

Southern Downs Monthly Report

July 2020

Key Points from July 2020



Southern Downs saw an increase in visitation of 85% from June 2020 to July 2020.

There was a large spike in visitation to the region which came from the top 4 source markets for Southern Downs.

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



Air BnB recorded it's highest occupancy ever for Southern Downs with 81% for July 2020.

Occupancy levels was up circa 30%-35% month on month across the region inclusive of Air BnB and hotels and motels.

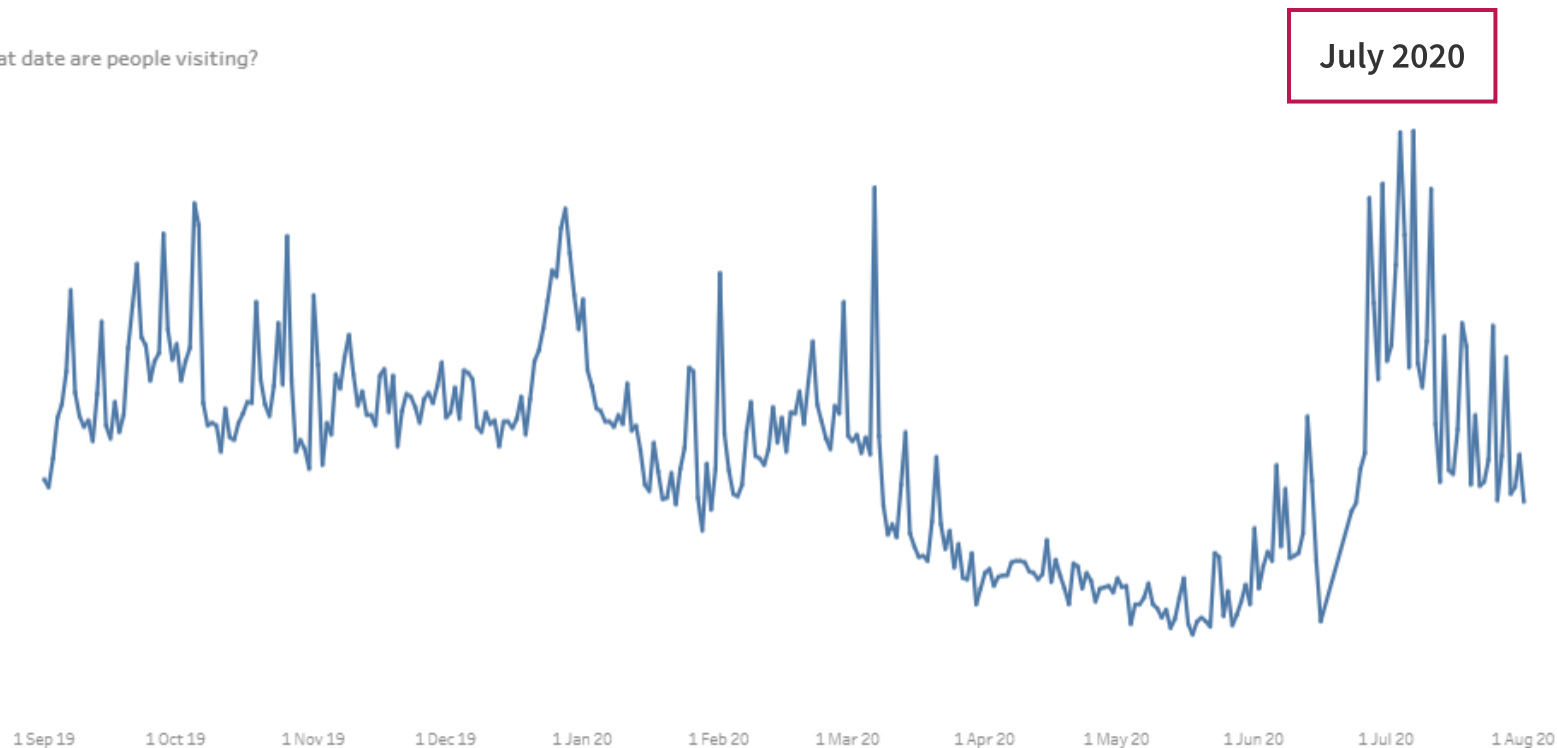


Brisbane, Gold Coast and Toowoomba remain the biggest source markets for Southern Downs and make up 35% of all visits to the region.

There was a significant increase in the number of devices in the Southern Downs 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.

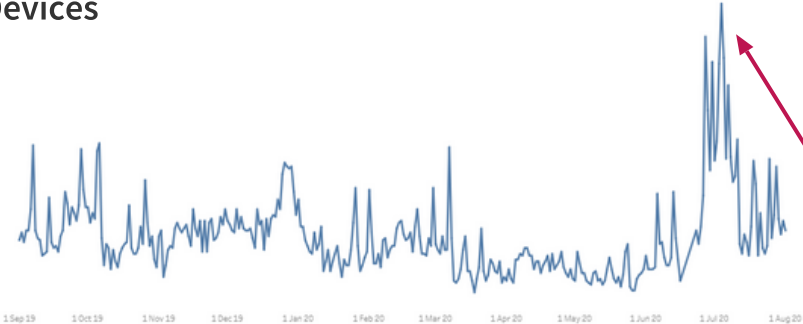
What date are people visiting?



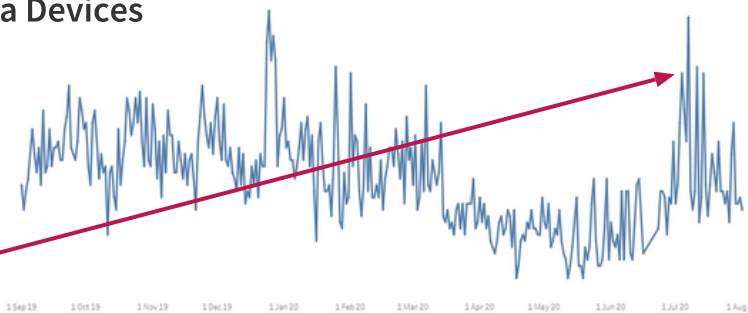
When we investigate where the spike in devices originates from, we can see that the increase in visitation comes from Southern Downs 4 biggest source markets in SEQ.

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

Brisbane Devices

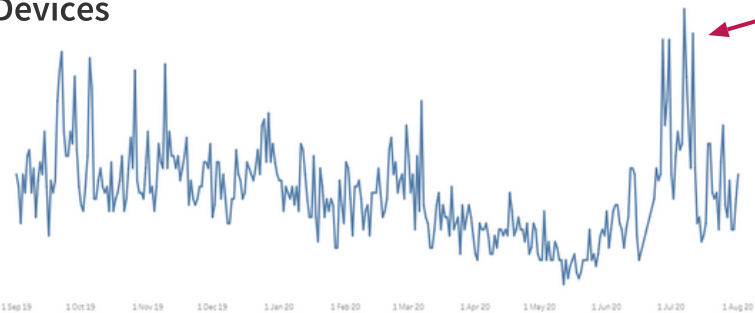


Toowoomba Devices

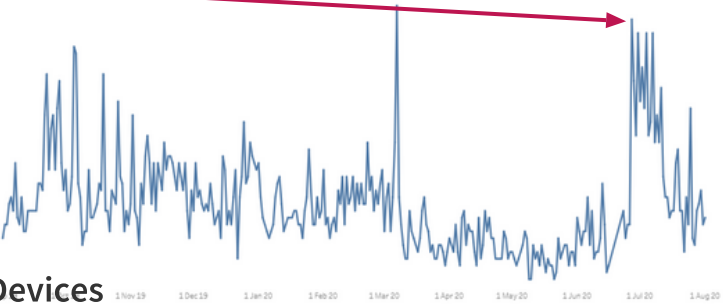


July 2020

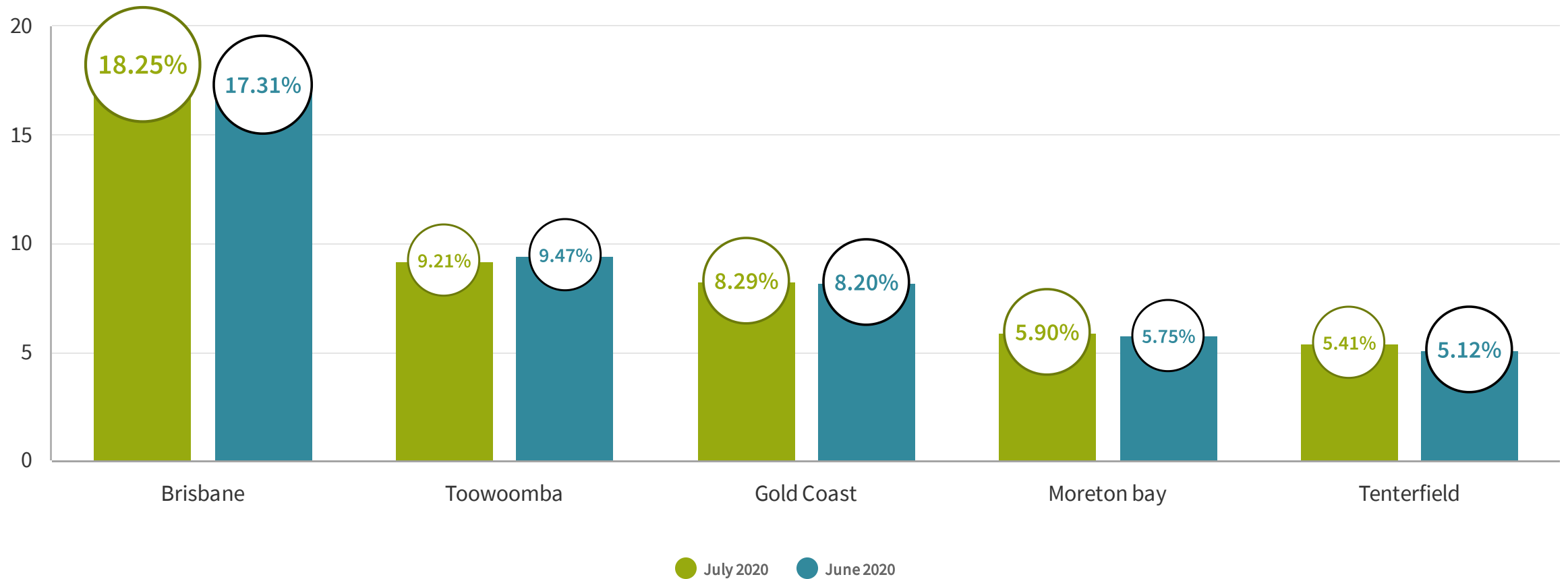
Gold Coast Devices



Moreton Bay Devices



Brisbane was the key source market for Southern Downs in July 2020 and made up 18.25% of all visits to the region.



Data for this graph comes from mobility data.

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

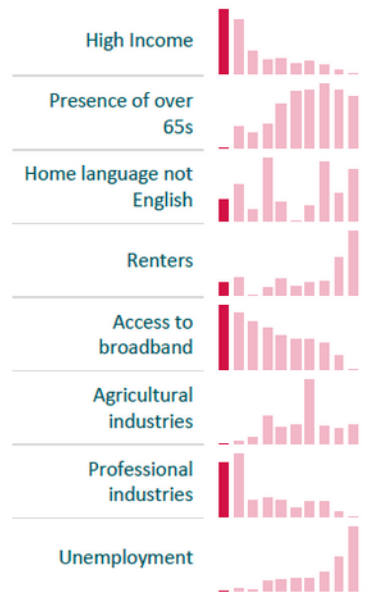
Cameo 1 (Urban Crust) and Cameo 2 (Urban Achievers) made up 40% of the visitation from Brisbane to Southern Downs for the month of July 2020.

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

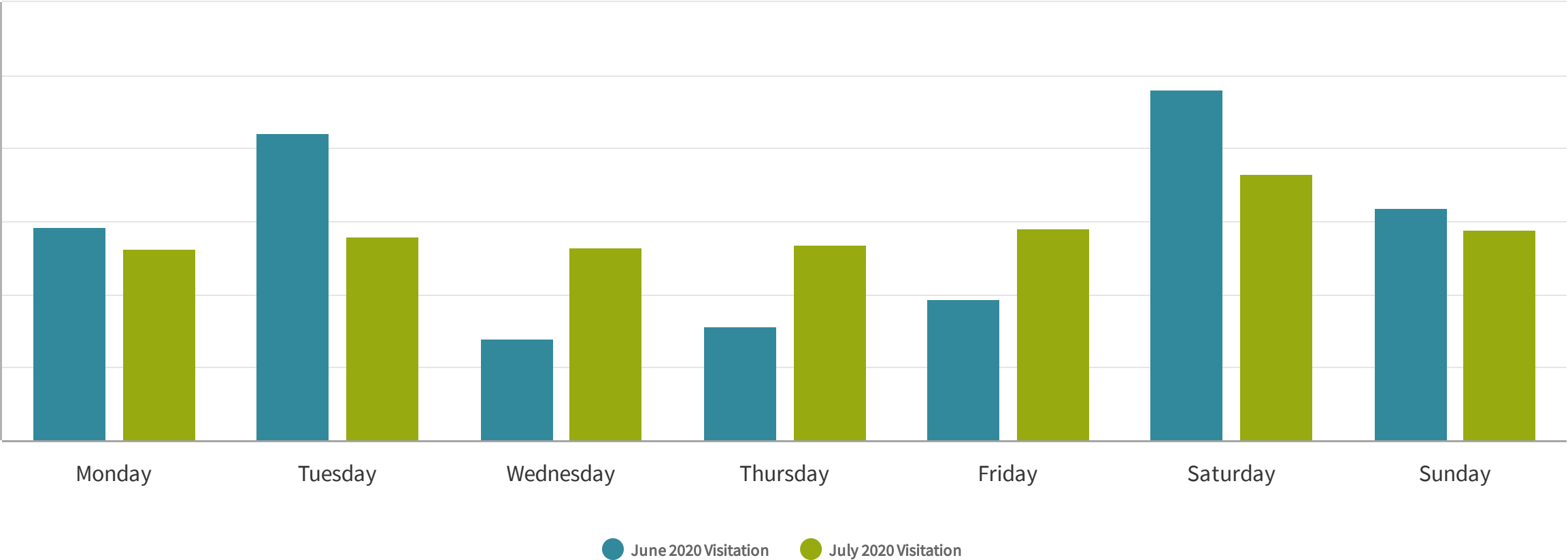
“This diverse wealthy group contains well educated young and older couples and families living in desirable suburbs of Australia’s major cities.”

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

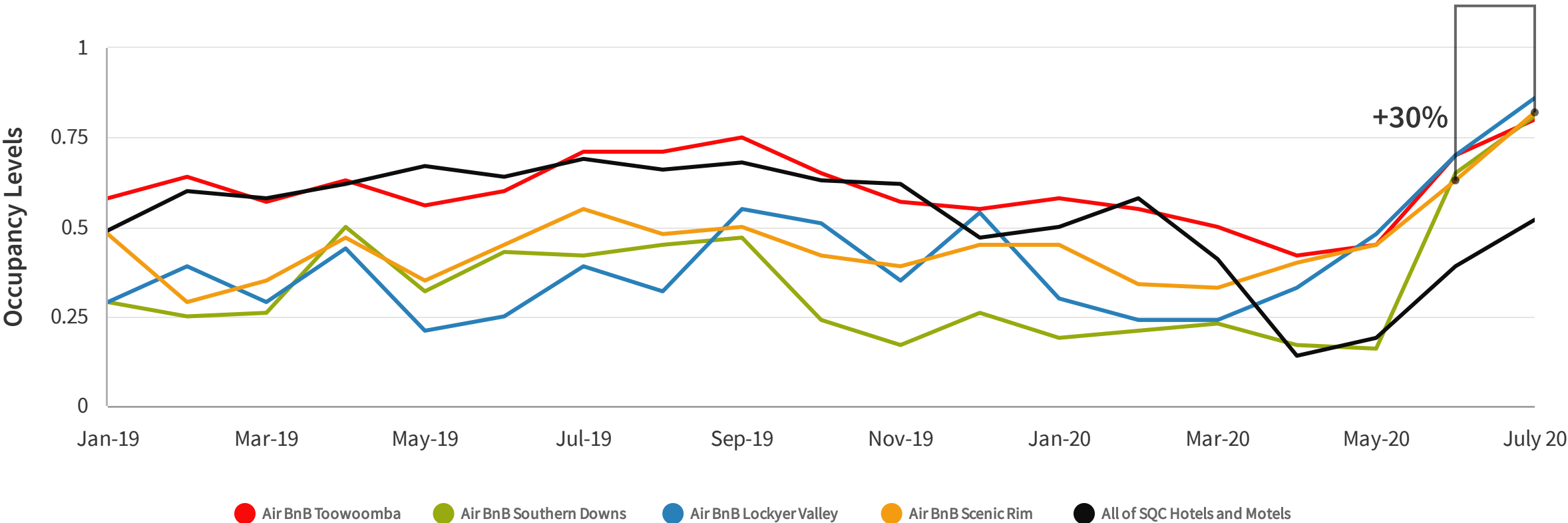


In July, the visitation spike that occurred on Tuesday from June's data was evened out with a more consistent spread of visitation throughout the week.



Occupancy for hotels and motels across the region was up 33% while Air BnB for the Southern Downs recorded it's highest occupancy for the region with 81% for July 2020.

For Southern Downs, Lockyer Valley and Scenic Rim, occupancy levels are near all time highs.



The record in Air BnB occupancy for Southern Downs also translated into a record month of revenue. This was an increase on June 2020's revenue by 38%.

July 2020 was the all time record in revenue for Southern Downs in terms of revenue and eclipsed the previous record (July 2019) by 14%.

