

Toowoomba Monthly Report

June 2020

← To Red Circuit Track



Key Points from June 2020



With the QLD lockdowns easing in June, visitation was up across the SQC region and in Toowoomba.

The biggest jump was in one of Toowoomba key markets of Brisbane which increase by 21% month on month.



Hotels and Motels saw an increase in occupancy from 19.3% in May to 38.9% in June.

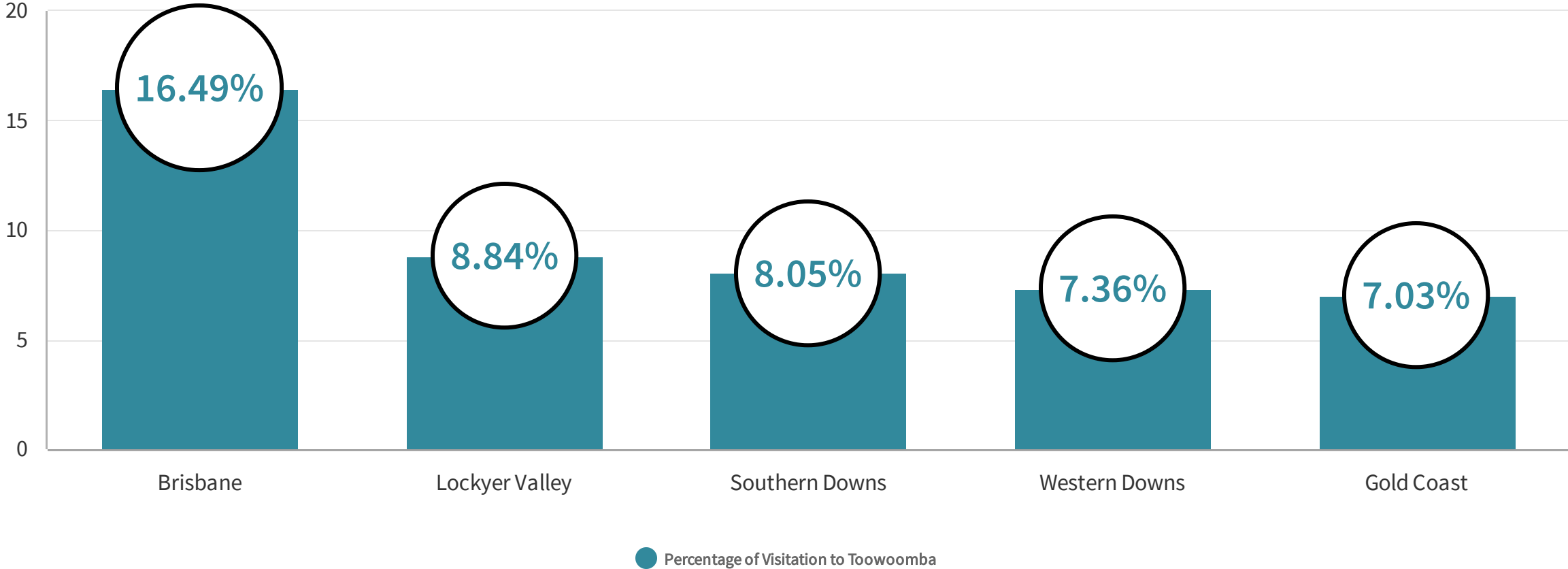
While this occupancy level is still down 40% on this time last year, it was an increase of more than 100% from May.



Air BnB occupancy was also up 55% from May to June.

While Air BnB does represent a smaller portion of the market, the jump was significant.

Visitation from Brisbane makes up 16.49% of all visitation to the Toowoomba region.



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

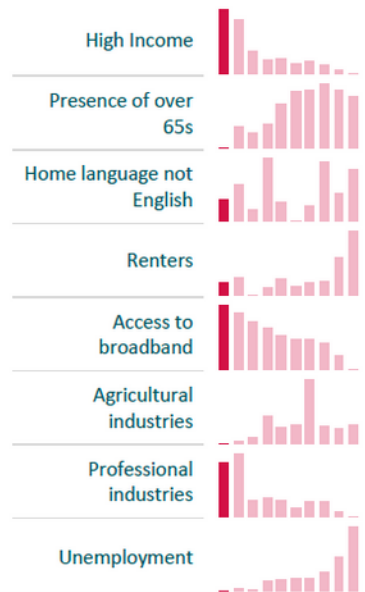
Cameo 1 (Urban Crust) and Cameo 2 (Urban Achievers) made up 45% of the visitation from Brisbane to Toowoomba for the month of June 2020.

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.”

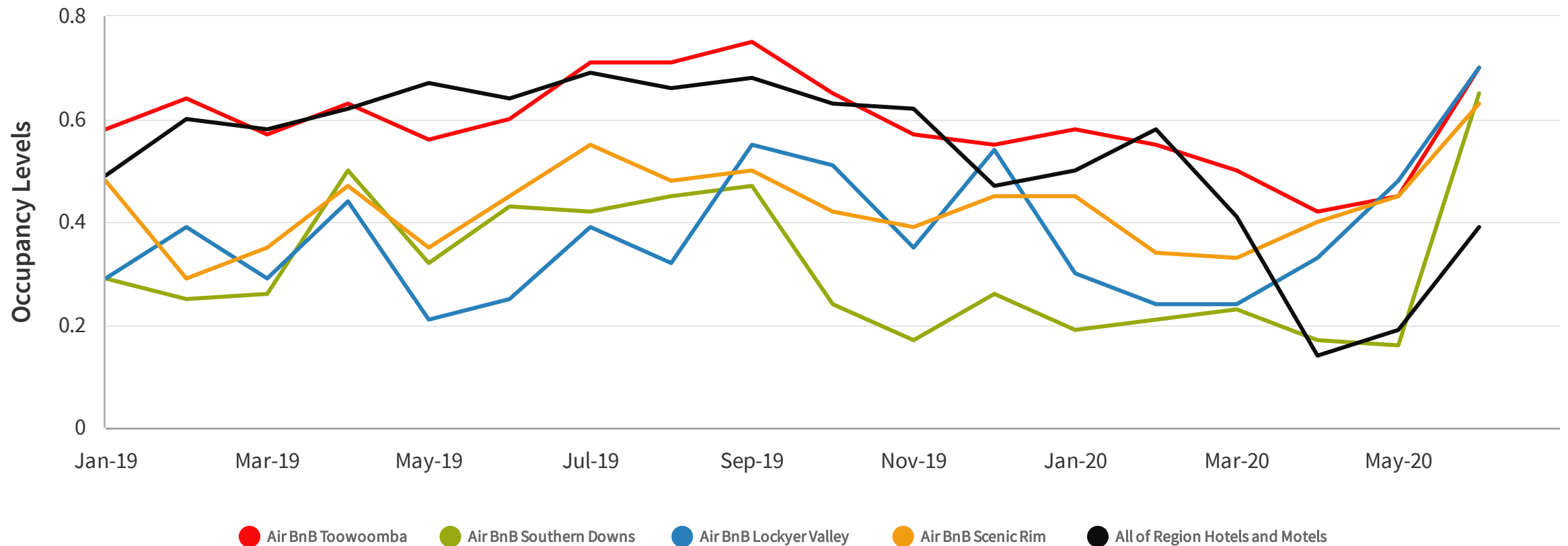
Typical Features:

- 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's spike in accommodation for June bookings across both Air BnB and hotels and motels was consistent across the region.

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 70% for accommodation providers in Toowoomba.

Traditional Hotels and Motels accounted for the bulk of revenue while Air BnB contributed 12.6% of the total economic revenue in June 2020.

