

A scenic view of a town at sunset. The sky is a gradient of orange and yellow. In the foreground, there are silos and buildings, some with lights on. The background shows rolling hills and a forested area. A semi-transparent text box is overlaid on the left side of the image.

# South Burnett Monthly Report

October 2020

# Key Points from October 2020



**South Burnett's occupancy rate for October 2020 was 69%, a 26.24% increase year on year, and remains the highest occupancy rate in the SQC region for the fourth consecutive month.**

This data comes from Booking.com, Air Bnb, Trip Advisor and VRBO.



**As well as occupancy performing strongly year on year, Average Daily rate is also up more than 30% year on year.**

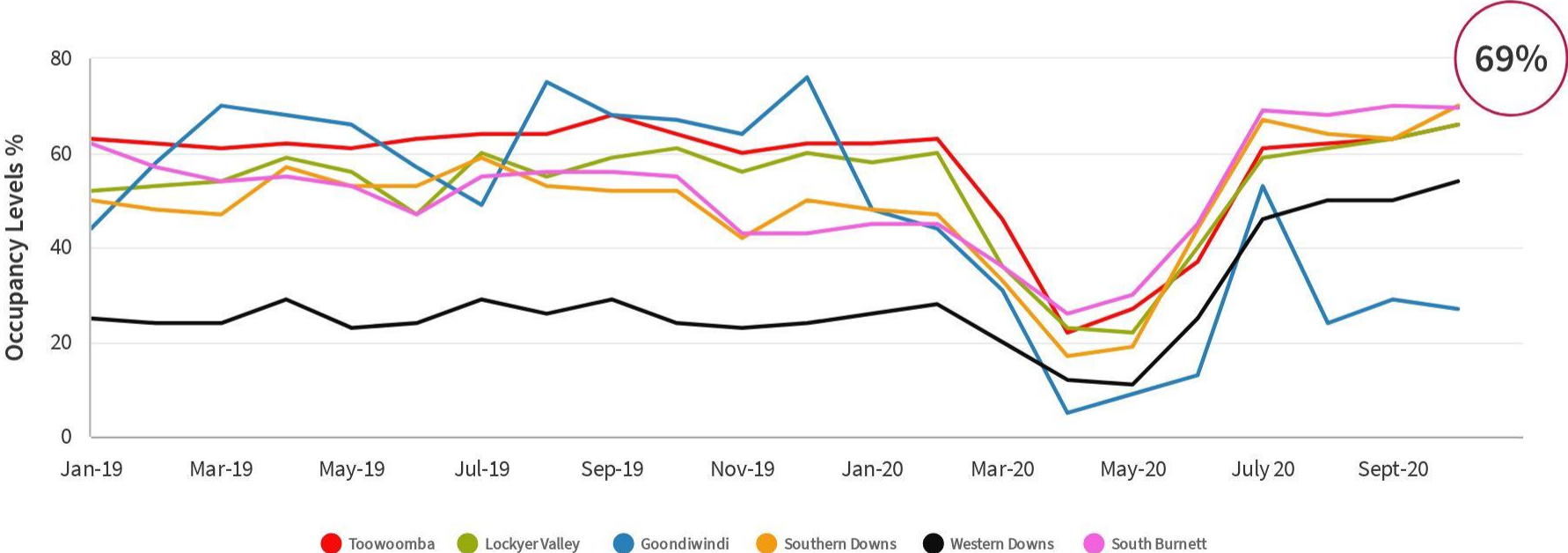
This data comes from Booking.com, Air Bnb, Trip Advisor and VRBO.



**Visitors from Brisbane, Moreton Bay and Toowoomba LGA's made up 37.54% of the visitation in October 2020 with Brisbane making up the majority of this figure.**

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

South Burnett's occupancy rate for October 2020 was 69%, a 26.24% increase year on year, and remains the highest occupancy rate in the SQC region for the fourth consecutive month.

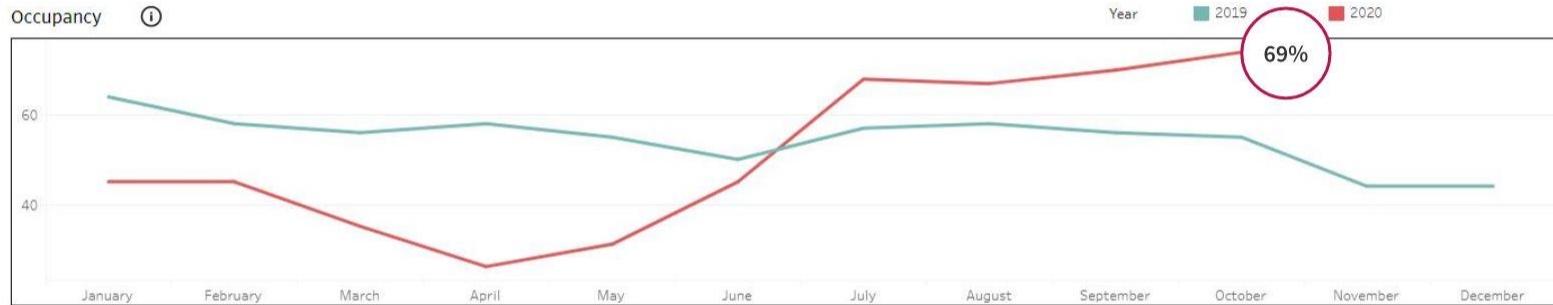


Data for this graph comes from Booking.com, Trip Advisor, Air BnB and VRBO

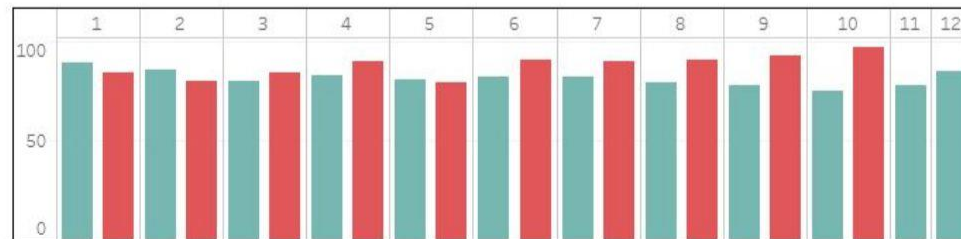


# South Burnett continues it's strong performance with regard to accommodation key performance indicators. Year on year, occupancy was up 26.24% while Average Daily Rate was up 30.08%.

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



Average Daily Rate ⓘ





# The graph below shows the percentage of visitors who travelled to a particular suburb from the total number of visitors to that region.

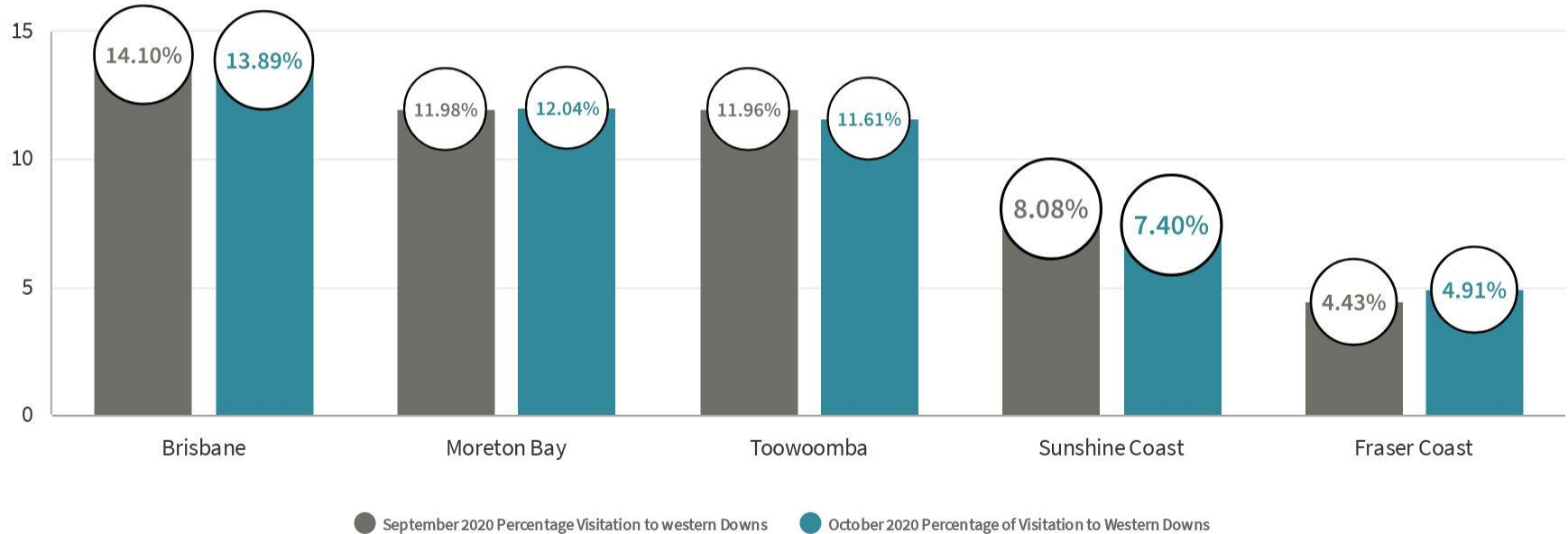
For example, in October 2020, 29.47 % of all visitors to South Burnett visited Kingaroy.



Data for this graph comes from mobility data.

## Visitors from Brisbane, Moreton Bay and Toowoomba LGA's made up 37.54% of October visitation, with Brisbane making up the majority of this figure.

The graph below shows the percentage of visitation from a certain source market. For example, 7.4% of the visitors to South Burnett LGA in October 2020 were from the Sunshine Coast.



“Aspiring Out of Towners” is the dominant segment that makes up visitation to South Burnett with 13% of all visitors coming from this segment.

The majority of “Aspiring Out of Towners” come from Moreton Bay, Toowomba and Logan.

*“With younger renters as well as home-owning retired households, workers in this varied group are often employed in primary and blue-collar industries.”*

**Typical Features:**

- Middle income households
- Suburban and smaller town locations
- Non-family households as well as older families and retired couples
- Below average presence of children
- Mixed property types and tenure
- Rent and mortgage payments below the national average
- Below average educational attainment
- Trade, manufacturing and agricultural professions
- Below average internet usage



● Kingaroy  
Town in Australia

● South Burnett Regi...  
Australian local govern...

● Bunya Mountains  
Town in Australia

● Nanango  
Town in Australia

+

Australia ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ⓘ

This graph is taken from Google Trends which shows the trends of what keywords people are typing into Google. As you can see, for the South Burnett region, Kingaroy is the most searched for suburb which is common as the majority of searches for a region are town related - for example, "Bom Radar Kingaroy"

