

Movement Index 2

Uber



How Australia is moving one year on from the first COVID-19 case

Uber Australia has released its latest **Movement Index**, revealing the changes to travel and food habits of Australians one year on from the first confirmed COVID-19 case in the country.

The data shows Australians are travelling domestically and supporting local tourism, with popular vacation spots seeing similar levels of pre-Covid traffic despite a lack of international visitors. Limited flights or a lack of car ownership did not stop holidaymakers from traversing from their home city, with many opting for rideshare to travel long distances.

Australians have continued to embrace the habits they picked up during lockdown, such as the delivery of meals, grocery and other convenience items which grew year-on-year (YoY).

“It’s impressive to see how much can shift in six months, as restrictions across the country have largely eased,” said Uber’s General Manager, Australia and New Zealand, Dom Taylor.

“One year on and we are witnessing the nation reconnect in myriad ways. Importantly, communities have banded together to help rebuild the economy, from choosing to pick-

up from their local restaurant or travelling to support domestic tourism operators.

“In Australia, the mobility business is recovering as cities reopen with gross bookings over 80% recovered compared to January 2020. Equally, gross bookings across the social and workday commute has recovered to around 104% and 94% respectively YoY to January 2021, when taking the average across Australia, New Zealand, Brazil, Taiwan and Hong Kong.

“We hope the findings in our latest Index will help policy leaders across our state and federal governments make informed decisions that will positively impact the future of our country and its economy.”

The Index is the second report released by Uber in the wake of COVID-19, and shows the changing patterns of demand across mobility and delivery in the second half of 2020 to January 2021, compared to January, April and July of last year.

Key findings, analysis and commentary from Uber spokespeople along with the full Movement Index Report including charts are below for both Uber and Uber Eats.

Uber

Key Findings and Commentary

February 2021 Uber Movement Index - [Mobility](#)

- Melbourne travellers saw a 371% positive turnaround in rides taken to the airport between Q3 and Q4, as hard lockdown restrictions were lifted in October.
- Movement around Darwin airport in January 2021 exceeded this time last year by 23% and was the only capital city that showed positive YoY change.
- After spending most of the year at home, summer was a peak time for domestic travel. November was the busiest month for long-distance travel (over 50km), followed by January and then December.
- Byron Bay remains a popular destination for Sydneysiders, but they are also exploring other parts of regional NSW such as Bathurst, Dubbo, Coffs Harbour and Newcastle.
- Byron Bay saw PM peak times increase 26-fold in December as domestic travel during Q4 drove a shift to trips later in the evening.
- Hobart experienced an 1151% growth in passengers travelling to and from the airport in Q4.

Dom Taylor, GM of Rides, Uber Australia and New Zealand provided commentary on the changes to how our regional and capital cities have been moving in the six months since the launch of Uber's first Movement Index:

“Our first Index showed that the biggest change between April and July was the return of weekend social occasions, as restrictions eased across our country – outside of Melbourne – and people were allowed to get out and about again. What we’re seeing now is a real boost in domestic travel.

“This high demand for weekend trips has remained steady across the last two quarters of the year, when some state borders were reopened during the summer. In fact, domestic tourism during the Christmas break – particularly in December – drove changes in PM peak times in popular holiday destinations like Hobart, Darwin, Byron Bay, Geelong, Gold Coast, Launceston, Mornington Peninsula, Newcastle, Perth, Rockhampton and the Sunshine Coast, as tourists headed out in the evening to enjoy the nightlife.

“Victoria has come a long way in the six months since we released our first report, especially in Melbourne where the shift in PM peak times compared to April, indicates people are socialising in the evening again. And after being cooped up for 112 days during its second lockdown, Melburnians embraced travel the most with trips to places like the Mornington Peninsula or interstate. As our data has shown, Victoria is a resilient city. We are confident that following the snap five-day lockdown, Victorians will be able to get back to exploring their own backyard again.

“With international travel restrictions in place for the foreseeable future, Australians across the nation are using the opportunity to tick off local destinations from their travel bucket list. Hobart is the fastest city to recover in terms of airport volumes and was rising in popularity overall through the summer break, witnessing a nearly 40-fold increase in passengers travelling to and from the airport between Q3 and Q4.

“State-based tourism also boomed with border restrictions in place. In the last six months, travel patterns at Fremantle Ferry Terminal have returned to normal despite a lack of interstate or international tourists, with locals instead taking the opportunity to visit places like Rottnest Island.

“Travel patterns to MONA/Claremont between July to December 2020 have exceeded this time last year as well due to locals visiting as well as domestic tourism as borders reopened in Tasmania.

“Australians have been hitting the road, using rideshare for long-distance travel. In a pre-Christmas rush, November was the busiest month in Q4, with over 24,000 individual trips clocking in more than 50km trips.

“It is clear there has been a significant change in Australia's travel patterns in a few short months. While our cities have not fully returned to the same level as pre-pandemic, our data shows that the country is on the path to recovery.”

Uber **Eats**

Key Findings and Commentary

February 2021 Uber Movement Index - [Delivery](#)

- Baseline 27% YoY (Jan 2020 v Jan 2021) growth in delivery orders in every state across the country during the lunchtime period.
- Geelong witnessed 111% growth in meal orders YoY and was the only location to experience steady growth between February to August, particularly when it entered its second lockdown.
- Compared to January 2020, pick-up orders have almost doubled across all capital and regional cities except for Canberra.
- There was a 400% uptake in pick-up orders YoY as locals and holidaymakers in Adelaide, Hobart, Perth and the Gold Coast continued to embrace the feature, which allows consumers to order through the app and pick up in store.
- Convenience orders are up by 184% YoY. Delivery of grocery and other top up items spiked in August 2020 and remains higher than pre-COVID levels, showing that the demand for e-commerce is here to stay.

Matt Denman, GM of Eats, Uber Australia and New Zealand provided commentary behind the changing habits of Aussies in the aftermath of COVID restrictions:

“The increased demand for on demand food delivery has been well documented over the last 12 months. Globally Uber’s delivery offering accounted for 52% of Uber’s gross bookings in 2020. While the growth story isn’t new, some of the places we’ve stretched – at least in Australia – are perhaps surprising.

“What may have started as a lockdown habit – taking a break during lunchtime to walk to the local cafe to pick up a pre-ordered meal – has now become a part of the flexible work routine. Lunchtime orders are up by more than a quarter in every state and territory across the country.

“This click and collect, go and get habit has also become a holiday staple as more regional restaurants adopt Uber Eats to reach new customers – including Aussie holiday makers.

Those that visit vacation hot spots like Byron Bay would know that getting a coveted restaurant booking can be tricky during the busy season. But that isn’t stopping people from supporting local businesses by opting for pick-up – a feature restaurants love given the marketplace fee is capped at 6%. The feature is here to stay and has doubled in popularity in all capital and regional cities with the exception of Canberra.

“The convenience and efficiency that comes with delivery, has extended into other categories too with grocery and convenience orders climbing by 184% year-on-year across the platform.

“Services like grocery and pharmacy delivery play an important role for less mobile communities as we witnessed in Victoria’s snap lockdown where we encouraged Victorians to stay at home and use grocery by suspending our delivery fee for a week.”

About the Uber Movement Index



About the Uber Movement Index

Since launching in Australia in 2012, Uber has played a significant role in helping Australians get from A to B at the push of a button. We are now operating in 37 Australian cities and towns and 3.8 million Australians regularly choose to share rides with more than 74,000 driver partners.

Uber's Movement Index complements other travel and consumer behaviour data points to paint a holistic picture of how our cities moved and continue to evolve during and after the 2020 COVID-19 pandemic.

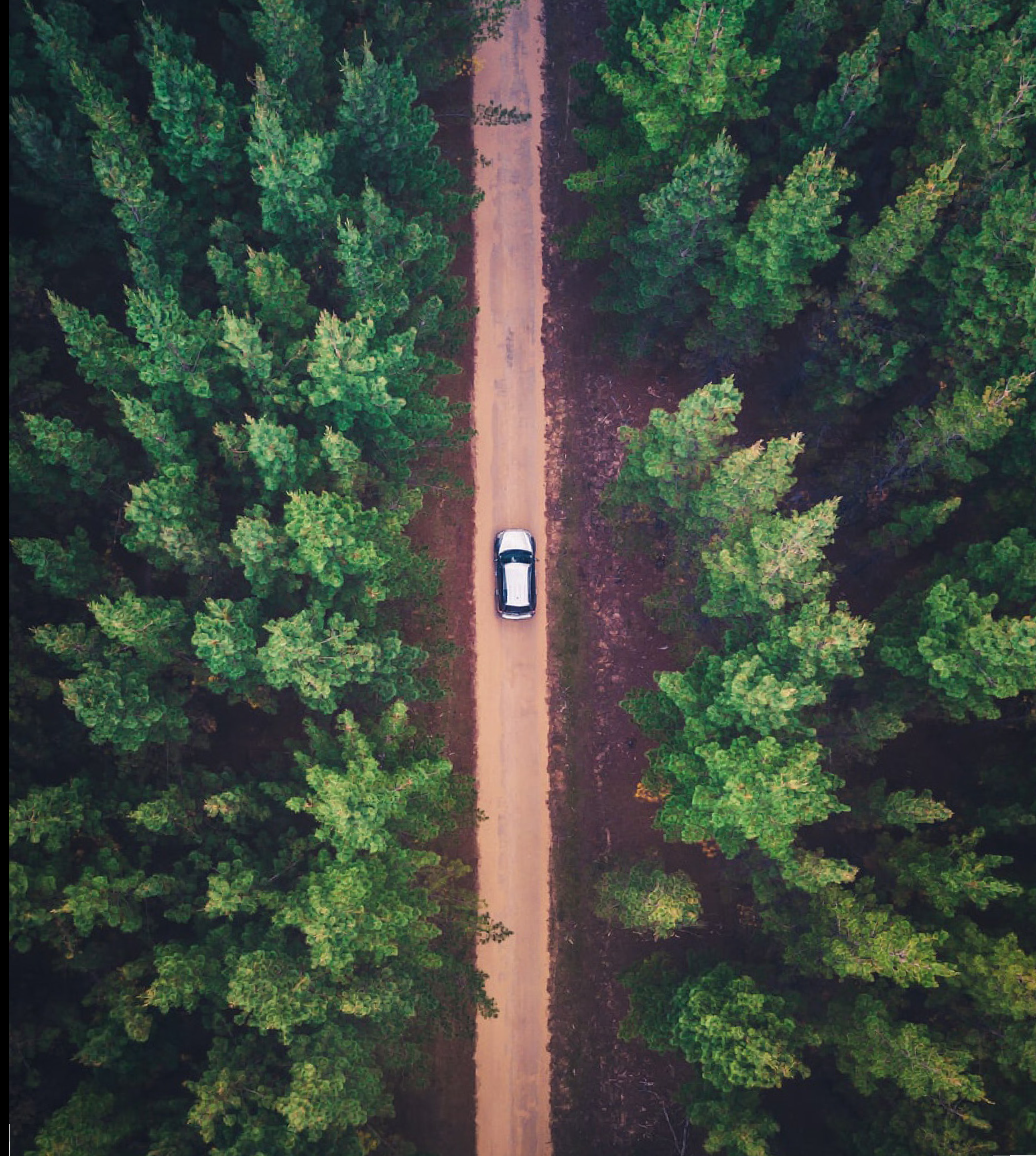
With significant changes already being made to public transport, roads and infrastructure to help us adapt to this new way of living, the Uber Movement Index will continue to be released regularly with the aim of helping governments, councils and city stakeholders make informed decisions about the future of how our cities will operate.

Data use and interpretation

The Index shows patterns of demand for mobility and delivery between July 2020 to January 2021 compared to both January and April 2020.

Uber Movement Index

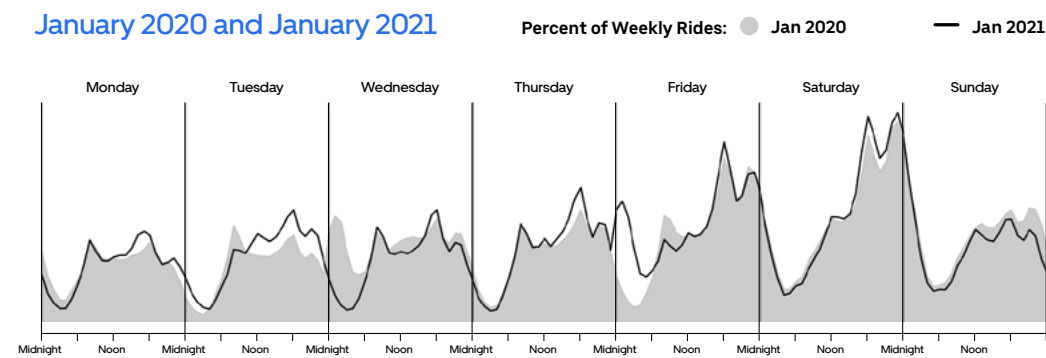
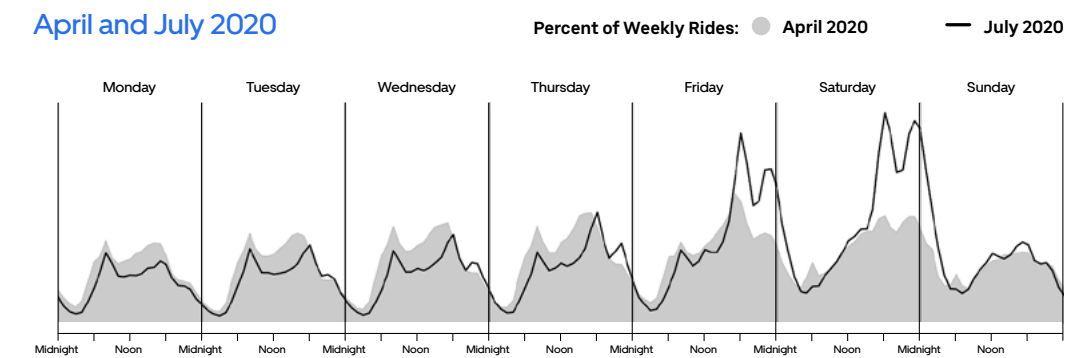
February 2021 Report Data



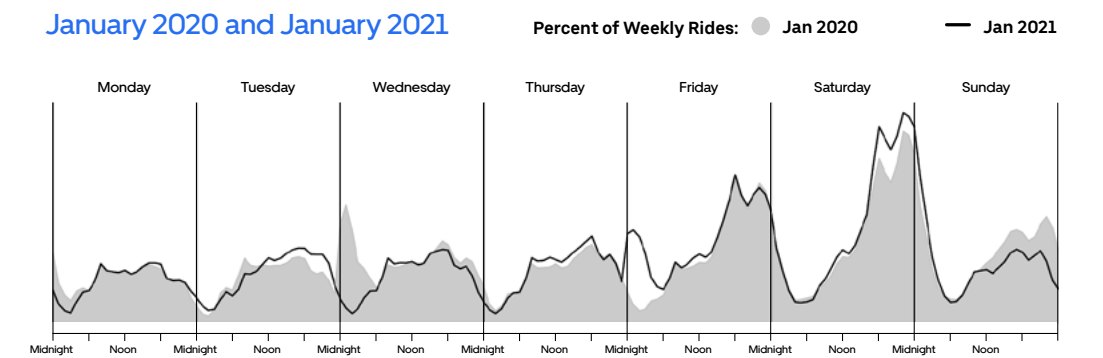
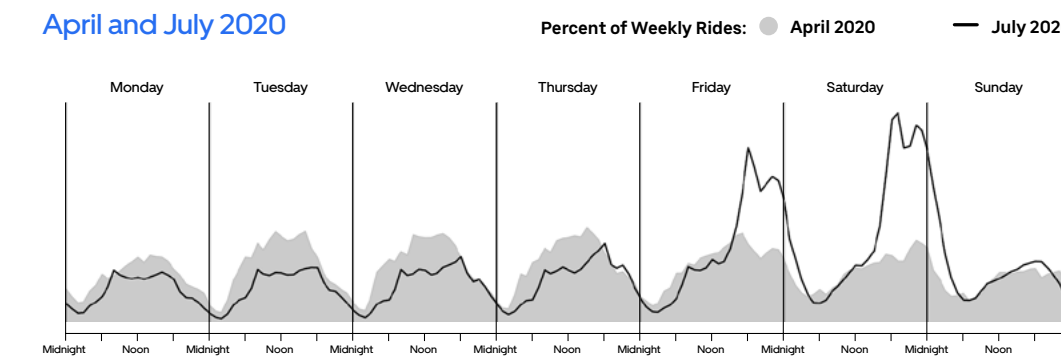
Rides

Patterns of demand for mobility in capital cities across Australia

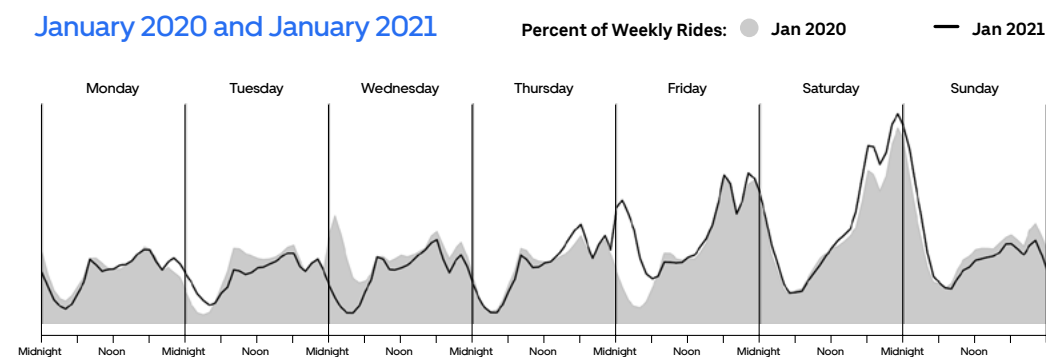
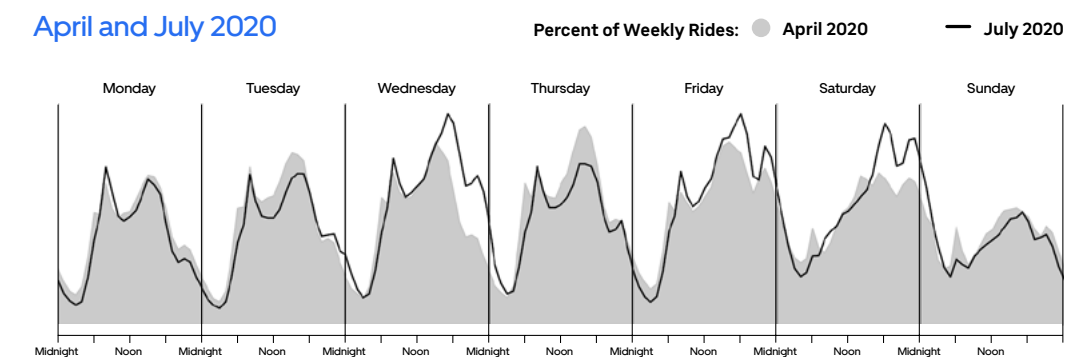
Sydney



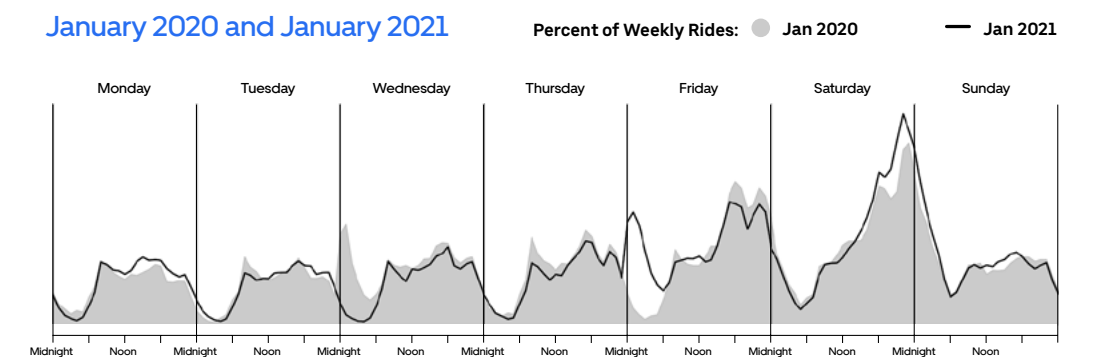
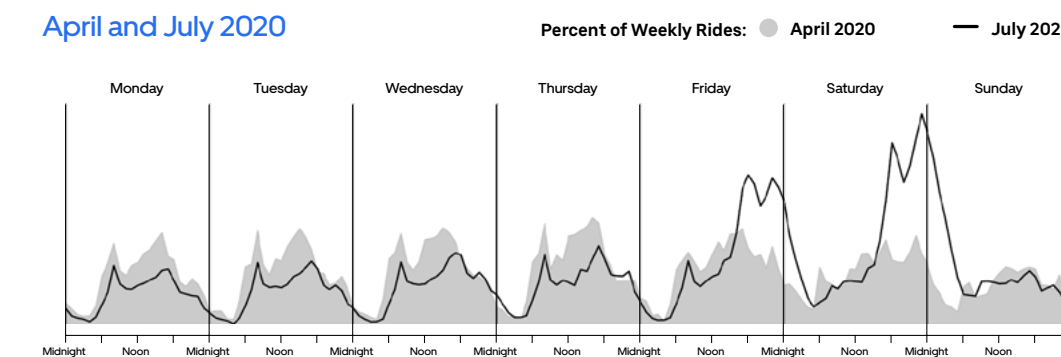
Perth



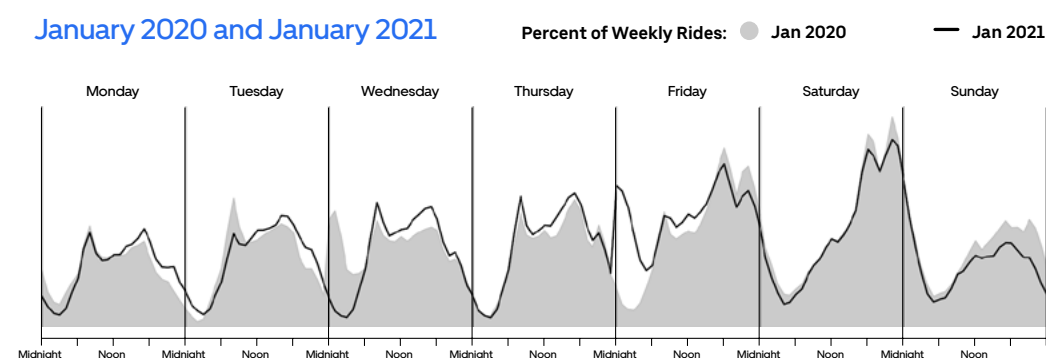
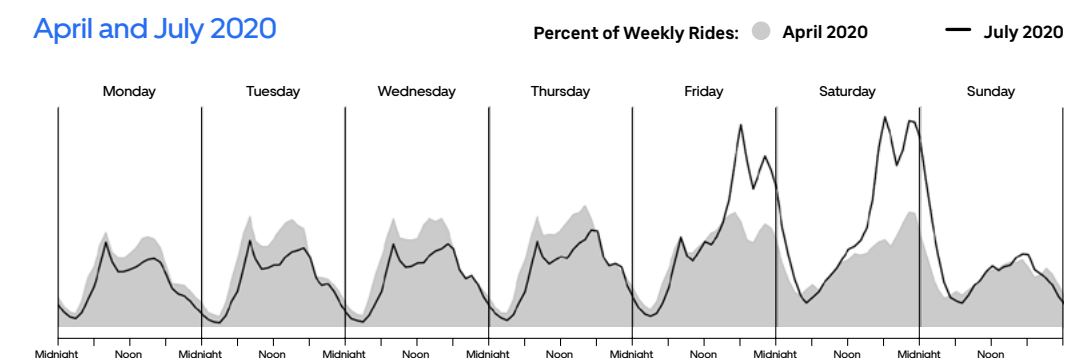
Melbourne



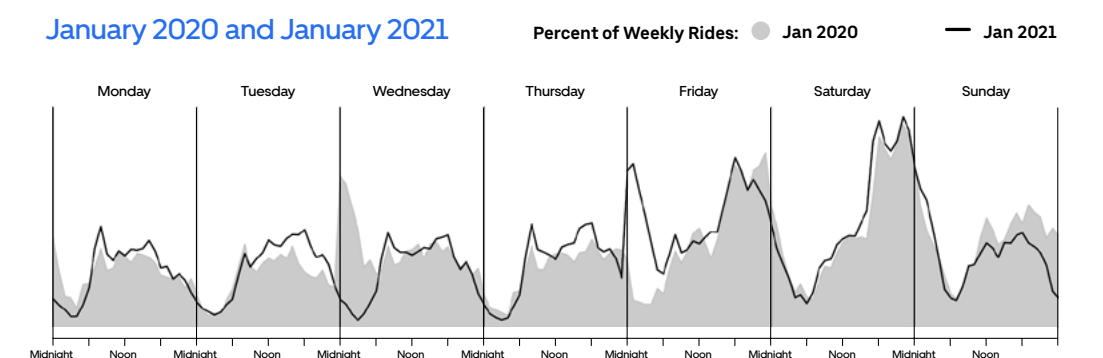
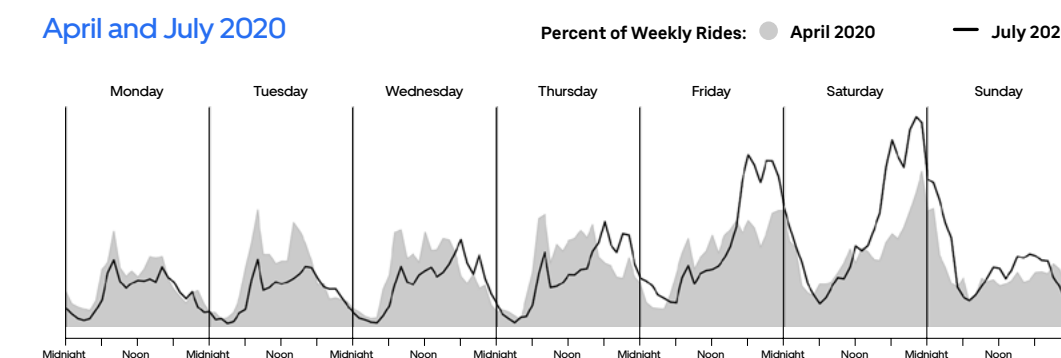
Hobart



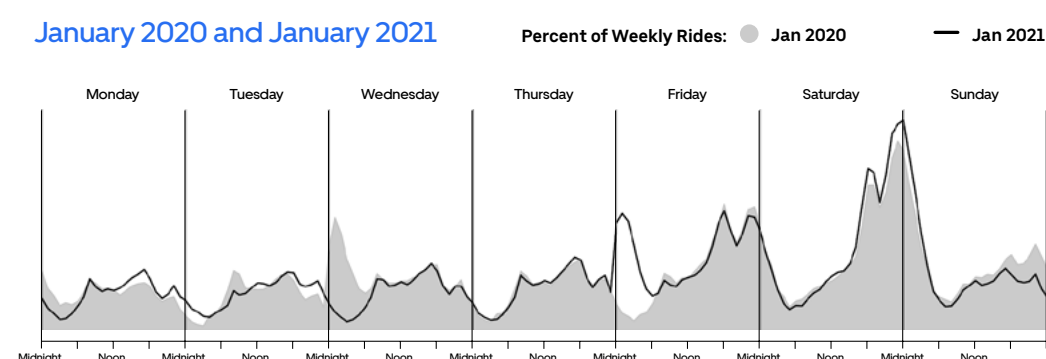
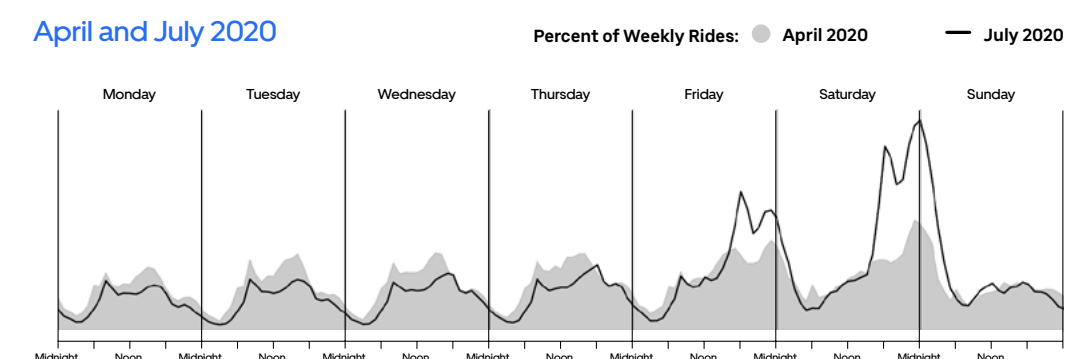
Brisbane



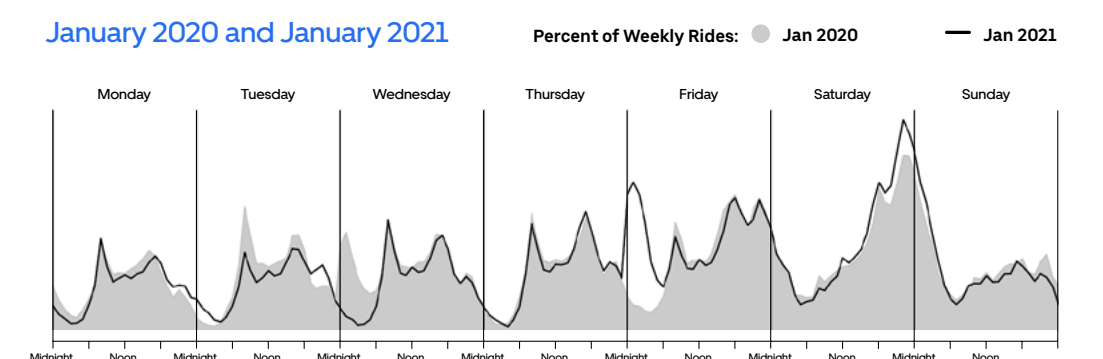
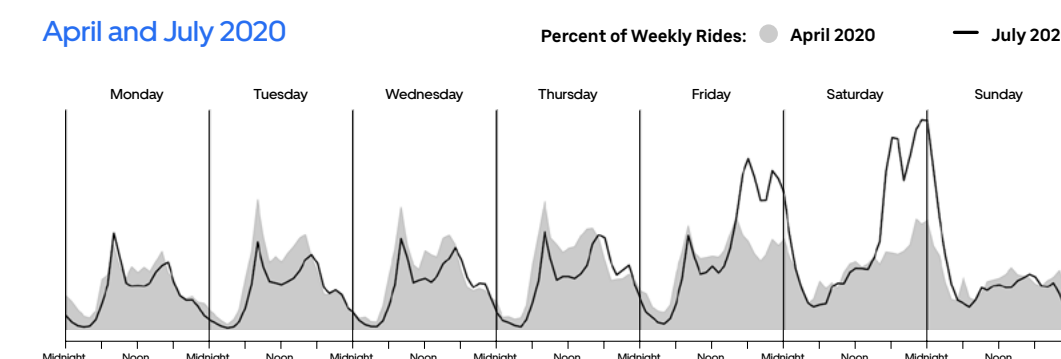
Darwin



Adelaide



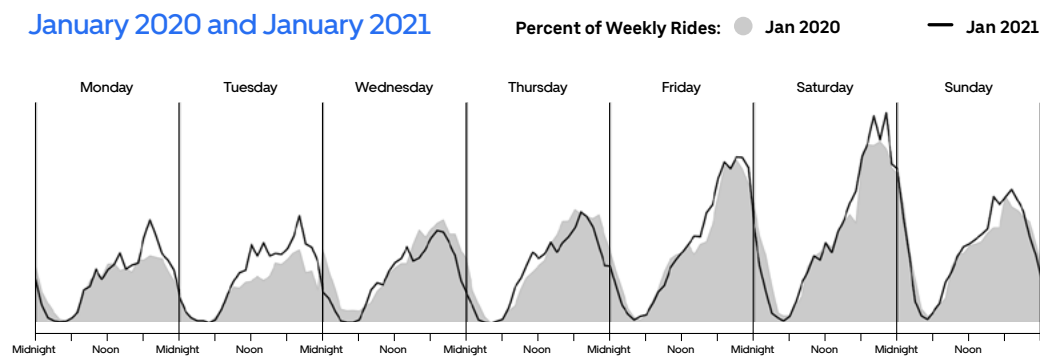
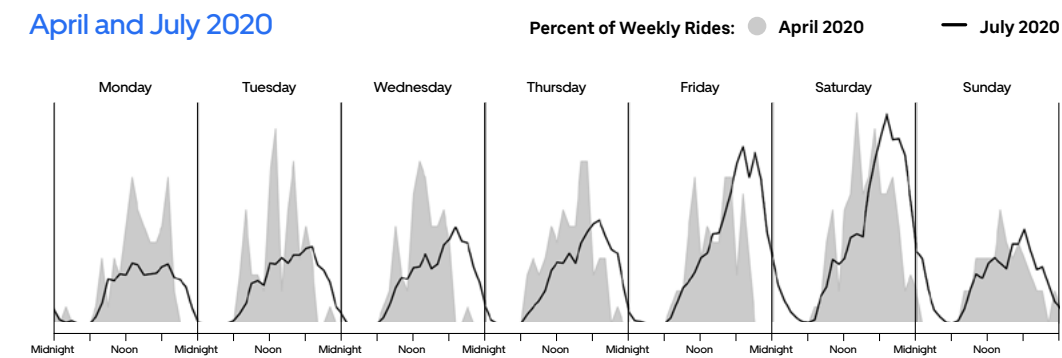
Canberra



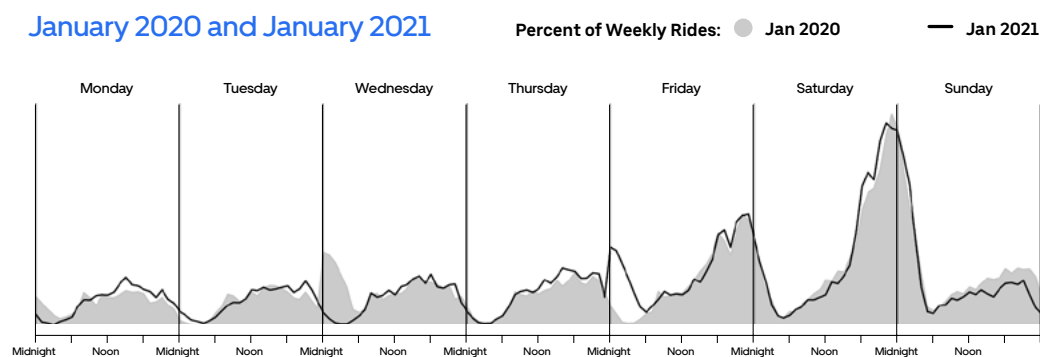
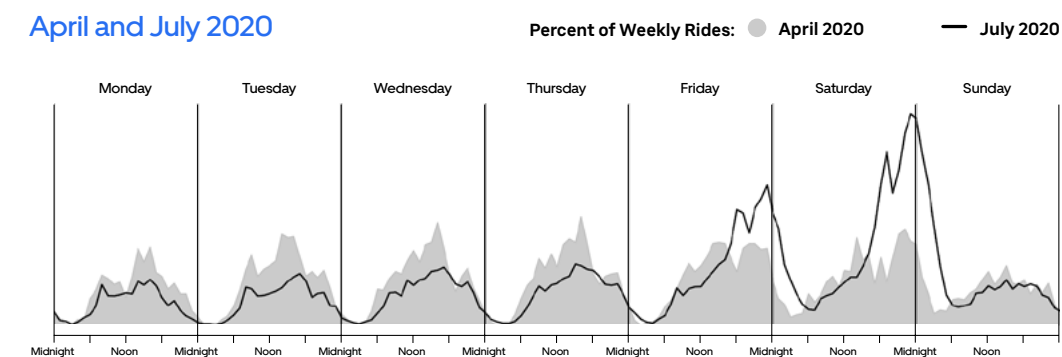
Rides

Patterns of demand for mobility in regional cities across Australia

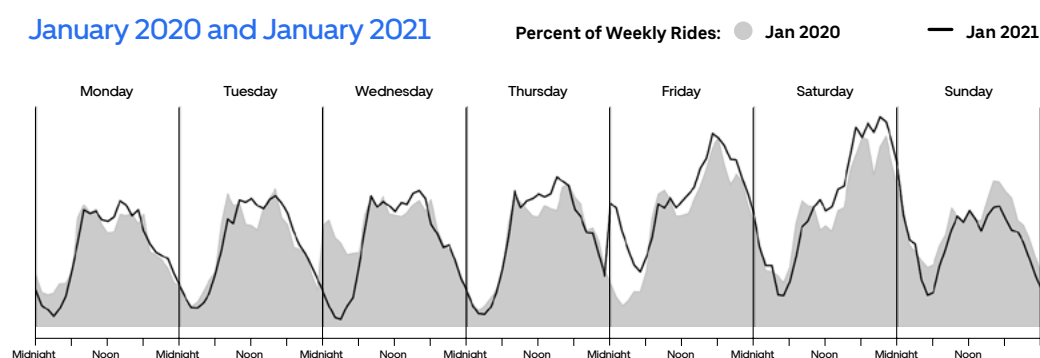
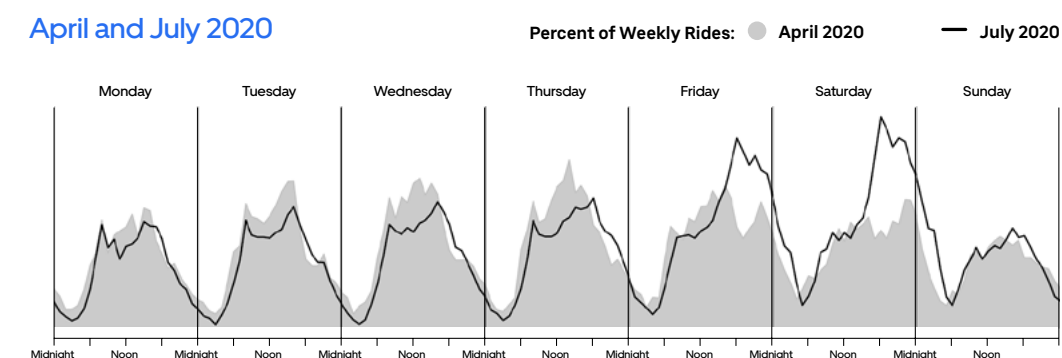
Byron Bay



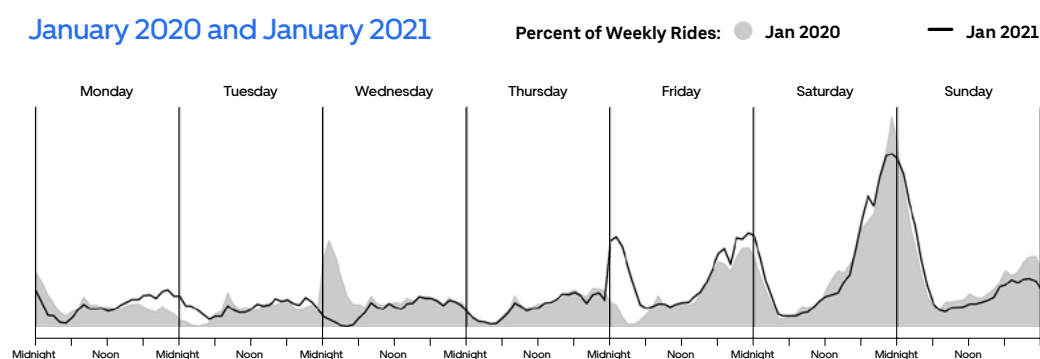
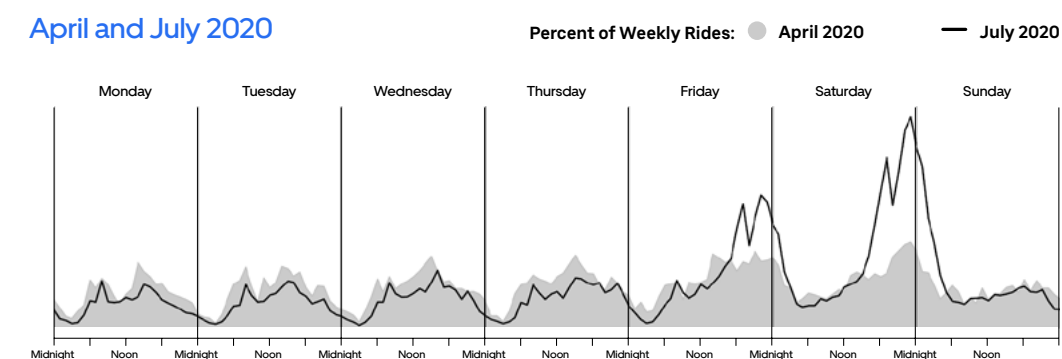
Ballarat



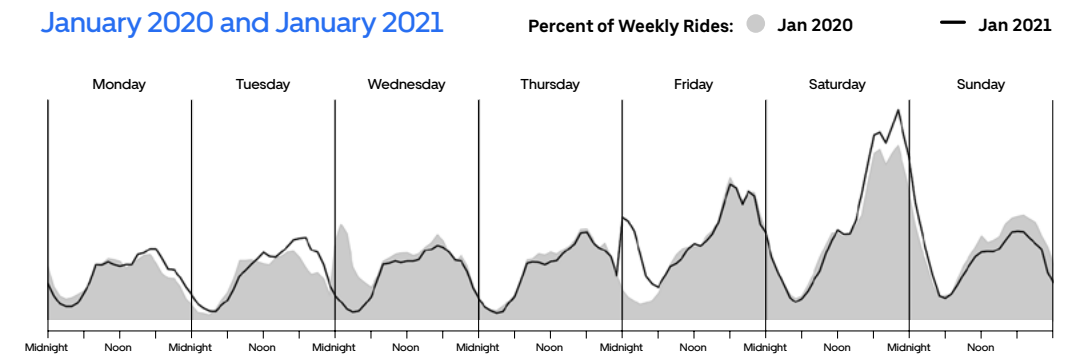
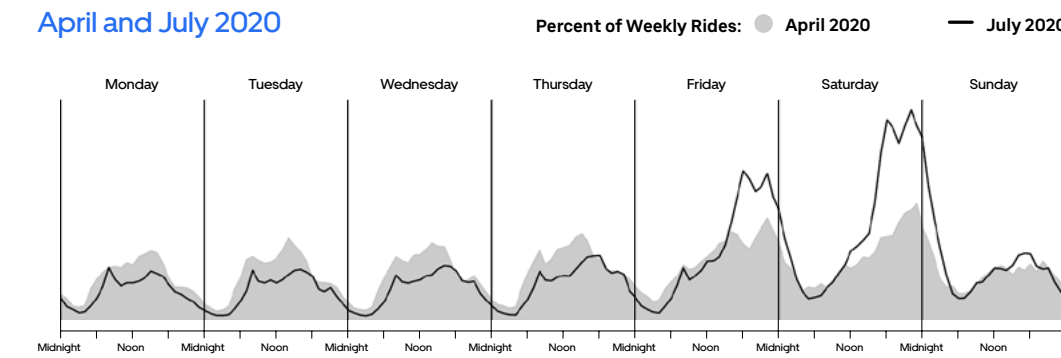
Cairns



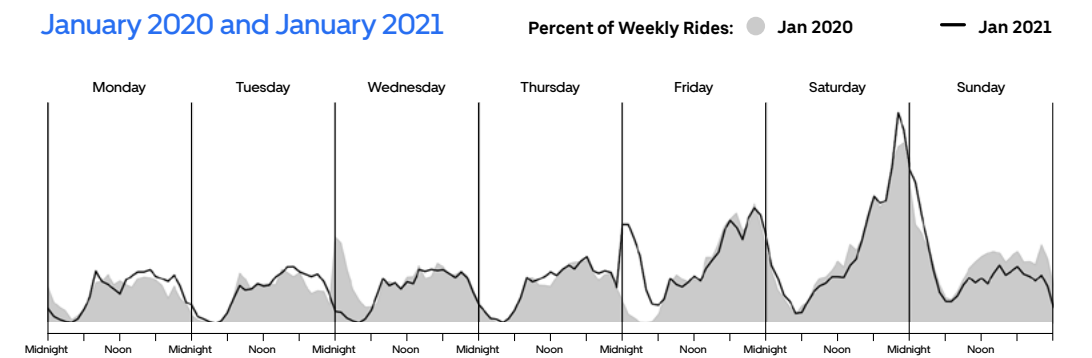
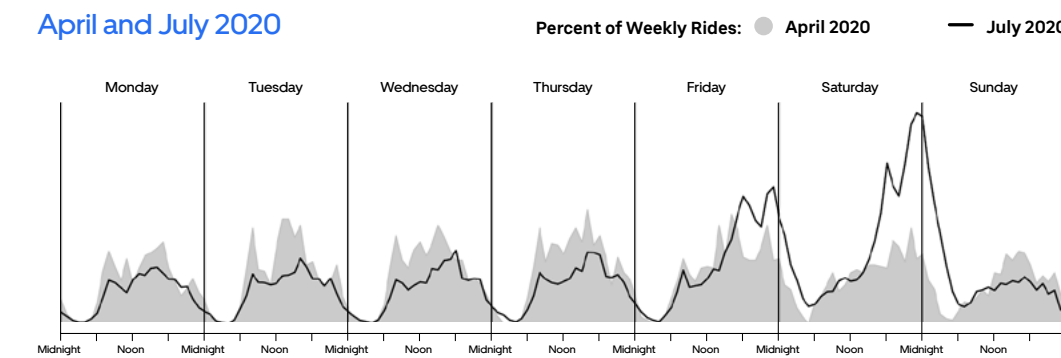
Geelong



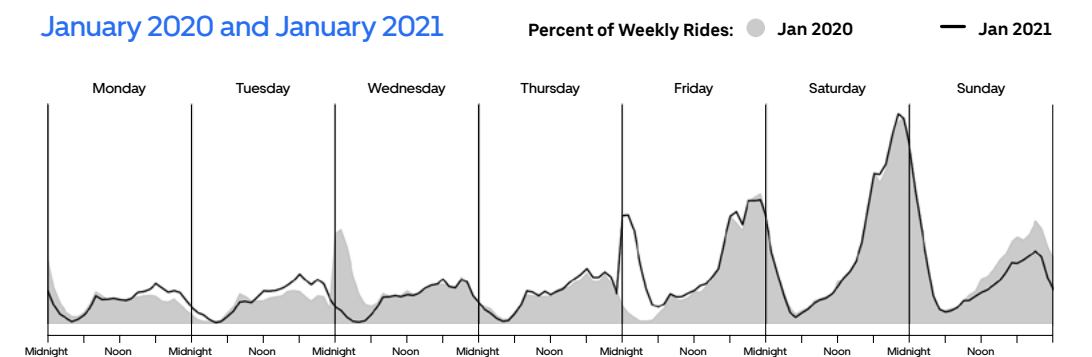
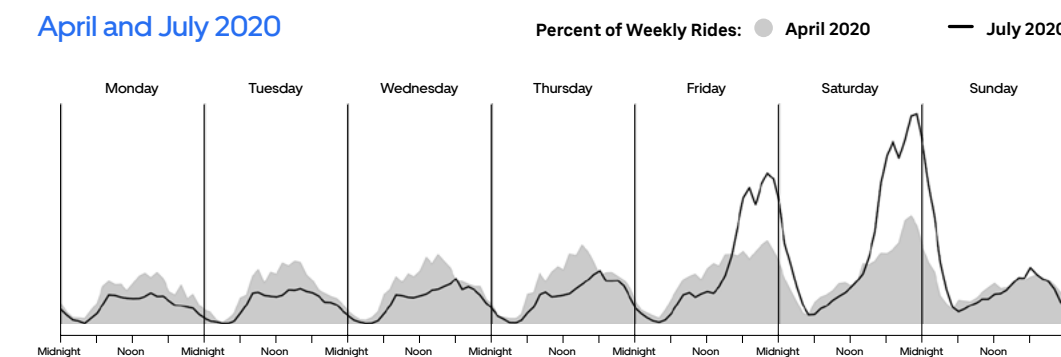
Gold Coast



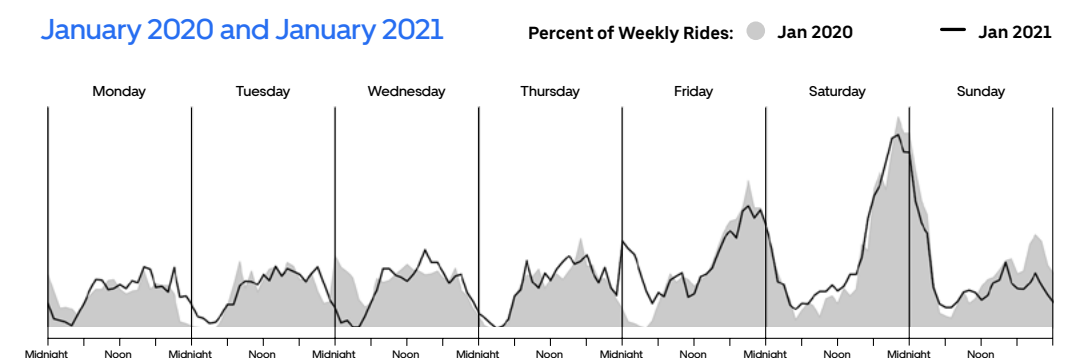
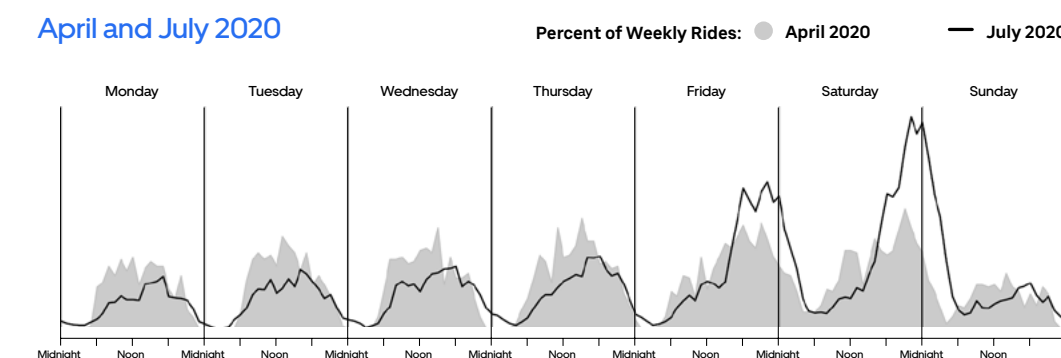
Launceston



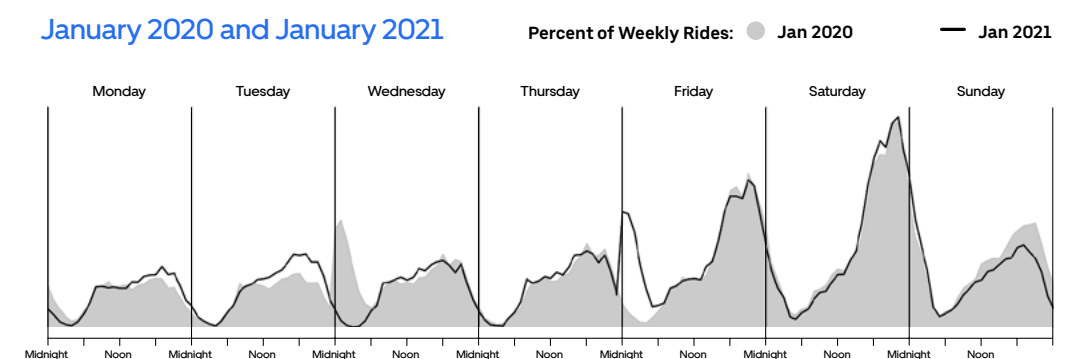
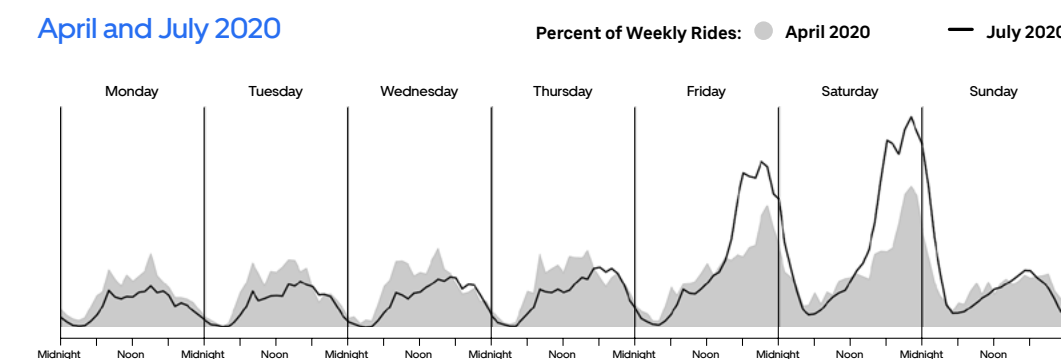
Newcastle



Rockhampton



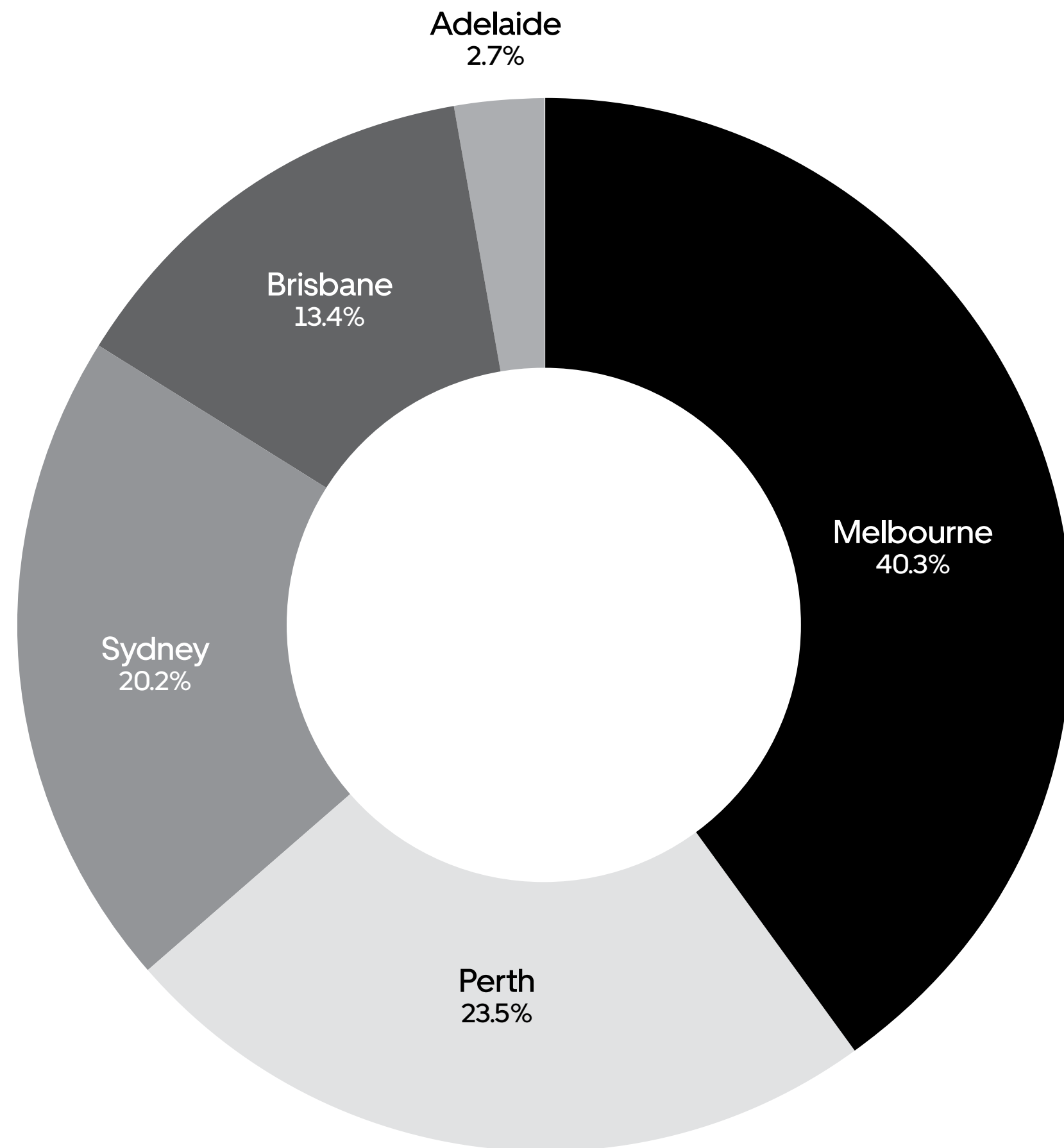
Sunshine Coast



Rides

Top five metro cities with the most long distance trips over 50km from Nov-Jan

(November 2020 to January 2021)



Change in peak AM and PM travel times

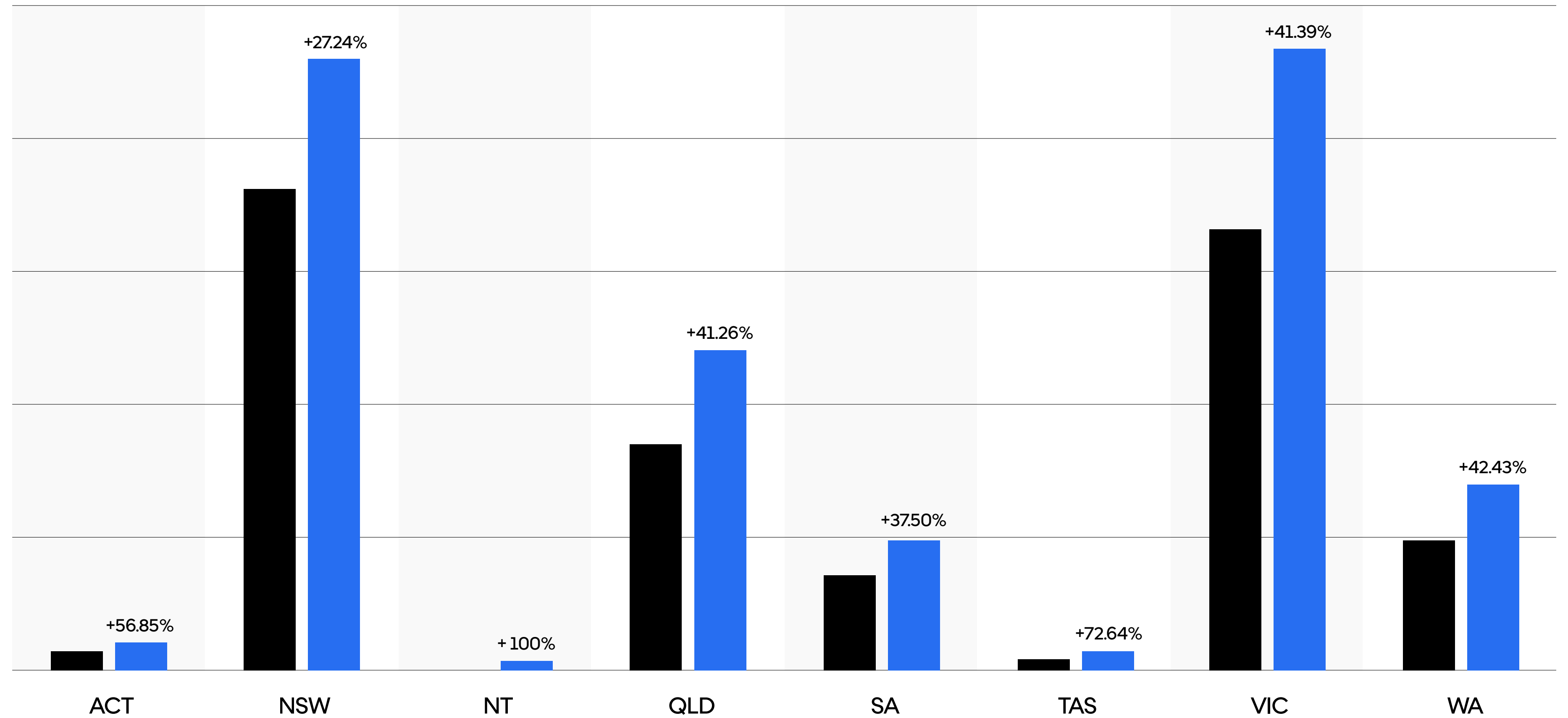
Location	April 2020	Nov 2020 peak (AM/PM)	Dec 2020 peak (AM/PM)	Jan 2021 peak (AM/PM)
Byron Bay	1-2 PM	7-8 PM	7-8 PM	7-8 PM
Darwin	2-3 PM	5-6 PM	6-7 PM	4-5 PM
Geelong	3-4 PM	4-5 PM	10-11 PM	9-10 PM
Gold Coast	2-3 PM	4-5 PM	6-7 PM	6-7 PM
Hobart	4-5 PM	5-6 PM	6-7 PM	5-6 PM
Launceston	4-5 PM	4-5 PM	6-7 PM	5-6 PM
Melbourne	3-4 PM	5-6 PM	6-7 PM	6-7 PM
Mornington Peninsula (AM)	11-12 AM	0-1 AM	0-1 AM	0-1 AM
Mornington Peninsula (PM)	4-5 PM	7-8 PM	10-11 PM	8-9 PM
Newcastle	3-4 PM	6-7 PM	6-7 PM	6-7 PM
Perth	3-4 PM	5-6 PM	6-7 PM	6-7 PM
Sunshine Coast	3-4 PM	6-7 PM	6-7 PM	7-8 PM
Sydney	5-6 PM	6-7 PM	6-7 PM	6-7 PM

Eats

Patterns of demand for delivery in **lunch time orders** across Australia

● Jan 2020

● Jan 2021



Thank you.

Uber