



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 14th largest city population (just ahead of Darwin and behind Hobart) 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

\$11.63 billion (+5.1 per annum)

KEY ECONOMIC CONTRIBUTORS

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

- \$3.4 billion in exports to Asia
- \$1.37 billion Healthcare
- \$824 million Manufacturing
- \$822 million Agriculture, Forestry and Fishing
- \$808 million Construction

TOURISM IS STILL BIG BUSINESS

Over 3.7 million domestic visitors and voted into Expedia's Top 5 most beautiful places in Australia.



Toowoomba continues to drive the need for more shipping and logistics as the second top location for online shopping.



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

Boortown.

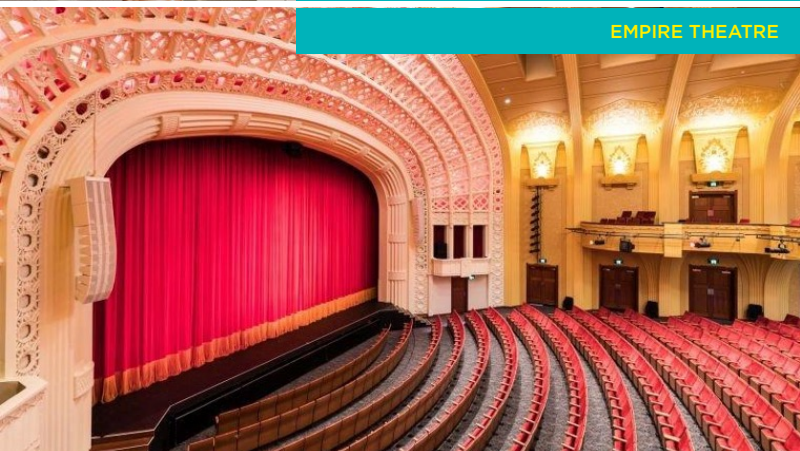


CITY SPOTLIGHTS
TOOWOOMBA

A diversified and very large economy... for a city of 181,000



GRAND CENTRAL SHOPPING CENTRE



EMPIRE THEATRE

CONSUMER OPPORTUNITY



CURRENT POPULATION

181,000

IT'S A GROWING CITY MAGNET

Among the top 10 regional migration cities (5 of 10 are in QLD).

AVERAGE INDIVIDUAL INCOME

\$96,044 (Family)



A 13% increase of projected population growth rate by 2041



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. Attendance across the event has skyrocketed in recent years with over 400,000 attendees recorded at the 2023 event

WHEN: September



TOOWOOMBA MARATHON

The streets of Toowoomba will march to the beat of thousands of running feet, designed to take in the historic sights, artistic streetscapes and colourful parks and gardens.

WHEN: May



TOOWOOMBA ROYAL SHOW

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

WHEN: Late March



Marketer opportunity: Often overlooked, Toowoomba is a booming regional gateway city that punches above its weight. Brands will get noticed here.

UNLOCK 181,000 TOOWOOMBA RESIDENTS IN MINUTES

The screenshot displays the Boomtown Hub interface. At the top, it says "THE BOOMTOWN HUB. Revolutionising how you plan regional media. Search, find and brief now." Below this are navigation tabs for "Media Coverage" and "Support Centre". A search bar contains "Toowoomba, 4343" and "Search Boomtown Hub". A filter menu shows selected categories: "News Corp Australia", "ACM ConnectNow", "SCA", and "ARN Regional". Action buttons include "BRIEF MY SEARCH" and "EXPORT MEDIA COVERAGE FILE". A feedback link is also present.

The central map shows Queensland, Australia, with Toowoomba, 4343 highlighted in a dark red color, indicating heavy media coverage. Other cities like Townsville, Mackay, and Brisbane are also visible.

On the right, a list of media outlets is shown with their respective coverage levels:

- arn**: 4WK (RADIO), 4AK (RADIO)
- RIVER 94.9 FM (RADIO)**, **Digital Display (DIGITAL)**
- SCA**: Triple M 864 (RADIO), hit 100.7 (RADIO)
- Digital Audio & Display (DIGITAL)**
- ACM**: mailtimes.com.au (DIGITAL), ACM Digital Network (DIGITAL)
- News Corp Australia**: The Weekly Times (PRINT), https://www.weeklytimesnow.com.au/ (DIGITAL), gatonstar.com.au (DIGITAL), couriermail.com.au (DIGITAL), qt.com.au (DIGITAL), Toowoomba Chronicle (DIGITAL)

A legend at the bottom right indicates coverage levels: Heavy (dark red), Medium (light red), and Light (pink).



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

Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



SOURCES:

<https://economy.id.com.au/toowoomba/gross-regional-product> • Toowoomba Region - Diverse Industries, population increase drive Toowoomba Region's economic growth
<https://economy.id.com.au/toowoomba/tourism-visitor-summary> • <https://ecommerce-report.auspost.com.au>
<https://www.tr.qld.gov.au/community-business/invest/economic-development/14325-economic-profile-publication> • <https://profile.id.com.au/toowoomba/population-estimate> • RAI - Big Movers Report
<https://abs.gov.au/census/find-census-data/quickstats/2021/LGA36910> • Discover Property Affordability with the 'Years to Own' Metric.