



# Western Downs Monthly Report

August 2020

# Key Points from August 2020



**For August 2020, Western Downs recorded an occupancy rate of 50% which is approx double what it was at the same time last year.**

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



**Brisbane and Toowoomba make up nearly a third of all visitation to the region in August 2020.**

Data comes from mobility sources and includes day trippers, over nighters and people passing through.

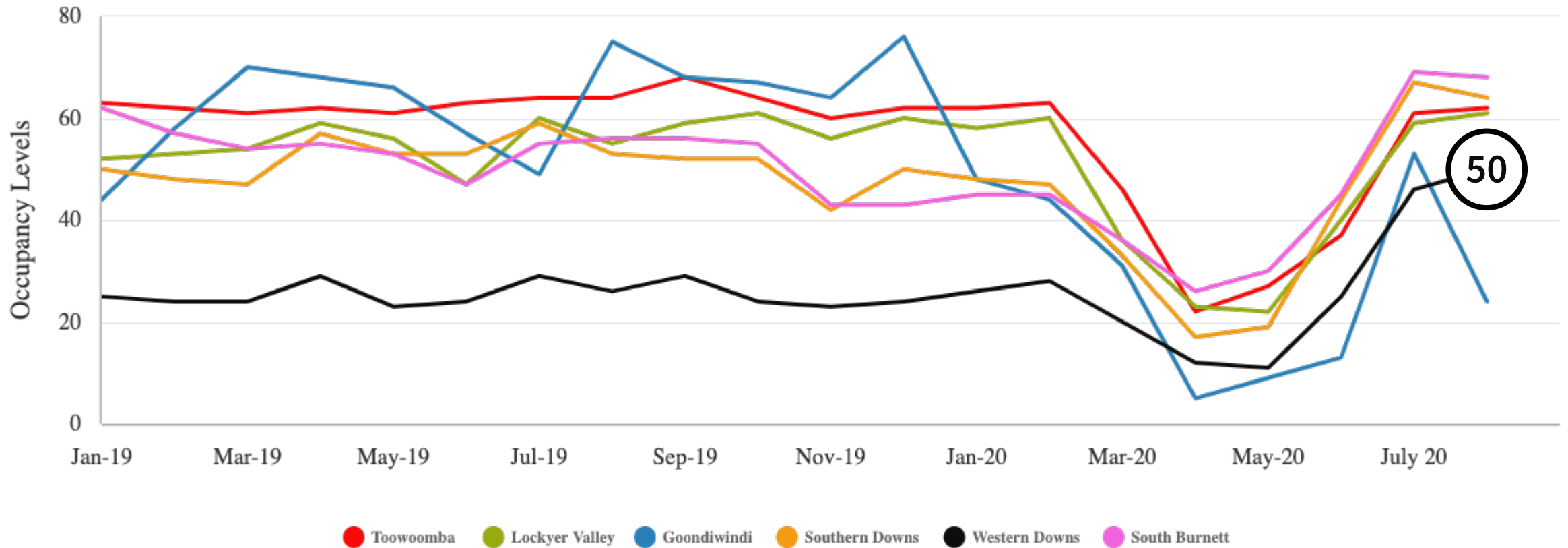


**Like most of the LGAs in the SQC region, Western Downs also saw a big spike in traffic over the Ekka long weekend from Brisbane visitors.**

Data comes from mobility sources and includes day trippers, over nighters and people passing through.

# For August 2020, Western Downs recorded an occupancy rate of 50% which is approx double what it was at the same time last year.

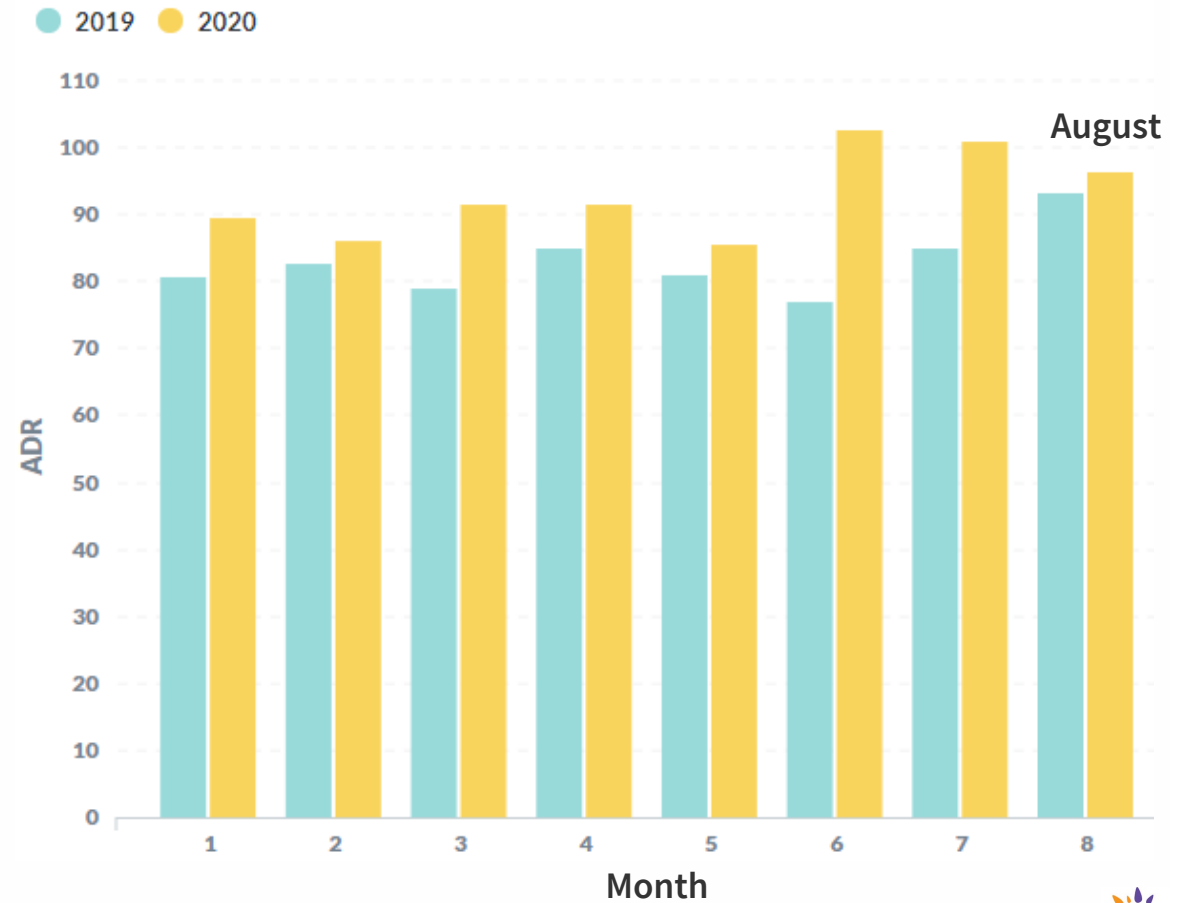
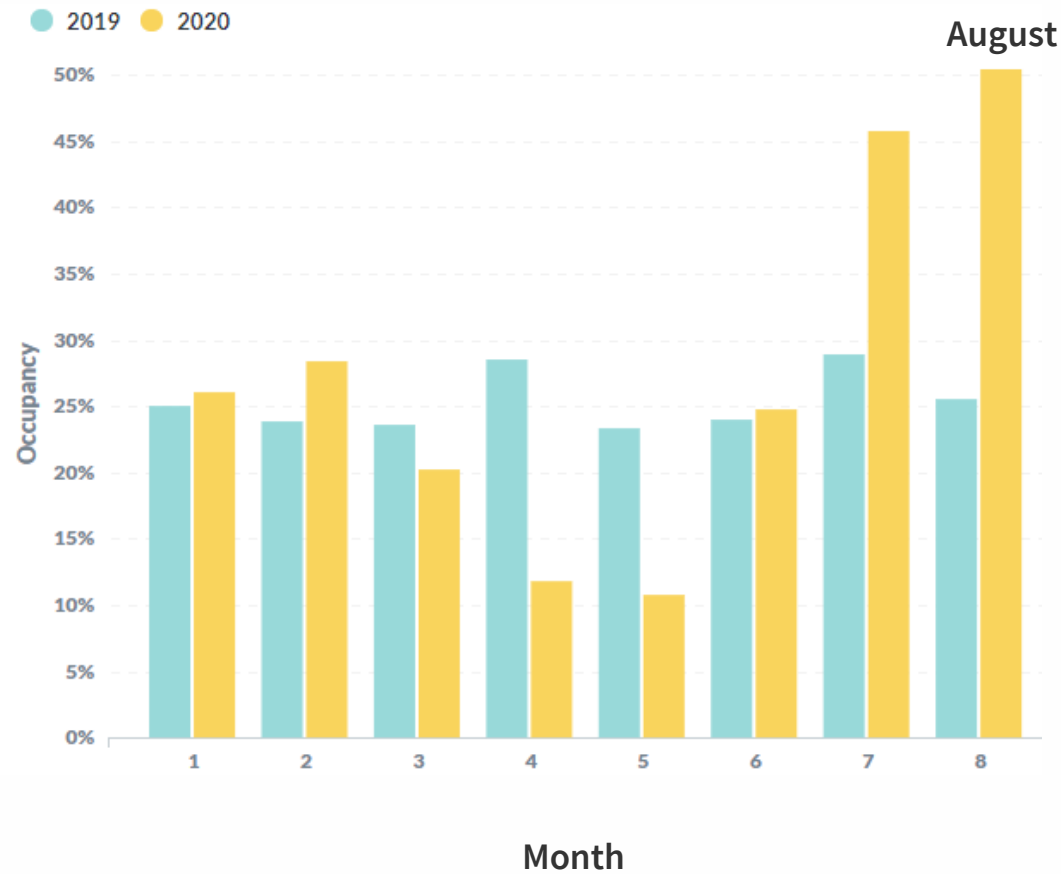
Across the the region, occupancy has remained strong month on month.



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

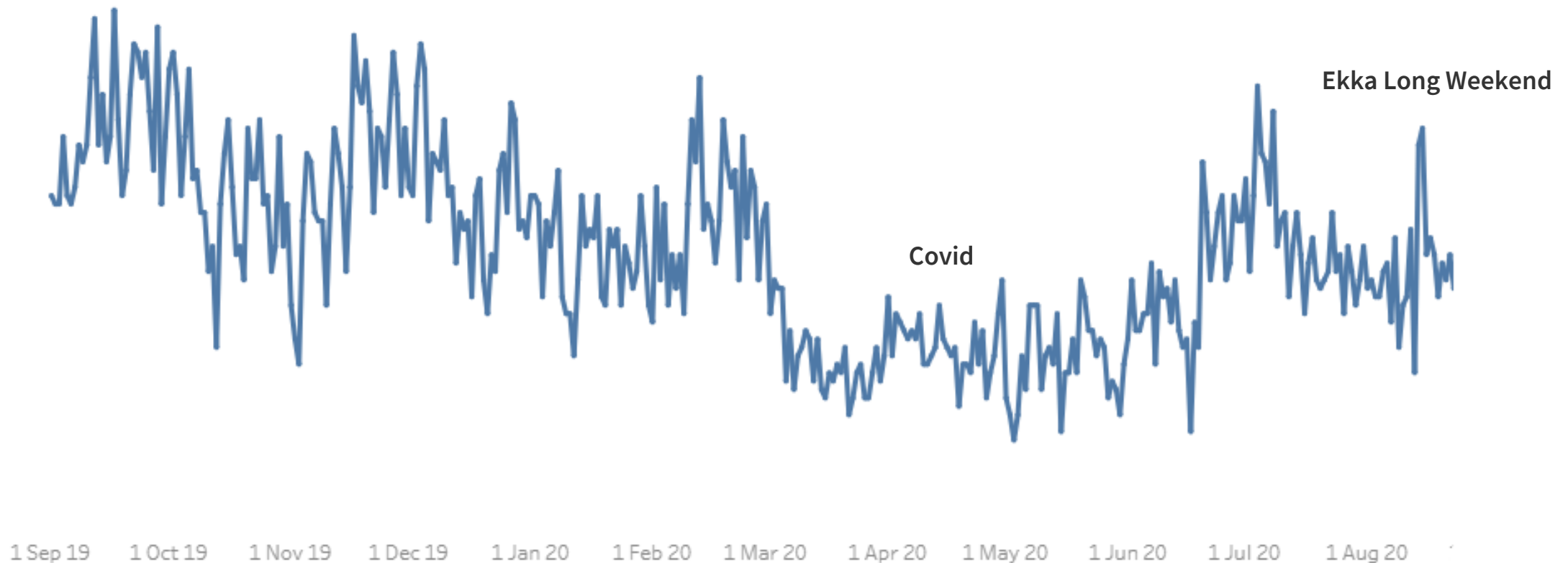
# Both occupancy and average daily revenue are up significantly year on year!

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



## Like most of the LGAs in the SQC region, Western Downs also saw a big spike in traffic over the Ekka long weekend from Brisbane visitors.

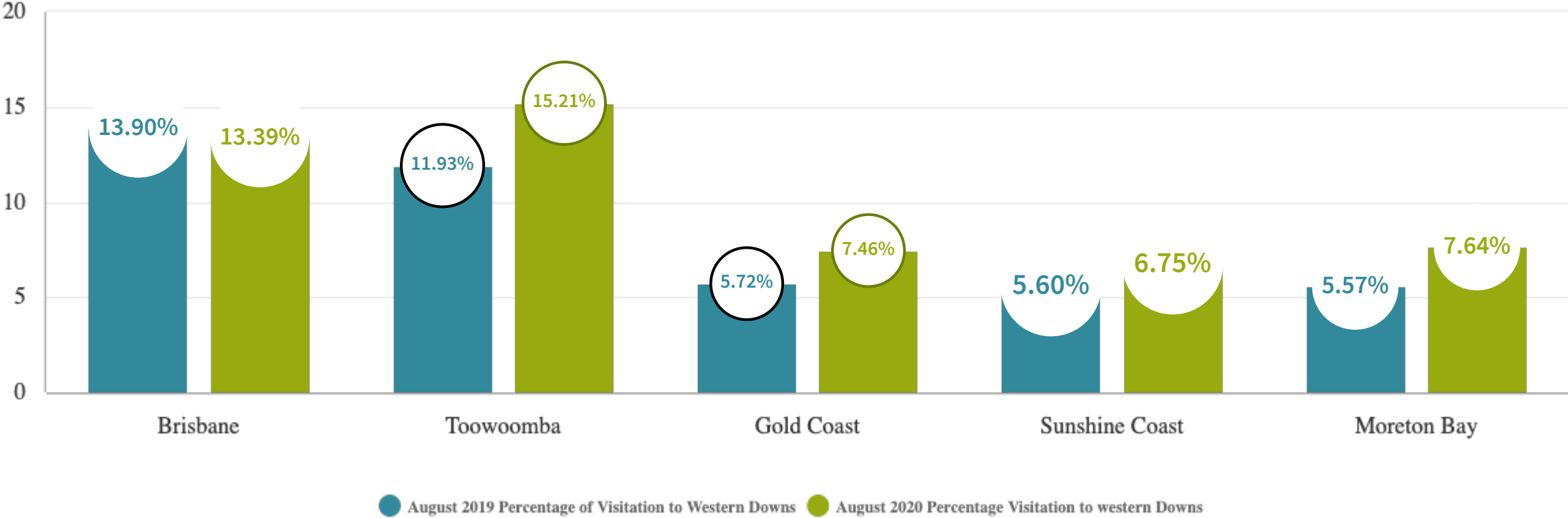
This graph shows all devices visiting the region which includes day trippers, over night stays and people driving through.



This graph is created using mobility data. It shows visitation to Western Downs from Brisbane based devices.

# Toowoomba is the main source market to the Western Downs (WD) with 15.21% of the devices who visited WD coming from Toowoomba.

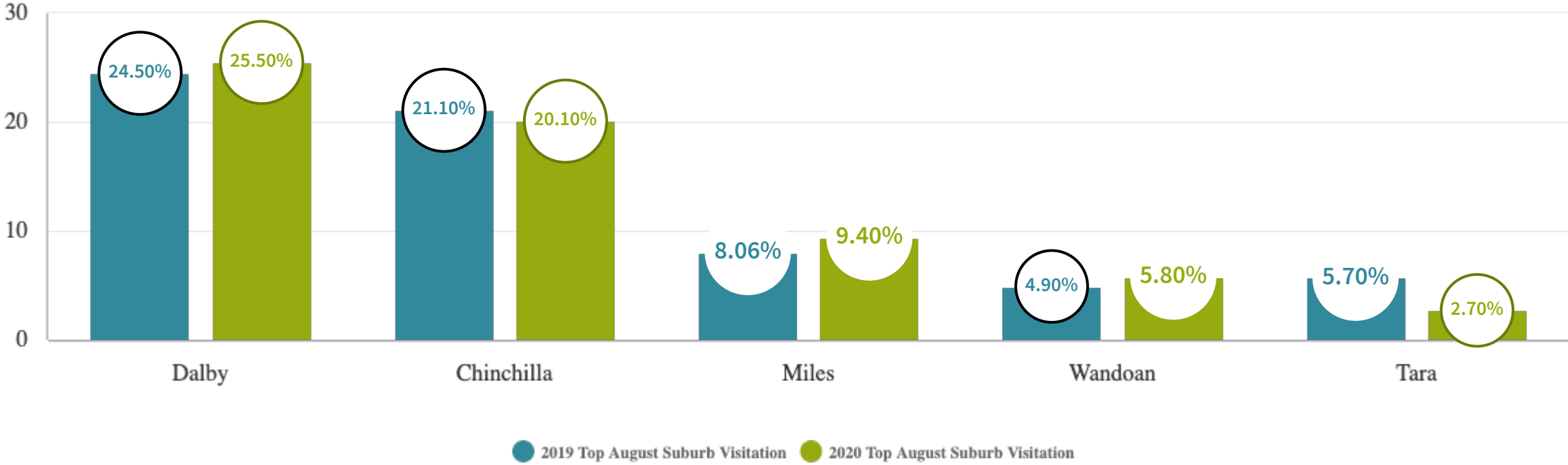
The graph below shows the percentage of visitation from a certain source market. For example, 6.75% of the visitors to the Western Downs LGA in August 2020 were from Sunshine Coast.



Data for this graph comes from mobility data.

# The below graph shows the top 5 suburbs in the Western Downs that received the majority of visitation year on year.

The below graph shows the percentage of visitors who visited a particular suburb from the total number of visitors to that region. For example, in August 2020, 20.10 % of all visitors to the Western Downs LGA, visited Dalby.



Data for this graph comes from mobility data.

“Home Sweet Home” is the dominant segment that makes up 13% of visitation to Western Downs

This segment also makes up 20% of the visitors from Toowoomba, Western Downs biggest source market.

***“This large lower income group includes many rural households working in agriculture as well as blue-collar workers and their families in suburban locations.”***

**Typical Features:**

- Lower middle income households
- Rural and suburban locations
- Families and households retiring out of the urban areas
- Mixed tenure and property type
- Rent and mortgage payments below the national average
- Mixed educational attainment
- Agricultural, manufacturing and administrative professions
- Below average access to the internet
- Preference to shop via direct mail and television
- Mixed payment preference

