

# Goondiwindi Monthly Report

December 2021



# Key Points from December 2021



Goondiwindi's average occupancy level for December was 59% which is a 7% increase month on month.



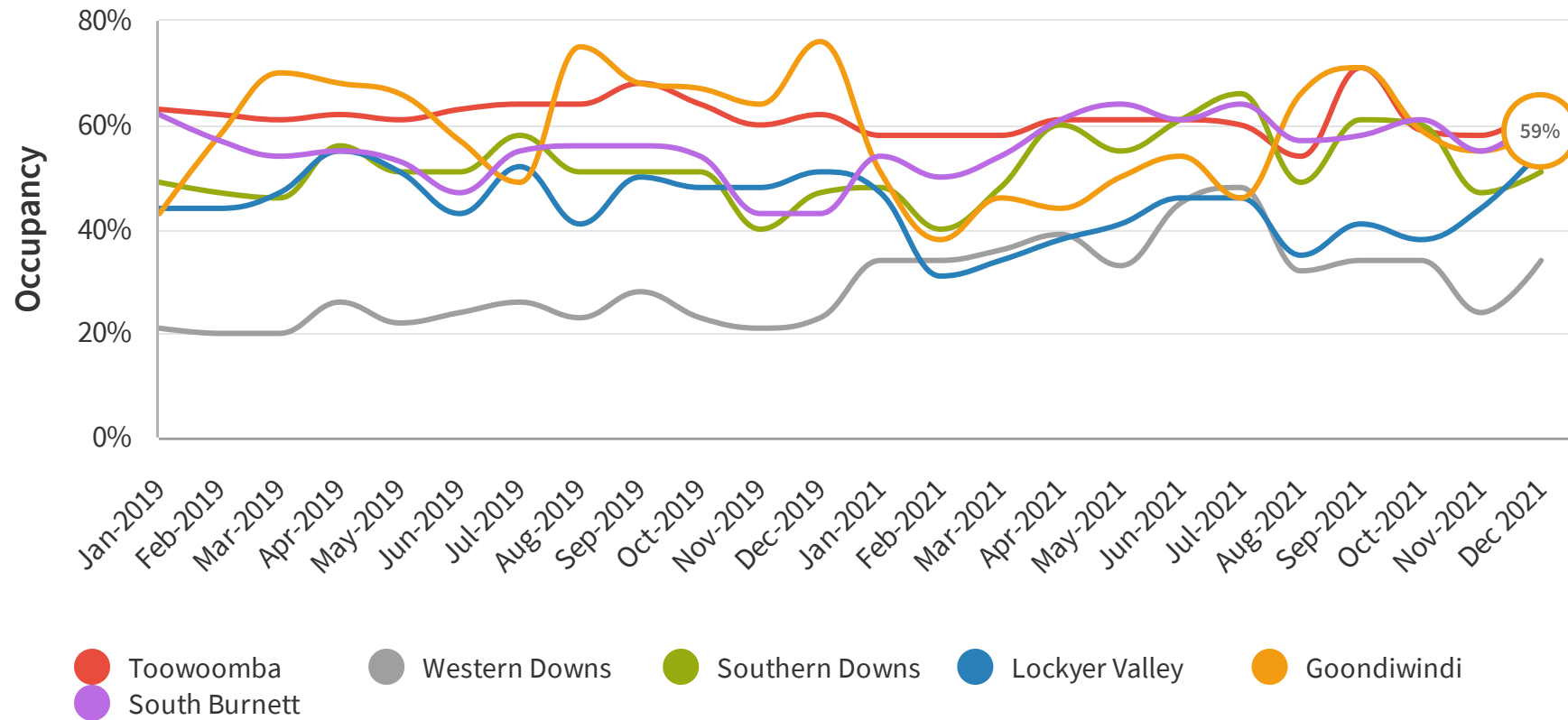
The Reservation Window for December 2021 was 26 days which is a considerable increase of 136% when compared to last month. An increase in the reservation window is experienced every year in December, but 2021 had a much larger jump.



The average length of stay for December was 2 days, which is a 33% decrease when compared to last month.

# Average Occupancy Rate

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.

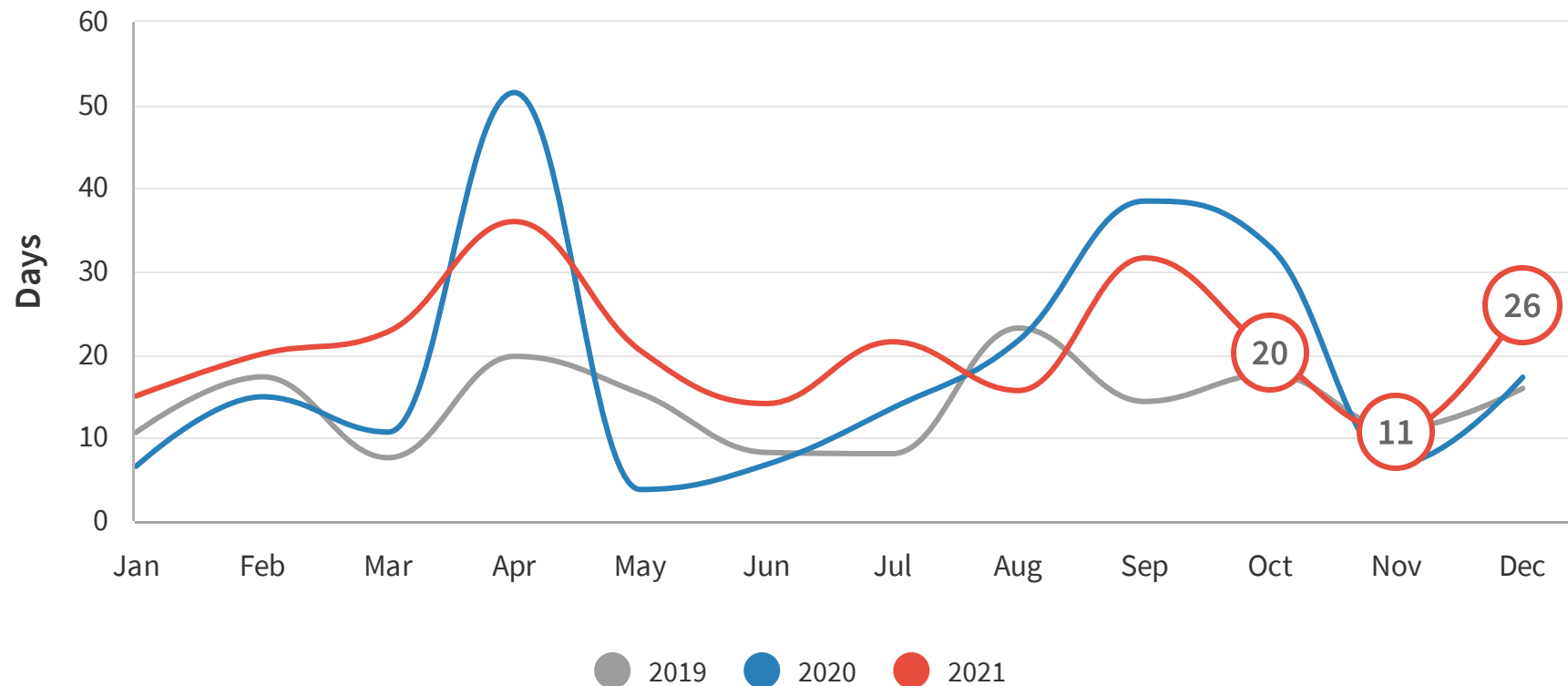


## INSIGHT

Goondiwindi's average occupancy level for December was 59% which is a 7% increase month on month.

# Reservation Window (days)

The reservation window is the period of time between when the reservation is made by the guests and the actual arrival date to the destination. For example, a reservation window of 36 means that people are booking accommodation on average 36 days before they arrive at the destination.

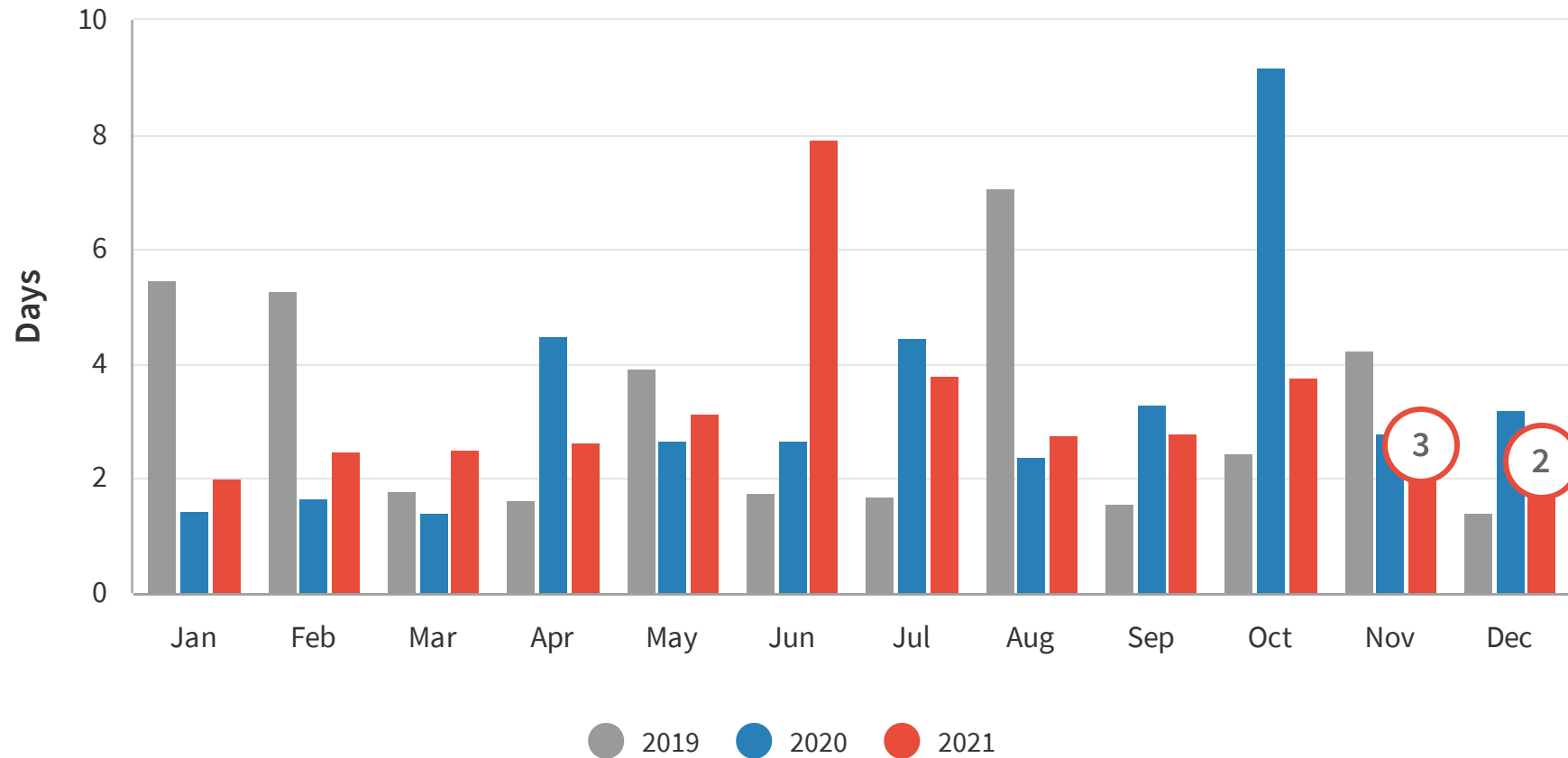


## INSIGHT

The Reservation Window for December 2021 was 26 days which is a considerable increase of 136% when compared to last month. An increase in the reservation window is experienced every year in December, but 2021 had a much larger jump.

# Length of Stay

Length of stay is the amount of time(days) that was booked at the accommodation.

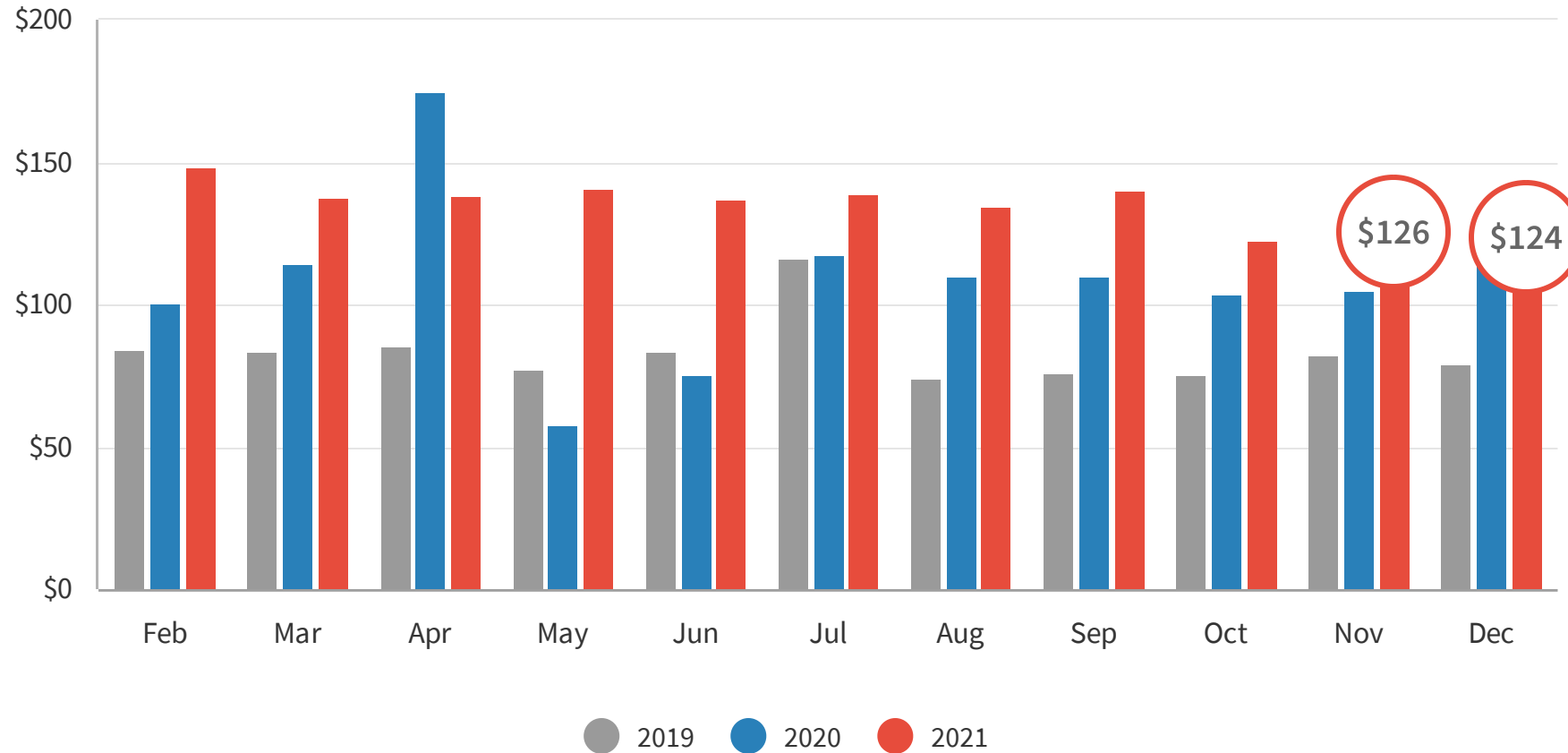


## INSIGHT

The average length of stay for December was 2 days, which is a 33% decrease when compared to last month.

# Average Daily Rate

The average daily rate (ADR) measures the average rental revenue earned for an occupied room per day.

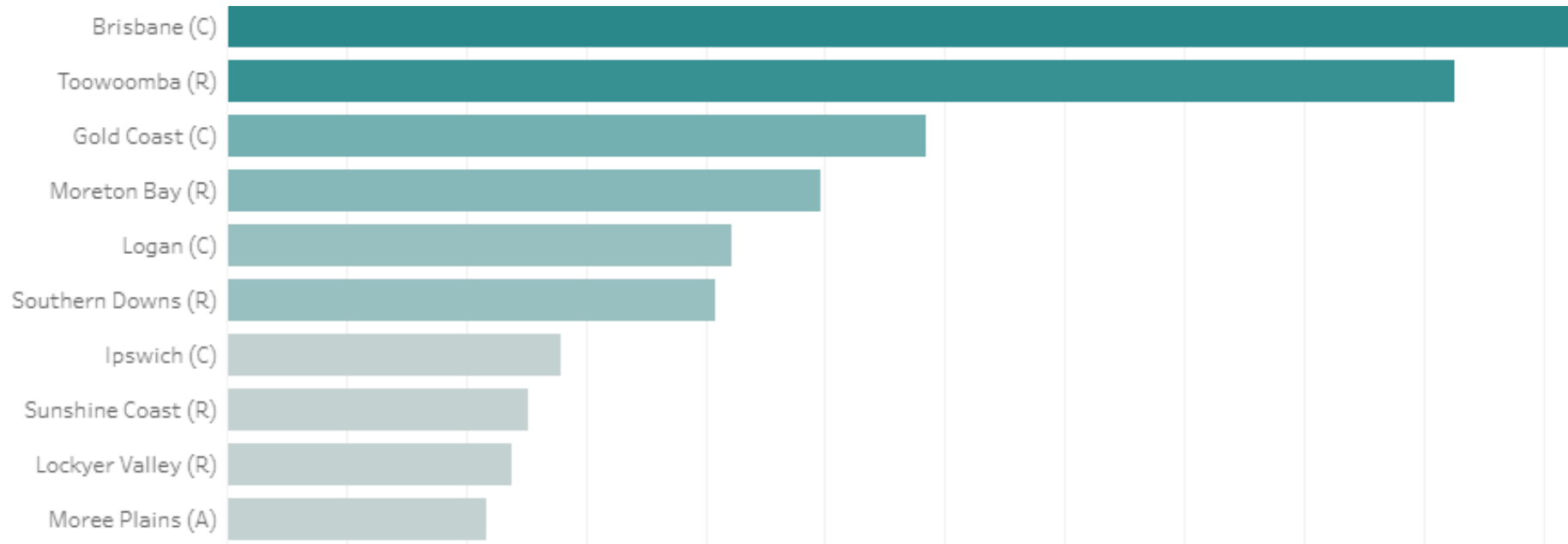


## INSIGHT

The average daily rate for Goondiwindi in December 2021 is \$124, remaining level from November.

# Source Market

The source market demonstrates which LGA visitors are travelling from, focusing on the top 10 for the month.

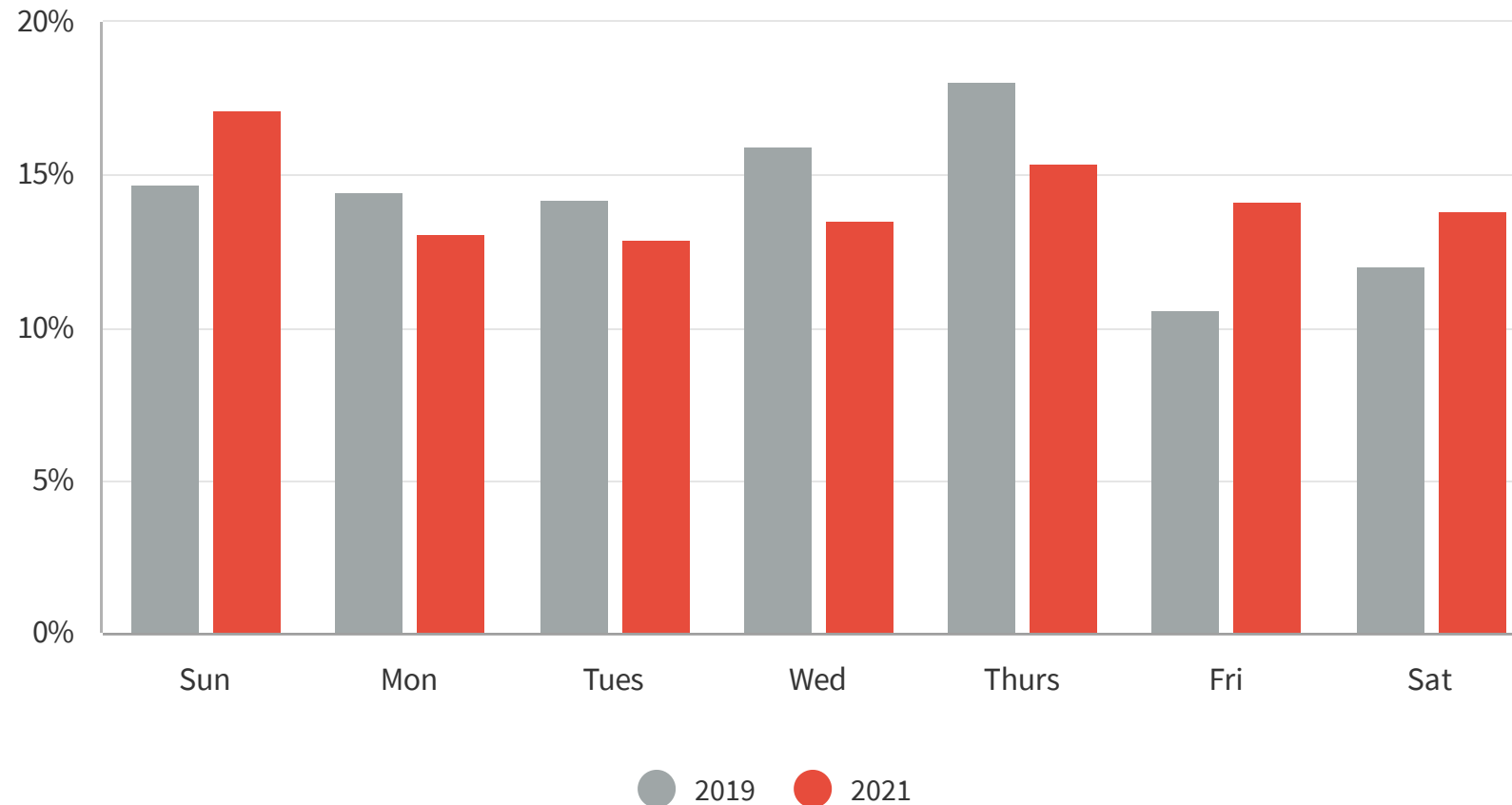


## INSIGHT

The top 5 LGAs make up over 36% of all visitation to Goondiwindi with Brisbane topping the visitation with 11.35% of all visitation.

# Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.



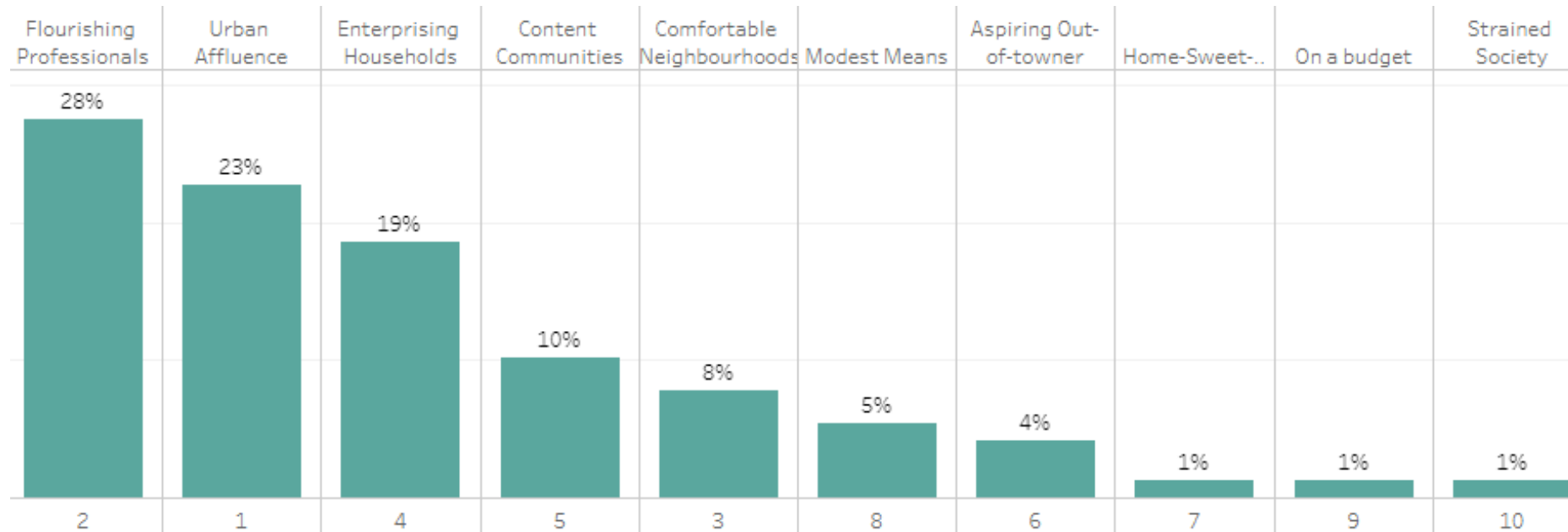
## INSIGHT

The most popular day to visit in December 2021 was Sunday at 17.07% of visitation.



# Top Visitor Segments - Brisbane

Top Visitor Segments show the wealth segmentation of people who visited the most.



## INSIGHT

The top two visitors of Goondiwindi from Brisbane in the month of November were the two wealthiest segments, contributing to 51%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

# Top Suburb Visitors From Brisbane

Top Suburbs from Brisbane shows the suburbs where the highest amount of people travelled from in Brisbane.

