

@somewhere\_in\_a\_jeep

# Western Downs Monthly Report

July 2020

# Key Points from July 2020



**There was a 60% increase in devices from June to July for the Western Downs region.**

This includes devices that were just driving through, day trippers and over nighters.



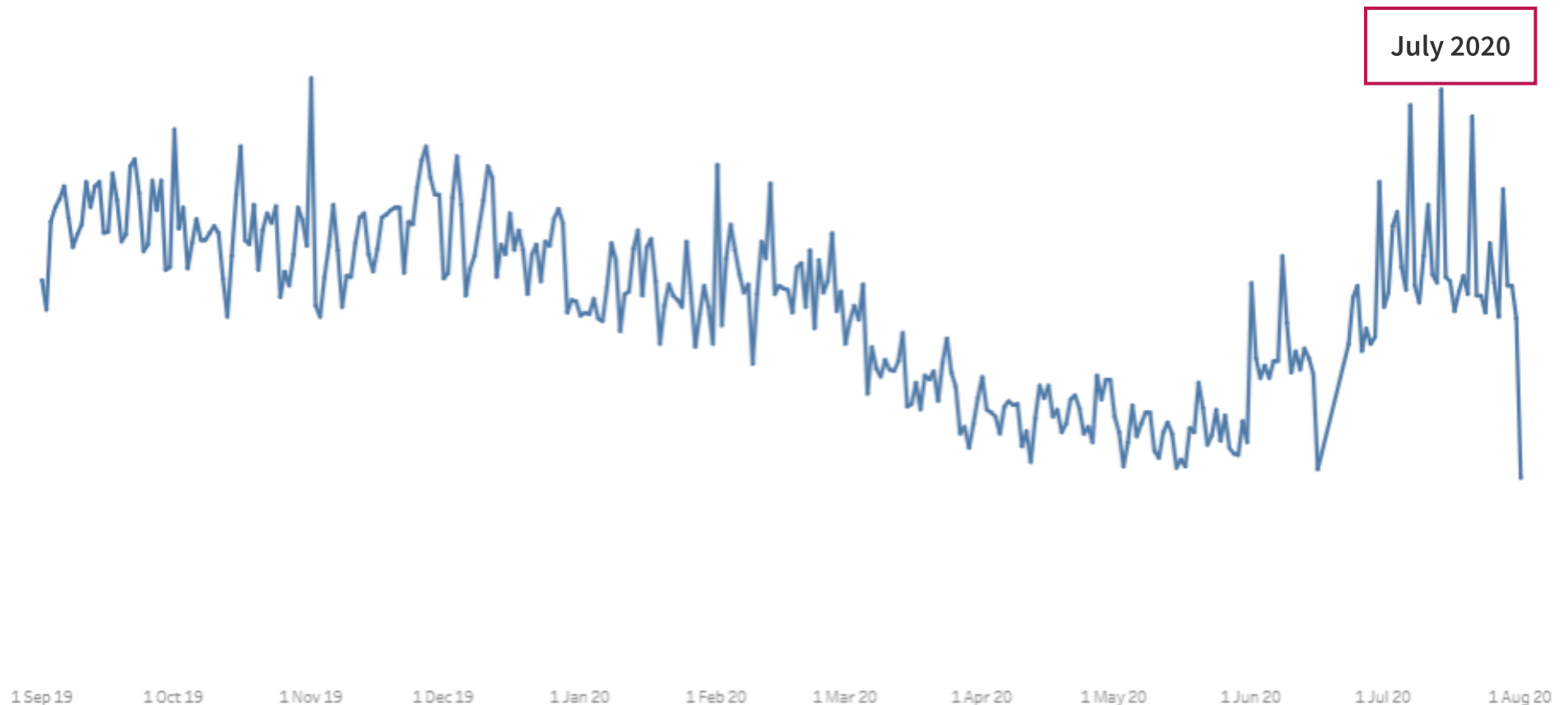
**Visitors from Brisbane, Moreton Bay and Gold Coast LGA's made up 38.11% of the visitation in July 2020 with Brisbane making up almost half of this figure.**



**In July, there was more dispersal to other suburbs of Western Downs with all towns (outside of Dalby) reporting an increase share of visitation.**

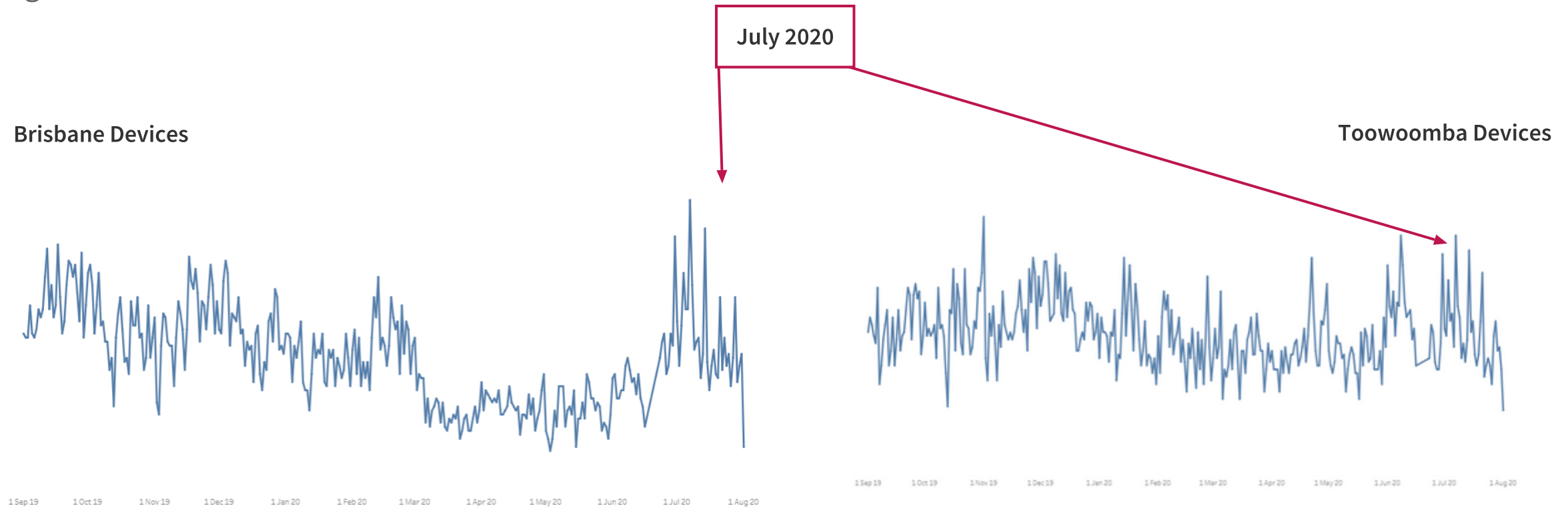
## There was a significant increase in the number of devices in the Western Downs region in July. This was also the case for neighboring LGAs.

This includes all devices seen in the area which would include day trippers, people driving through and overnighters.



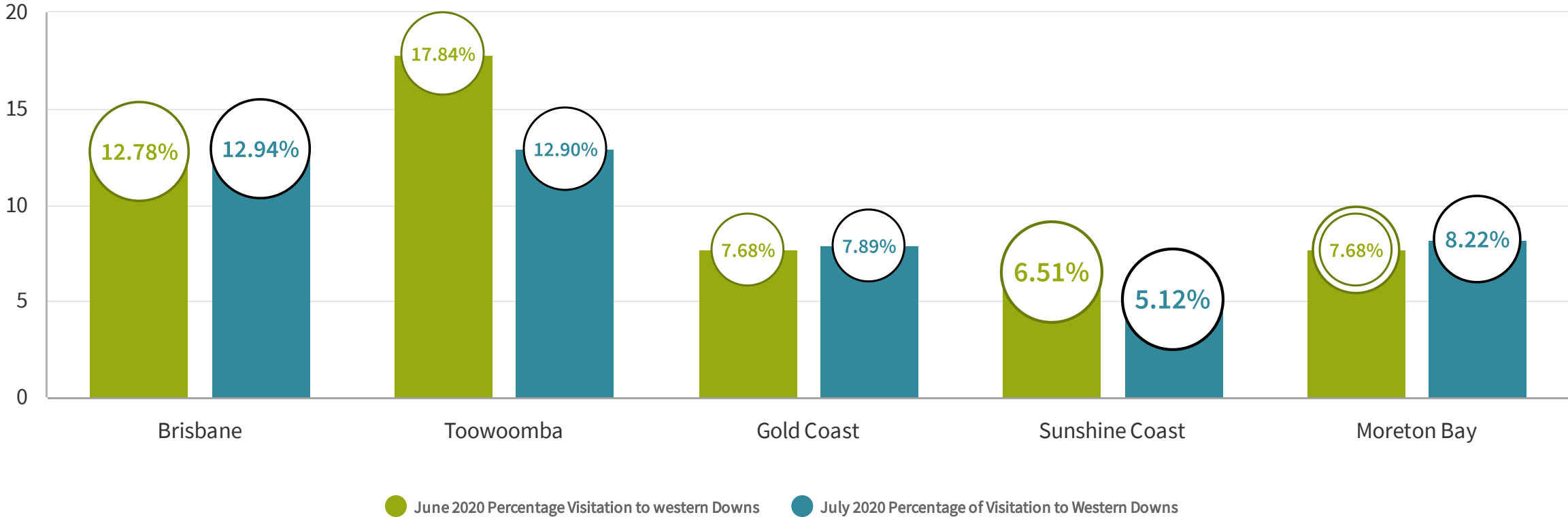
When we isolate the two biggest source markets for Western Downs to analyse where the spike in traffic came from, there was a big spike in travelers from Brisbane while it was “business as usual” from Toowoomba travelers.

This includes all devices seen in the area which would include day trippers, people driving through and over nighters.



# Toowoomba and Brisbane made up nearly 25% of all visitation to the Western Downs for July 2020.

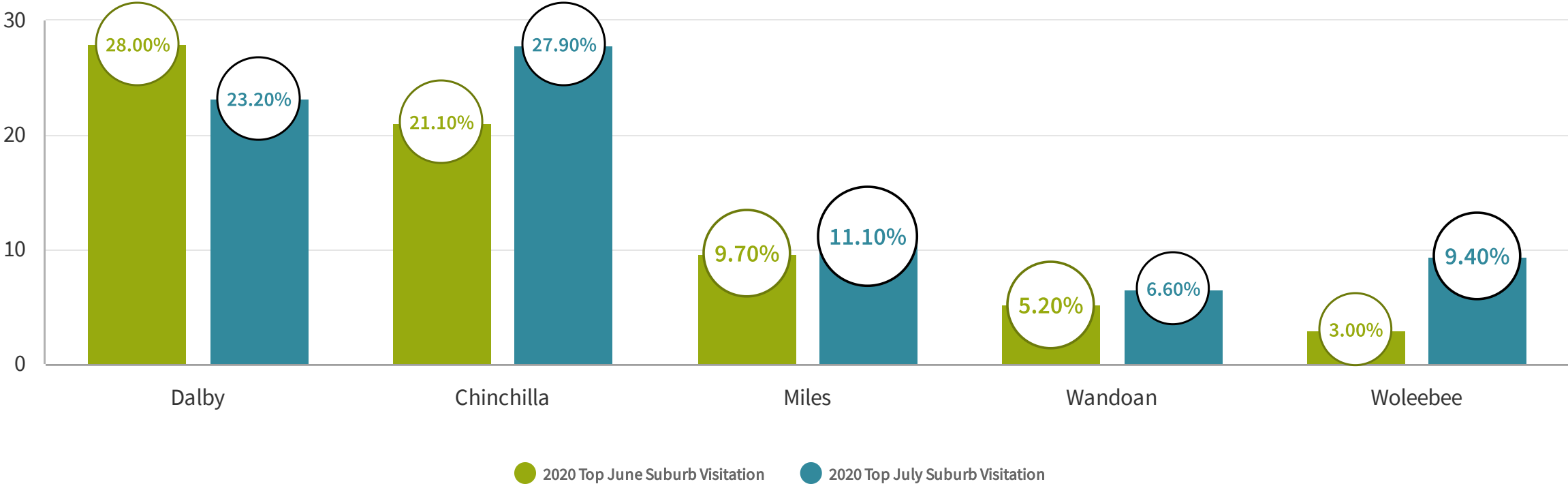
The graph below shows the percentage of visitation from a certain source market. For example, 6.51% of the visitors to the Western Downs LGA in June 2020 were from Sunshine Coast.



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 month on month. In July, there was less of a skew towards Dalby and more visitation to the other towns of Western Downs.

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 June 2020, 28 % of all visitors to the Western Downs LGA, visited Dalby.

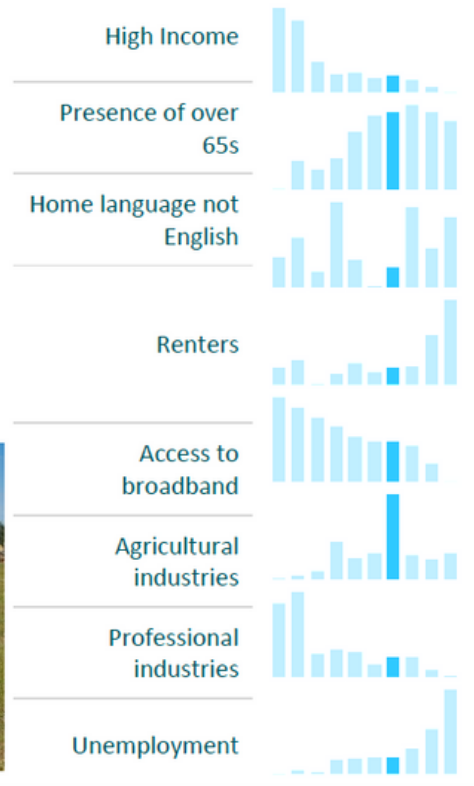
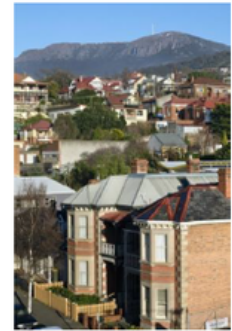


Data for this graph comes from mobility data.

***“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:**

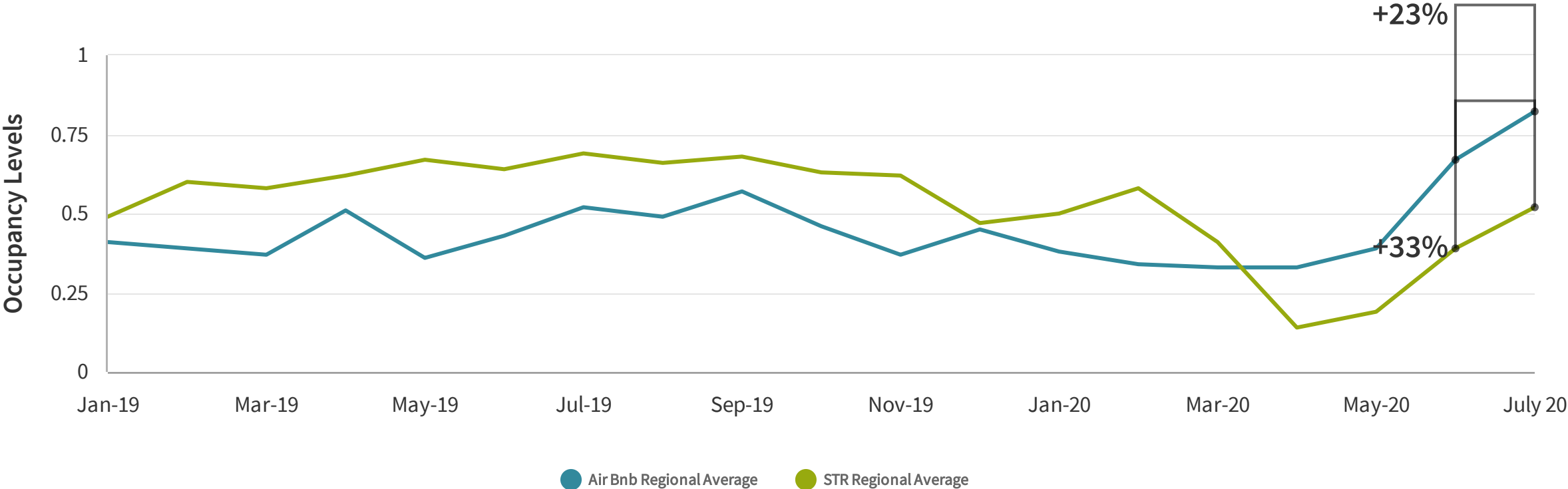
- Lower middle income households
- Rural and suburban locations
- Families and households retiring out of the urban areas
- Mixed tenure and property type
- Rent and mortgage payments below the national average
- Mixed educational attainment
- Agricultural, manufacturing and administrative professions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



**“Home Sweet Home” is the dominant segment that makes up visitation to Western Downs with close to 13% of all visitors coming from this segment. This segment also makes up 16% of the visitors from Toowoomba, Western Downs biggest source market.**

# Accommodation occupancy levels across the region have improved again month on month. For traditional hotels and motels, there was an increase in occupancy of 33% while there was an increase in Air BnB occupancy of 23%.

To receive a specific Western Downs breakdown, more accommodation providers need to participate in providing data to STR. For more information, please contact SQCT.



Data for this graph comes from Air BnB and STR.

