

Southern Downs Monthly Report

June 2020

Key Points from June 2020



Brisbane remains the biggest source market for Southern Downs with over 17.31% of the visitation coming from Brisbane.



Air Bnb revenue increased by 246% month month

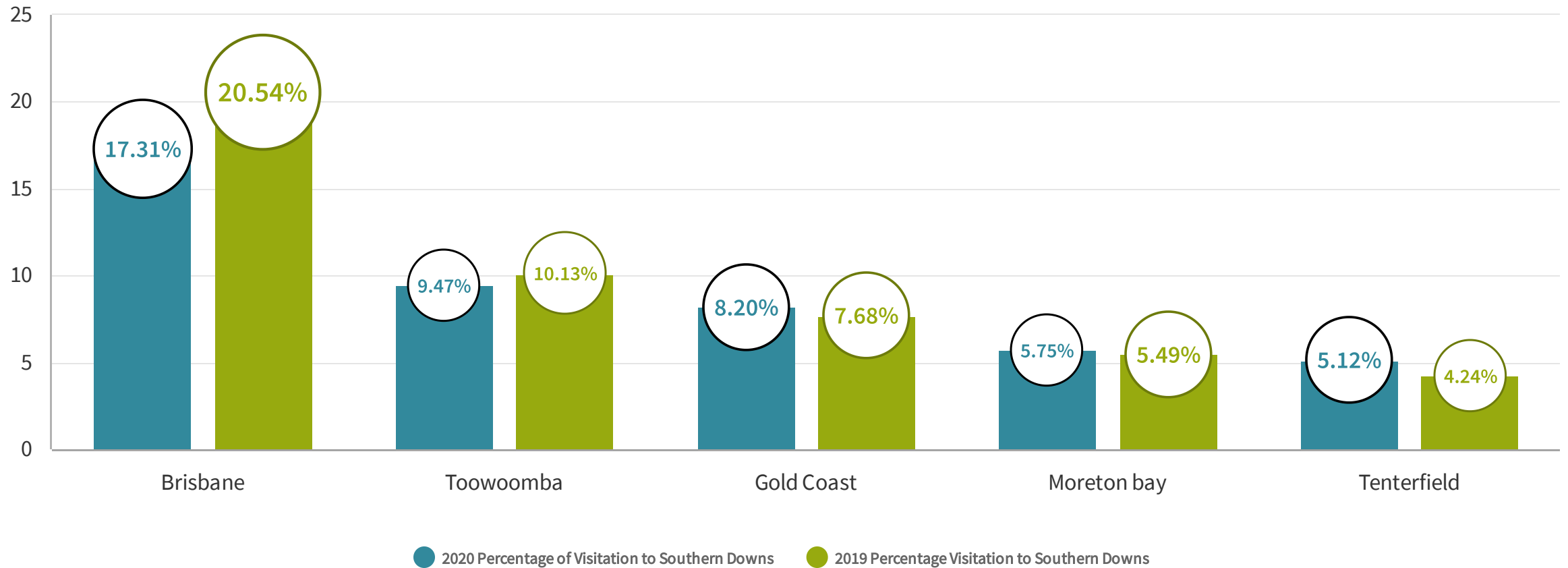
This makes June 2020 the second highest month in revenue for Southern Downs of all time.



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.

Brisbane was the key source market for Southern Downs in June 2020 and made up 17.31% 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.

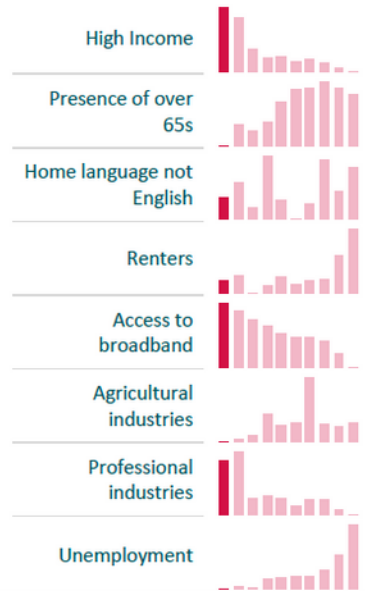
Cameo 1 (Urban Crust) and Cameo 2 (Urban Achievers) made up 53% of the visitation from Brisbane to Southern Downs for the month of June 2020.

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

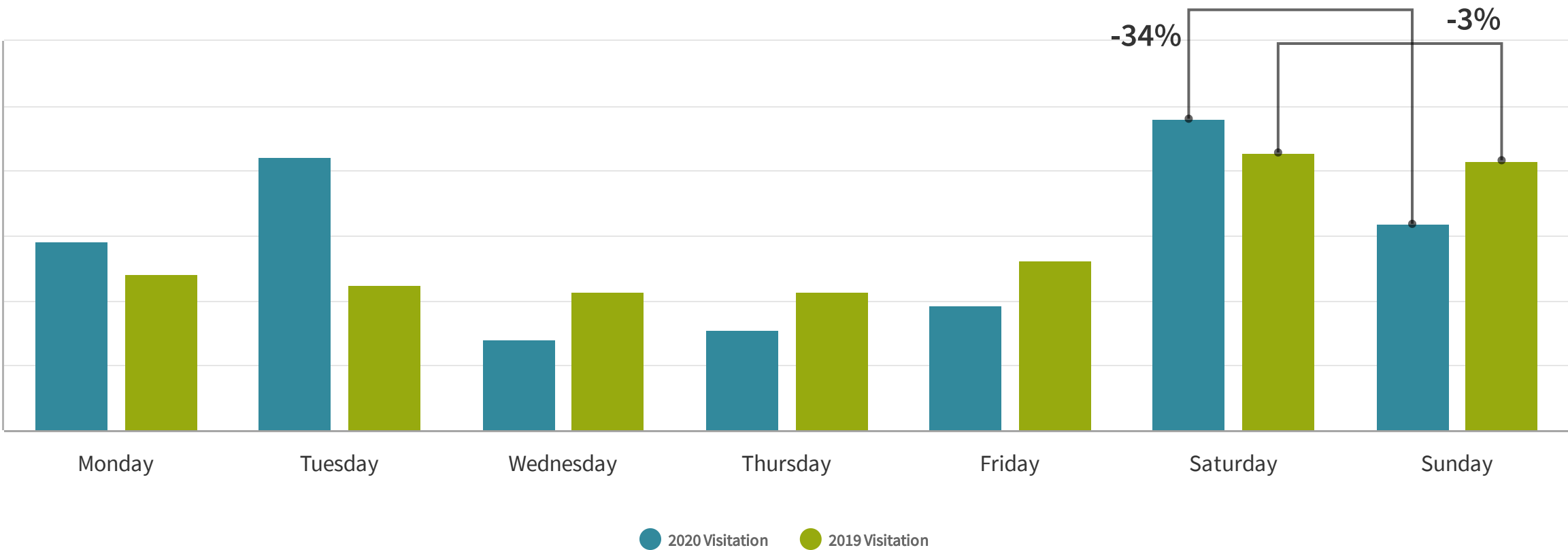
“This diverse wealthy group contains well educated young and older couples and families living in desirable suburbs of Australia’s major cities.”

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 June 2019, there was a 3% difference in devices seen on Saturday and Sunday in Southern Downs but in June 2020, that difference is 34%. This could suggest that there are less over nighters and more day trippers.

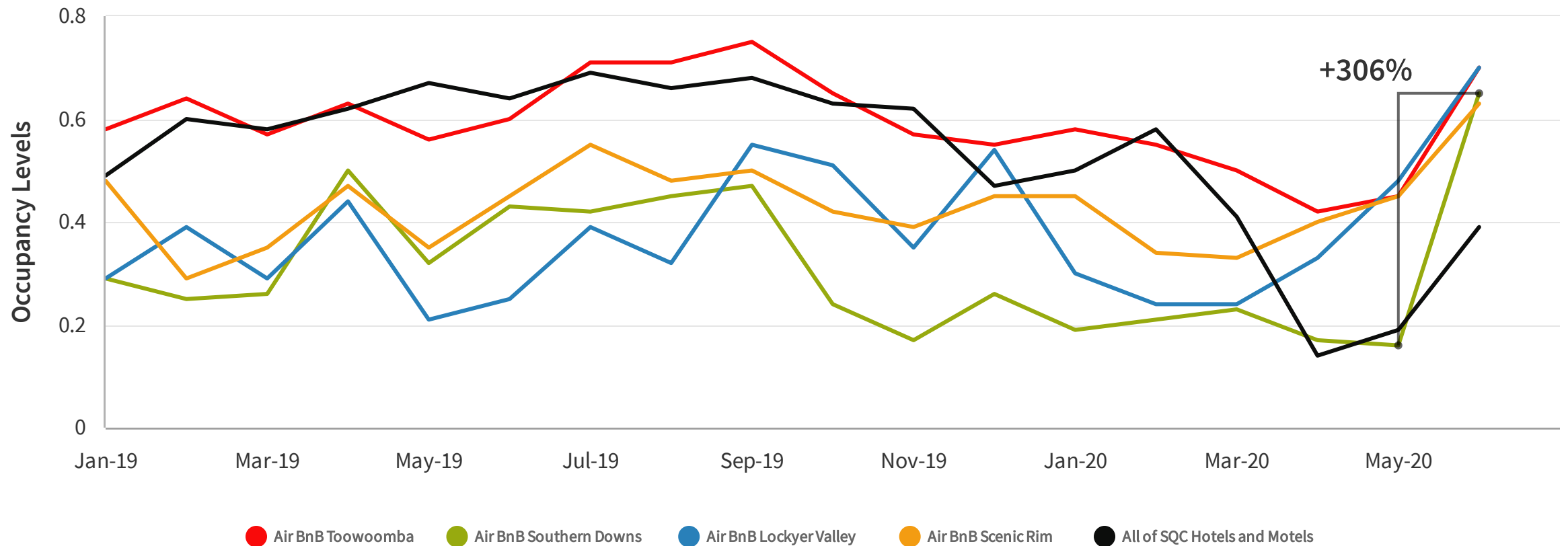


Data from this graph comes from mobility data.



Southern Downs saw a 306% increase in bookings on Air BnB from May 2020 to June 2020.

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



Data for this graph comes from Air BnB and STR.

The increase in occupancy rates translated to a month on month revenue increase of 246% for Air BnB accommodation providers in Southern Downs.

June 2020 was the second highest month of revenue for the region of all time and was an increase of 33% from June 2019.

