



CITY SPOTLIGHTS

# TOOWOOMBA

Get to know some of Australia's top regional cities



**14 OF 19  
MAJOR CITIES  
IN AUSTRALIA  
ARE IN  
BOOMTOWN.**

# WELCOME TO **TOOWOOMBA**

*Street Art*  
The ~~Garden~~ City

*"Street art so epic it can rival Melbourne."  
– Jamie Donovan*



Toowoomba has evolved into a year-round cafe and culinary city - thanks to being the capital of the Darling Downs region with its top-notch produce.

As Australia's second-largest inland city (after Canberra), and 16th largest city population (just ahead of Darwin and behind Cairns) Toowoomba has managed to skillfully modernise yet retain its historical roots: Old and repurposed warehouses coupled with young families attracted to the affordable lifestyle has secured Toowoomba as a place where brands can go to boom.



## ECONOMIC FOCUS

### GROSS REGIONAL PRODUCT

\$11.56 billion (+3% per annum, well above national growth of 2%)

### KEY ECONOMIC CONTRIBUTORS

Toowoomba leads a diversified economy - not overly reliant on tourism as other QLD markets:

- \$3.4 billion in exports to Asia
- \$1.5 billion mining
- \$1.2 billion healthcare
- \$819 million construction
- \$787 million finance / insurance

### TOURISM IS STILL BIG BUSINESS

Over 3 million annual visitors (pre-covid);  
Voted into Expedia's Top 5 most beautiful places in Australia.



The 6.3% increase of online retail sales is driving the need for more shipping and logistics.



Toowoomba's freight capabilities (air, rail, truck) is at the heart of the flow of goods across Australia.

Boortown.



CITY SPOTLIGHTS  
**TOOWOOMBA**

**A diversified and very large economy... for a city of 170,000.**



GRAND CENTRAL SHOPPING CENTRE



EMPIRE THEATRE

# CONSUMER OPPORTUNITY



## CURRENT POPULATION

170,000

## IT'S A GROWING CITY MAGNET

Among the top 10 regional migration cities (6 of 10 are in QLD).

## AVERAGE INDIVIDUAL INCOME

\$54,900 (Brisbane: \$62,100 - however, when calculating the low cost of living, a double income couple with two kids in Toowoomba have an extra \$8,000 to spend).

## NUMBER OF YEARS TO PAY OFF A MORTGAGE

22 (vs 32 in Brisbane).



Toowoomba is projected to grow its population to 3.5% by 2031.



CITY SPOTLIGHTS  
**TOOWOOMBA**

**A low cost, vibrant, and easy living lifestyle is attracting people - there is space for brands to boom.**

# CULTURAL OPPORTUNITIES TO PLUG INTO



## CARNIVAL OF FLOWERS

Queensland's longest running festival - and Toowoomba's most famous event. Over 200,000 people attended the 2020 Covid-safe version which ran an entire month instead of one week.

**WHEN:** September



## FIRST COAT INTERNATIONAL STREET ART FESTIVAL

The festival that brings top street artists from across the world to make the city's laneways and buildings Instagram-worthy.

**WHEN:** May



## HERITAGE BANK TOOWOOMBA ROYAL SHOW

Pick your show bag at this major annual event that's been running since 1860!

**WHEN:** March

# UNLOCK 170,000 TOOWOOMBA RESIDENTS IN MINUTES

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ACM

Toowoomba (Submarket)

Darling Downs - Maranoa (SA4)

KINGAROY RA1 (Licence Area)

TOOWOOMBA/WARWICK RA1 (Licence Area)

Toowoomba (Submarket)

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TOOWOOMBA/WARWICK RA1 (Licence Area)

Darling Downs - Maranoa (SA4)

Coverage Levels

- Heavy
- Medium
- Light



# RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

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