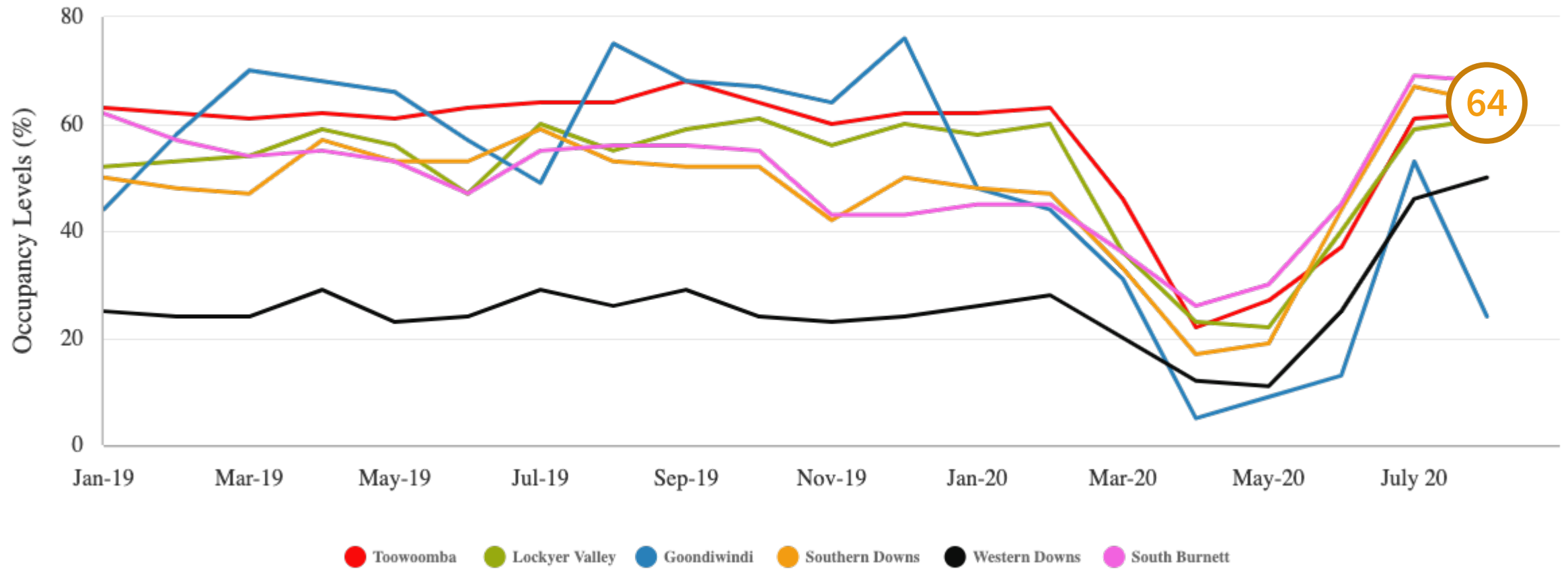
Data comes from mobility sources.

Occupancy for August 2020 was 64% across all of Southern Downs which is a 20% increase on the August 2019 occupancy rate of 53%. Average daily revenue was also up year on year.

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



Like most regions in Southern Queensland Country, occupancy for the Southern Downs has been remained strong coming out of covid lock downs.

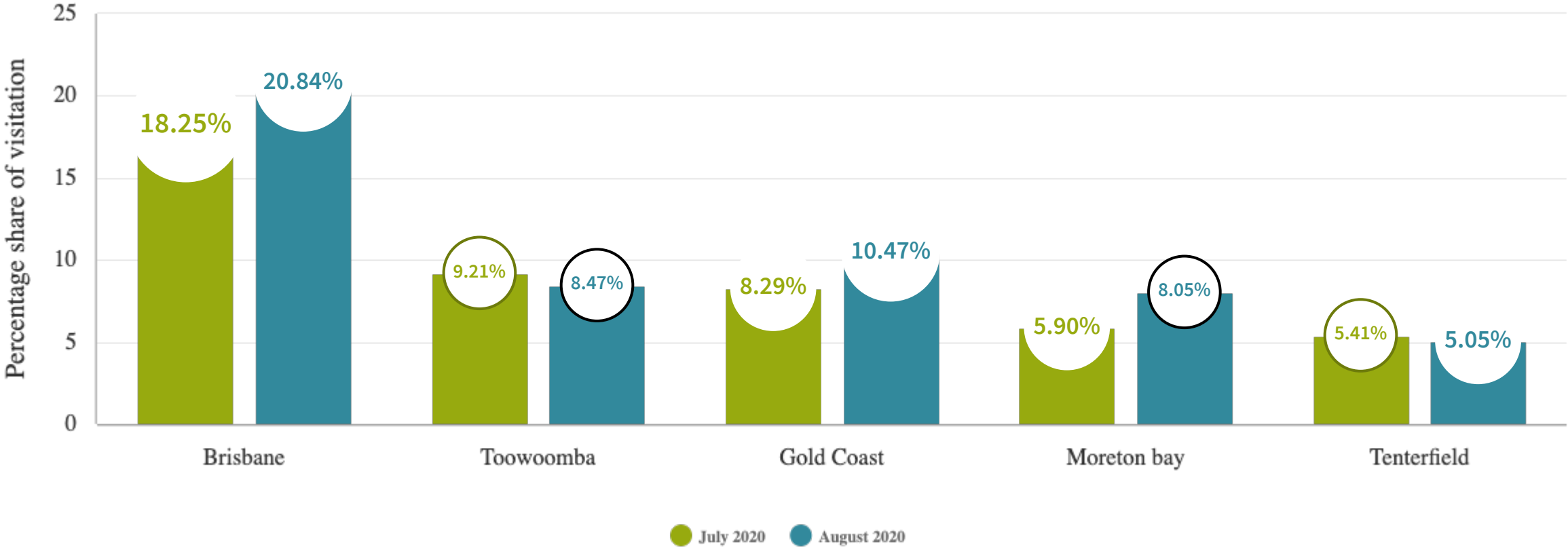


Data for this graph comes from Booking.com, Trip Advisor, Air BnB and VRBO



# Brisbane was the key source market for Southern Downs in August 2020 and made up more than 20% of all visits to the region.

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



Data for this graph comes from mobility data.

# Nearly half of the visitors to Southern Downs from Brisbane are from the top two wealthiest segments of Australia.

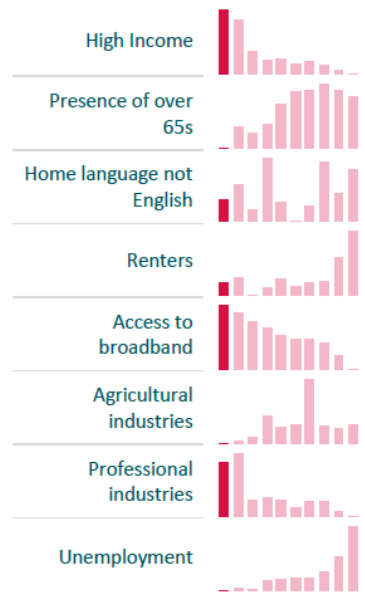
Cameo 1 (Urban Crust) and Cameo 2 (Urban Achievers) made up 42% of the visitation from Brisbane to Southern Downs for the month of July 2020.

## 1 URBAN CRUST

*“Australia’s business elite make up this group, working in professions such as finance and mining. Households are often located in the most desirable suburbs of the major cities.”*

### Typical Features:

- Australia’s wealthiest households
- Located mainly in the major urban centres
- Younger renters and older home owners
- Detached properties
- Mixed presence of children
- Mixed further educational attainment
- High mortgage costs
- Easy access to credit
- High propensity to purchase goods online



## 2 URBAN ACHIEVERS

*“This diverse wealthy group contains well educated young and older couples and families living in desirable suburbs of Australia’s major cities.”*

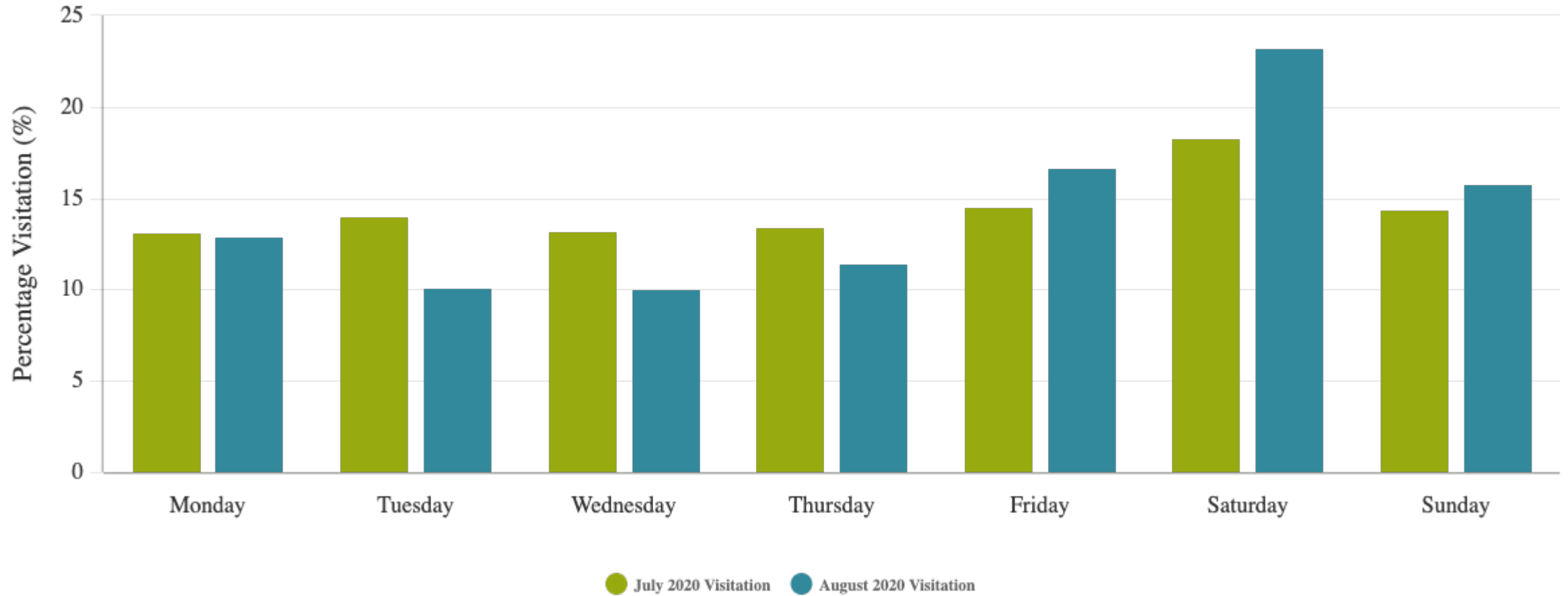
### Typical Features:

- Wealthy households
- Located in suburbs of major urban areas
- Pre-family singles and couples as well as wealthy families
- High propensity to move
- Mixed tenure with high rent and mortgage payments
- Detached properties and apartments
- High further educational attainment
- Professional and financial service occupations
- Good access to credit
- High internet usage



# Weekends are the strong preference for travel to the Southern Downs.

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



Data from this graph comes from mobility data.