

@somewhere_in_a_jeep

Western Downs Monthly Report

June 2020

Key Points from June 2020



Toowoomba is the biggest source market to visit Western Downs and has increase their share of visitors to the region by 28% year on year.



Dalby (28%) and Chinchilla (21%) make the up suburbs with the highest visitation to the region.

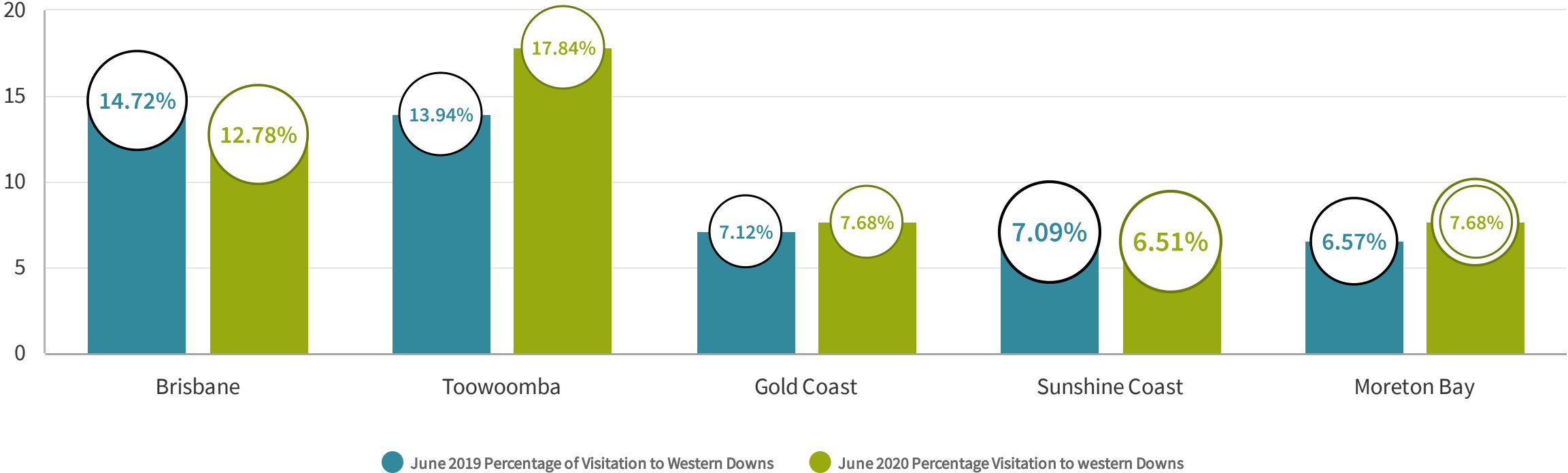


Day of the week visitation patterns have changed year on Year.

In June 2019, most visitation was on weekends but that has now changed in 2020.

Toowoomba is the main source market to the Western Downs (WD) with 17.84% of the devices who visited WD coming from Toowoomba. Toowoomba's share of the visitor market has also increased by 28% year on year.

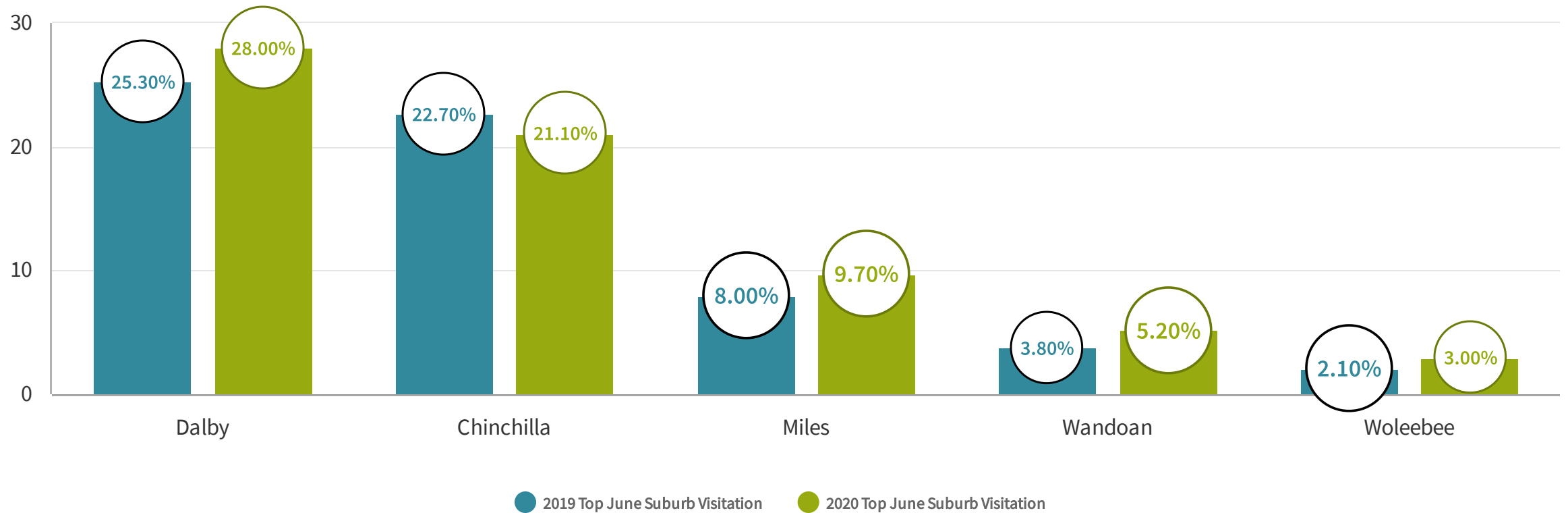
The graph below shows the percentage of visitation from a certain source market. For example, 6.51% of the visitors to the Western Downs LGA in June 2020 were from Sunshine Coast.



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

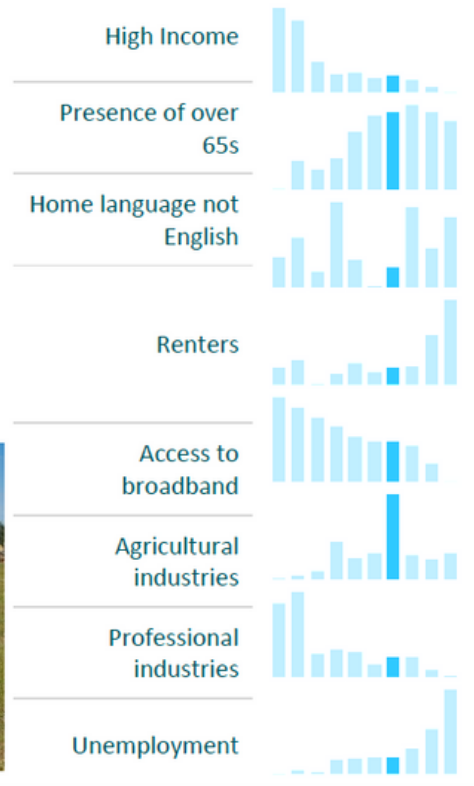
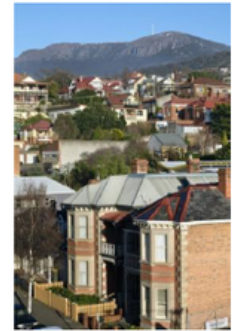


Data for this graph comes from mobility data.

“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:

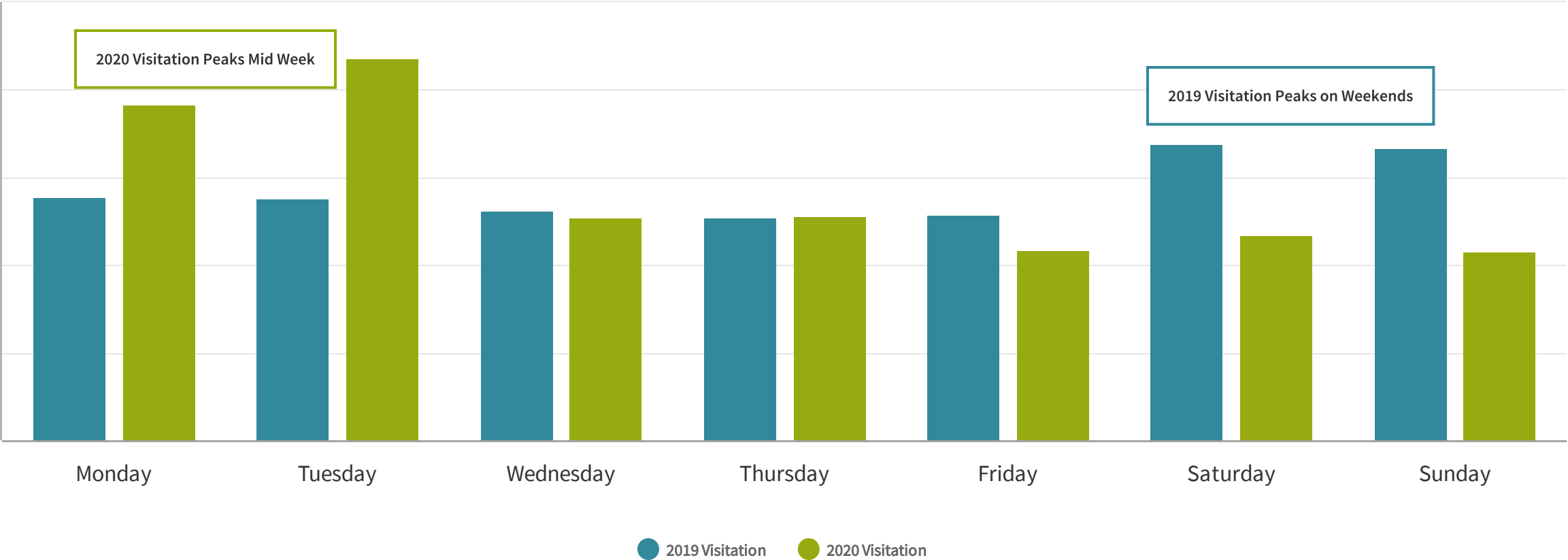
- Lower middle income households
- Rural and suburban locations
- Families and households retiring out of the urban areas
- Mixed tenure and property type
- Rent and mortgage payments below the national average
- Mixed educational attainment
- Agricultural, manufacturing and administrative professions
- 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 Goodiwindi with close to 15% of all visitors coming from this segment.

This segment also makes up 21% of the visitors from Toowoomba, Western Downs biggest source market.

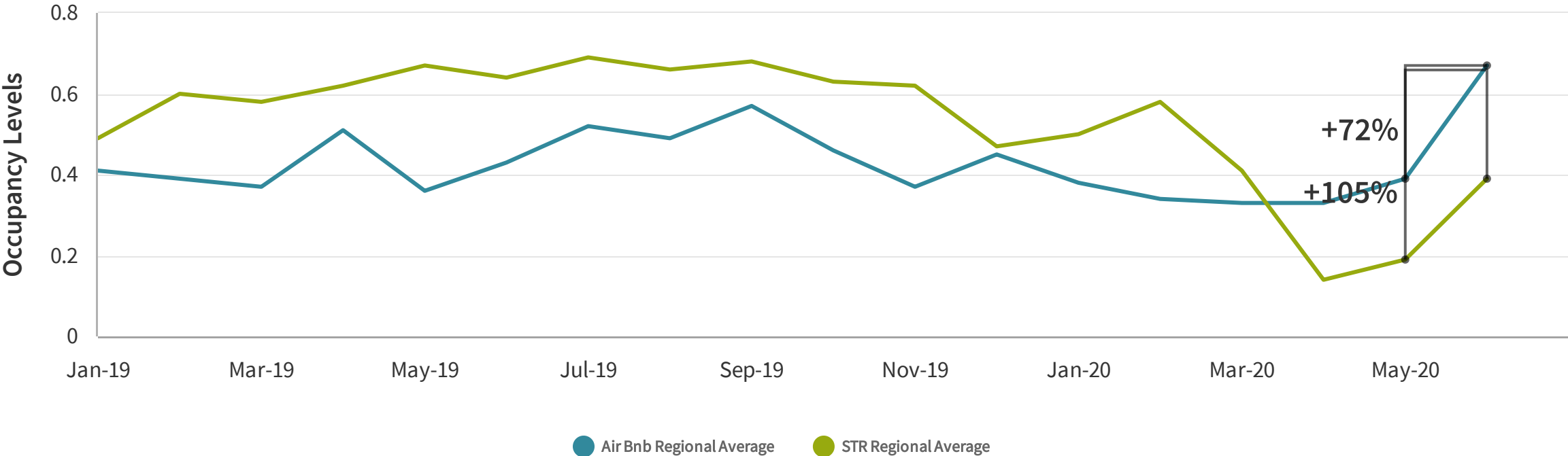
Days of week visitation has changed year on year from peaking on weekends in June 2019 to peaking on Monday and Tuesday in June 2020.



Data from this graph comes from mobility data.

Accommodation occupancy levels across the region have improved drastically month on month. For traditional hotels and motels, there was an increase in occupancy of 105% while there was an increase in Air BnB occupancy of 72%.

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.

