

# Toowoomba Monthly Report

July 2020



# Key Points from July 2020



**July visitation was up 66% for Toowoomba month on month.**

This is based on the number of devices seen in Toowoomba when comparing June 2020 to July 2020 and includes day trips as well as overnight visits.



**Hotels and Motels saw an increase in occupancy from 39% in June to 52% in July.**

While this occupancy level is still down on this time last year (July 2019 was 73% occupancy), it was an increase of more than 30% from June 2020.

(STR Data)

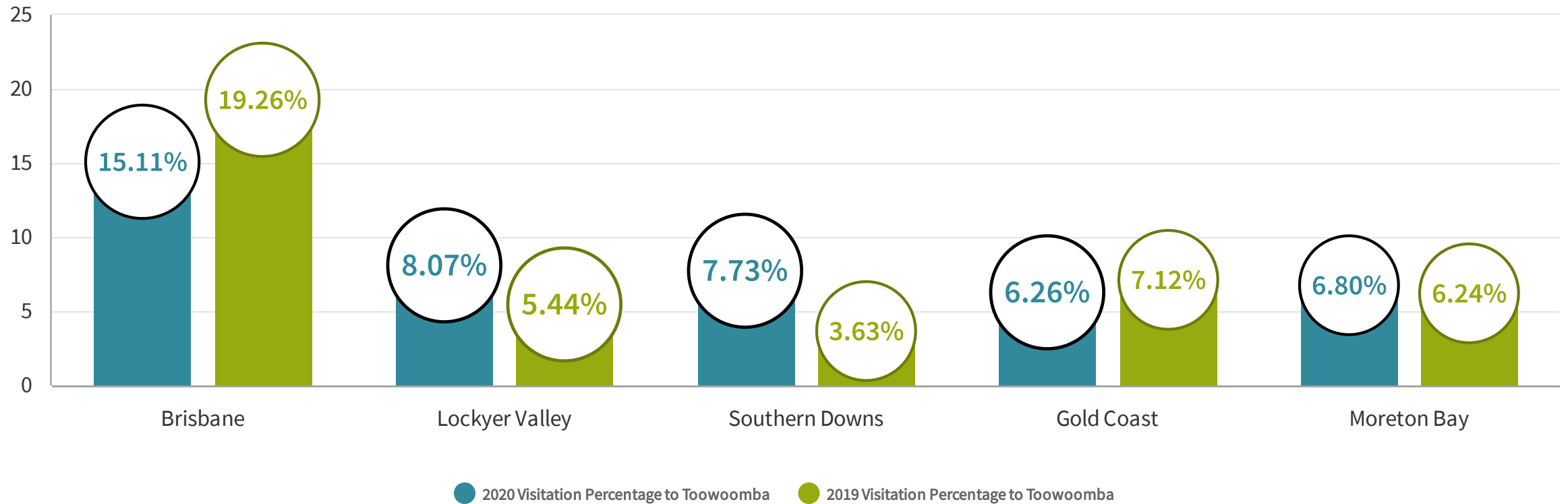


**Air BnB occupancy was also up from 70% in June to 80% in July.**

This makes July 2020 one of the highest levels of occupancy for the Toowoomba region of all time.

# Visitation from Brisbane makes up 15.11% of all visitation to the Toowoomba region for July 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.



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

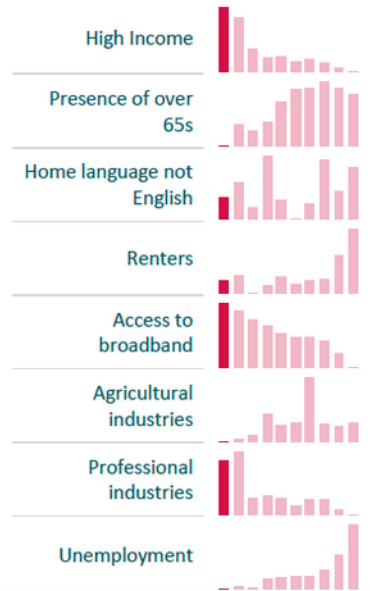
Cameo 1 (Urban Crust) and Cameo 2 (Urban Achievers) made up 42% of the visitation from Brisbane to Toowoomba for the month of June 2020.

## 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.”*

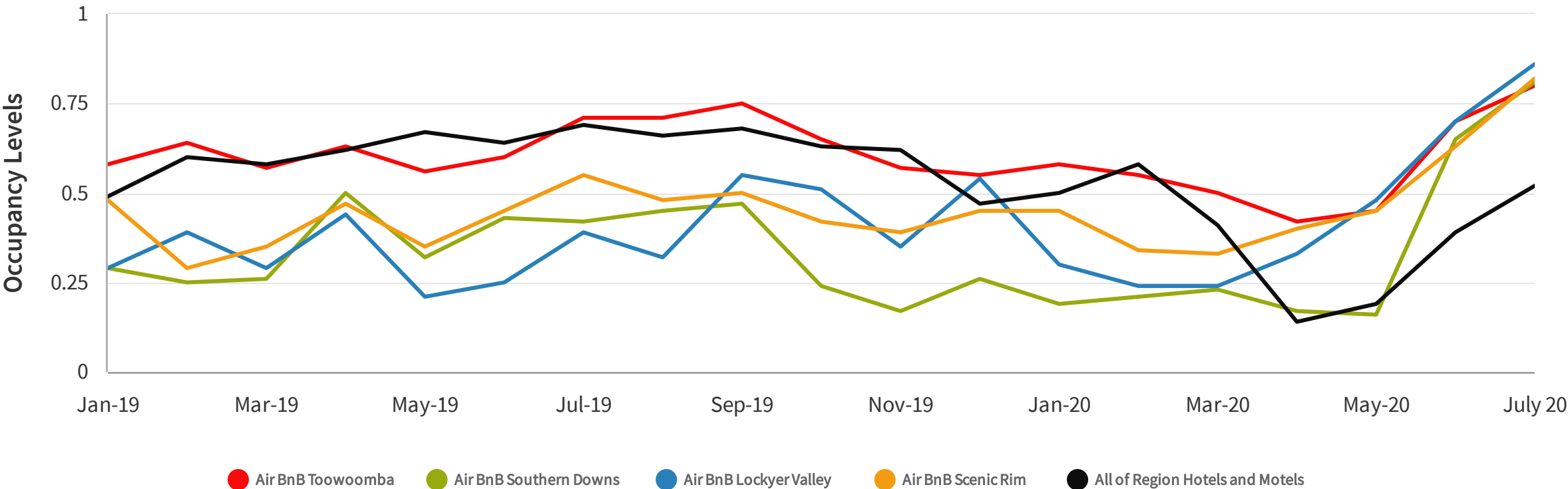
### Typical Features:

- 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



# Toowoomba wasn't the only region that saw a large increase in occupancy levels with the entire region experiencing near all time high Air BnB bookings as well as a big jump in hotel and motel bookings.

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



# The increase in occupancy rates translated to a month on month revenue increase of 51% for accommodation providers in Toowoomba.

Traditional Hotels and Motels accounted for the bulk of revenue while Air BnB contributed 11% of the total economic revenue in July 2020.

