

Toowoomba Monthly Report

August 2020

← To Red Circuit Track



Key Points from August 2020



The Ekka long weekend provided the biggest spike in visitation to Toowoomba in over 6 months.

This is based on the number of devices seen in Toowoomba when comparing July 2020 to August 2020 and includes day trips, overnight visits and people just passing through.



Occupancy for August 2020 for Toowoomba was 62% which is only a slight drop year on year (2% drop) and month on month (1% drop).

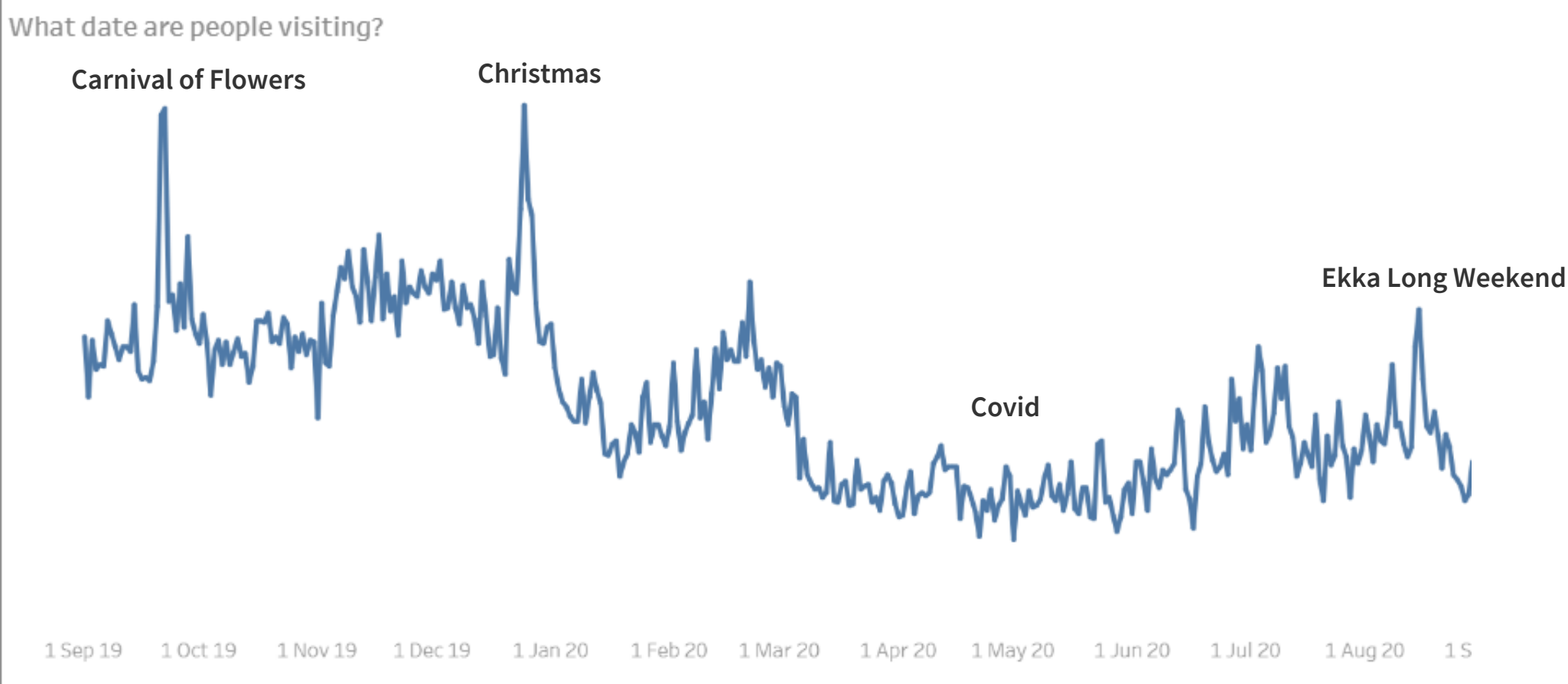
This is data collected from Booking.com, Air BnB, Trip Advisor and VRBO.



Brisbane remains the biggest source market, making up nearly 17% of all visits to Toowoomba.

46% of people from Brisbane who visited Toowoomba in August were in the top 2 CAMEO categories which means they are highly affluent.

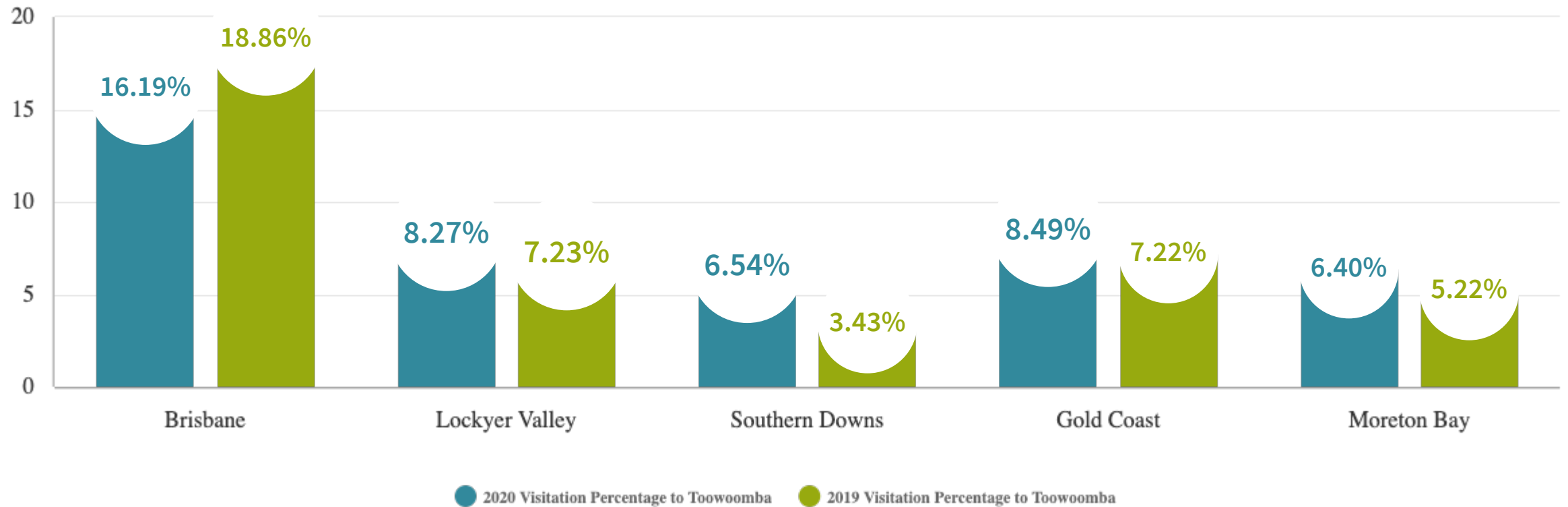
The Ekka holiday resulted in people from Brisbane having a long weekend in mid August. As a result, Toowoomba benefited off a bump in visitation from Brisbane.



This graph is created using mobility data and shows the visitation patterns of devices from Brisbane to Toowoomba

Visitation from Brisbane makes up 16.19% of all visitation to the Toowoomba region for August 2020.

This graphs looks at the number of devices in a particular region from a source LGA and then compares the data year on year.



● 2020 Visitation Percentage to Toowoomba ● 2019 Visitation Percentage to Toowoomba

This graph is created using mobility data.

Nearly half of the visitors to Toowoomba from Brisbane are from the top two wealthiest segments of Australia.

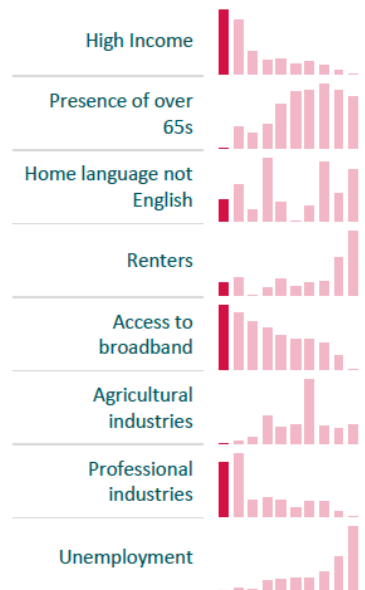
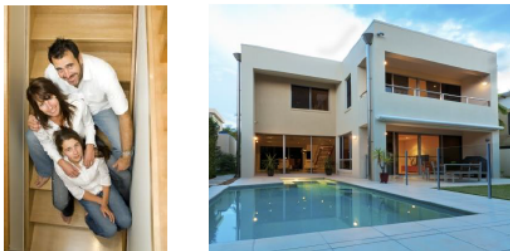
Cameo 1 (Urban Crust) and Cameo 2 (Urban Achievers) made up 42% of the visitation from Brisbane to Toowoomba for the month of August 2020.

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.”

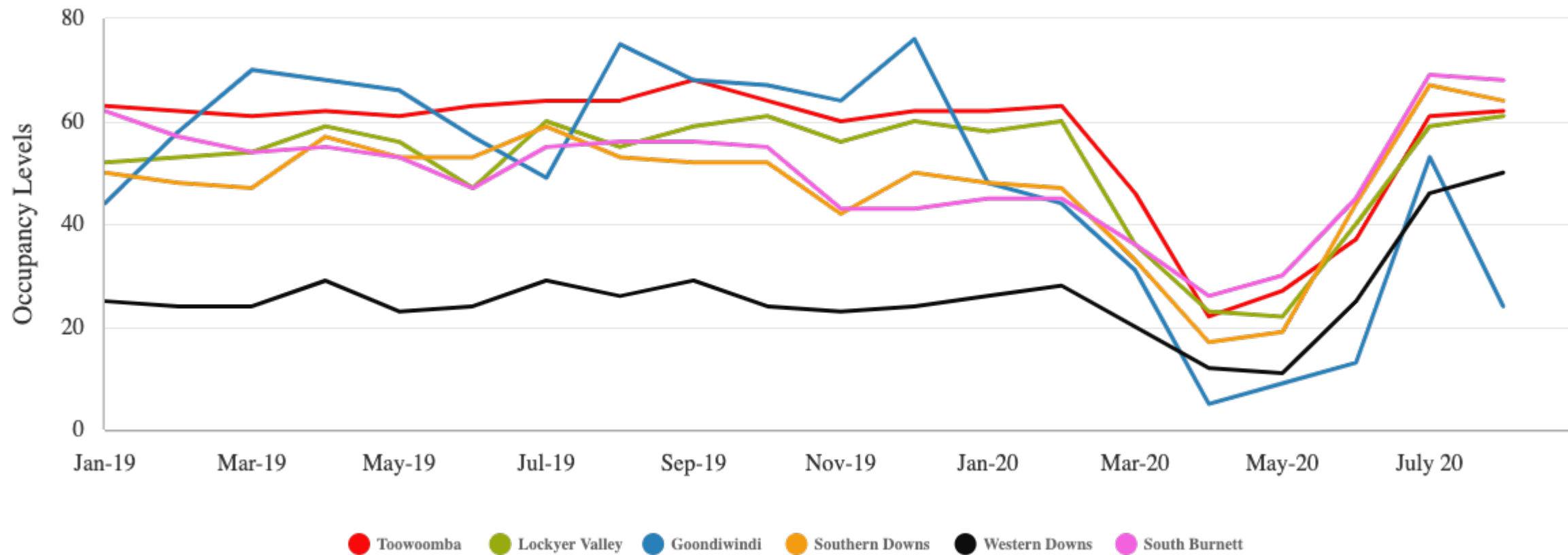
Typical Features:

- 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



Toowoomba's August 2020 occupancy was 62% which puts it about on par with August 2019's occupancy.

Across the the region, occupancy has remained strong month on month.



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



Toowoomba's covid recovery has been strong with occupancy for the region nearly back to 2019 levels.

