



FROM LOCKDOWN TO BOOMTOWN

More locals, more visitors. Boomtown is ready to reach more consumers than ever before. Make sure your business bounces back with Boomtown.

More VISITORS in Boomtown.

75% of all Australians are planning to travel to regional Australia in the near future, enjoying all our country has to offer.¹

What are their favourite activities?



67%

Dining Out²



64%

Spending Money at Local Business²



64%

Spending Time In Nature²



62%

Sightseeing²

Lets have a look at how regional residents feel about travel:



2 in 3 are keen to travel within their state, 5% points higher than Metro Australians¹



When it comes to future holiday within states, 87% prefer to travel by car, 1.2x more likely than Metro Australians to hold this preference¹



1 in 2 are keen to travel to other states, sentiment shared with Metro Australians¹



When it comes to future holiday in other states, 85% are comfortable to travel by car, 6% points higher than Metro Australians¹



More LOCALS in Boomtown.

Due to several factors, including a desire to reconnect with family and an uptake in the ability to work from home, many Australians are intending to relocate to regional Australia once social distancing restrictions have been lifted. Of those intending to relocate:



1 in 10 Metro Australians intend to move to a regional area¹

25% of all Australians currently working from home intend to move to a regional area in the future¹



6 in 10 are aged under 40¹



56% are white collar workers¹



54% are singles and couples without children in their household¹

This report has been built on research & insights provided by:



1. Source: oOh!media Pulse Report | Timing: Waves 1&2 May 2020, Wave 3 June 2020 | Research Panel: Dynata | Regional Australians 16+ n= 1,111. 2. Source: SCA IQ COVID-19 Study | Launched 10am 23 May 2020 & results as of 11:30pm 30 May 2020 | SCA Community | National | Q: What types of activities are you planning to do on your domestic holiday in the next 12 months? | People 18+ | Intend to holiday domestically N12M | Travelling to a regional market n=602