

Goondiwindi Monthly Report

July 2021



Key Points from July 2021



Goondiwindi's Occupancy level for July was 46% and has had a decrease of 15% since last month.



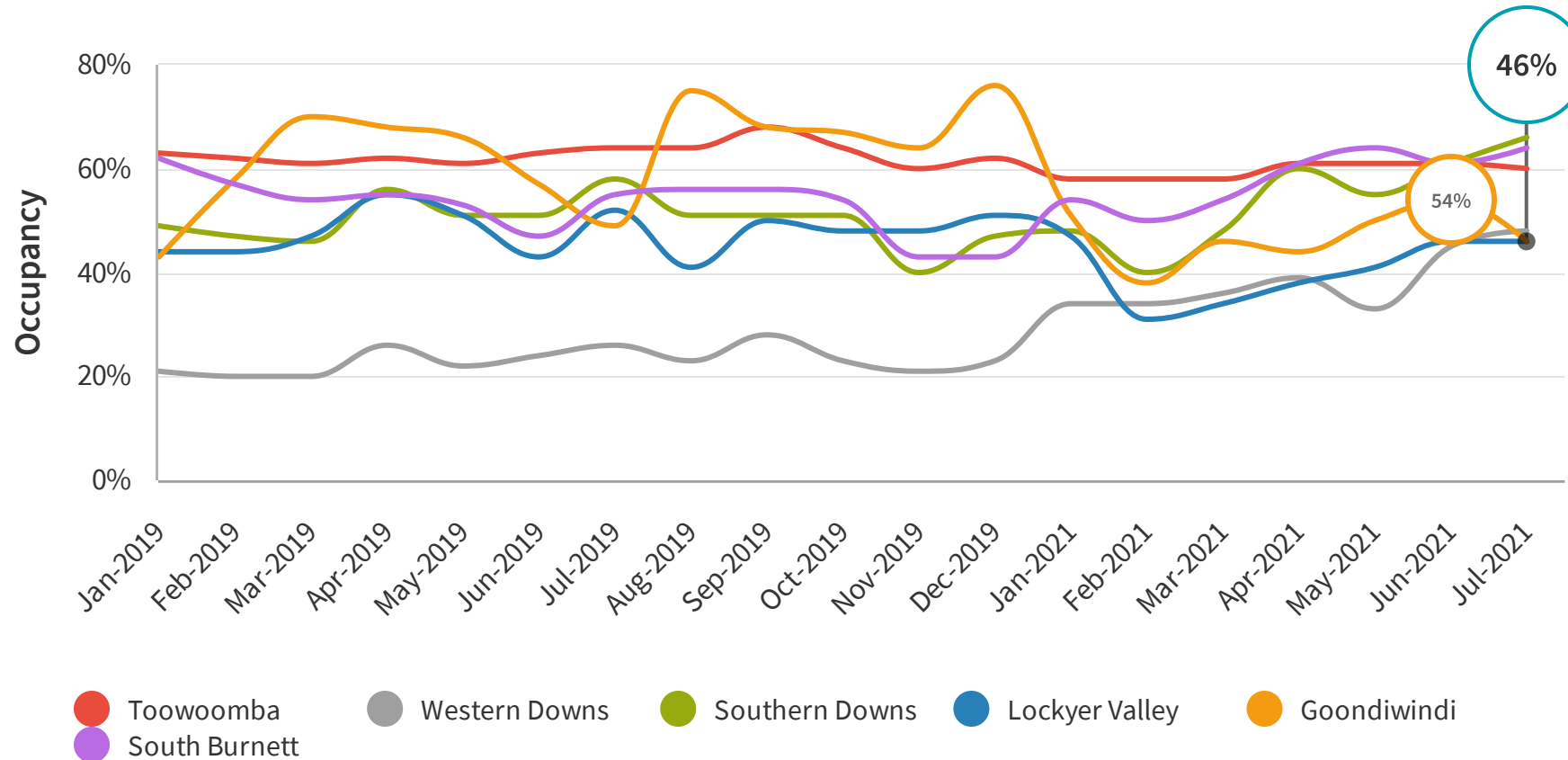
The Reservation Window for July 2021 is 22 days which is a 57% increase since last month. When compared to July 2019, its had an increase of 175%.



The LGAs with the most amount of devices seen within the Goondiwindi region in July 2021 were Brisbane with 9.4%, Toowoomba with 8% and Moreton Bay with 4.9%.

Average Occupancy Rate

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

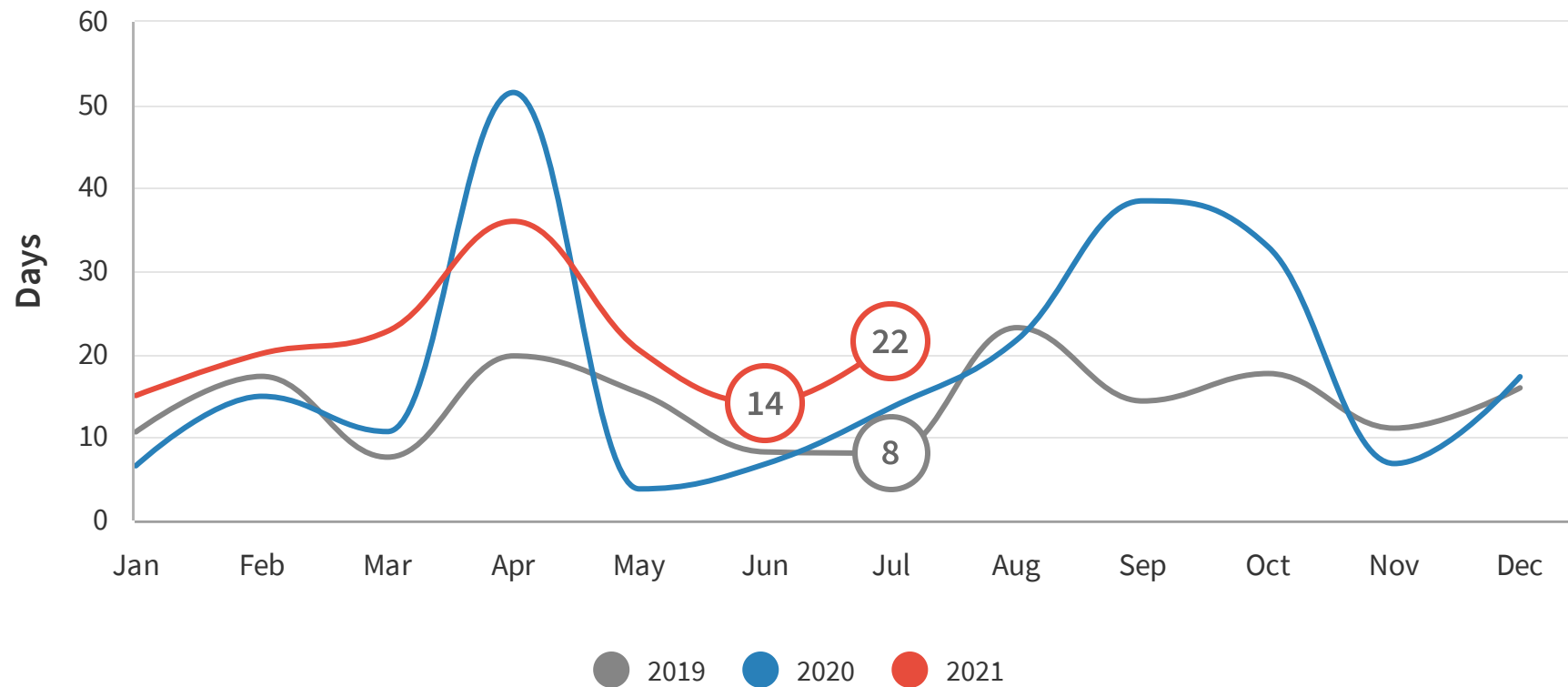


INSIGHT

Goondiwindi's Occupancy level for July was 46% and has had a decrease of 15% since last 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.



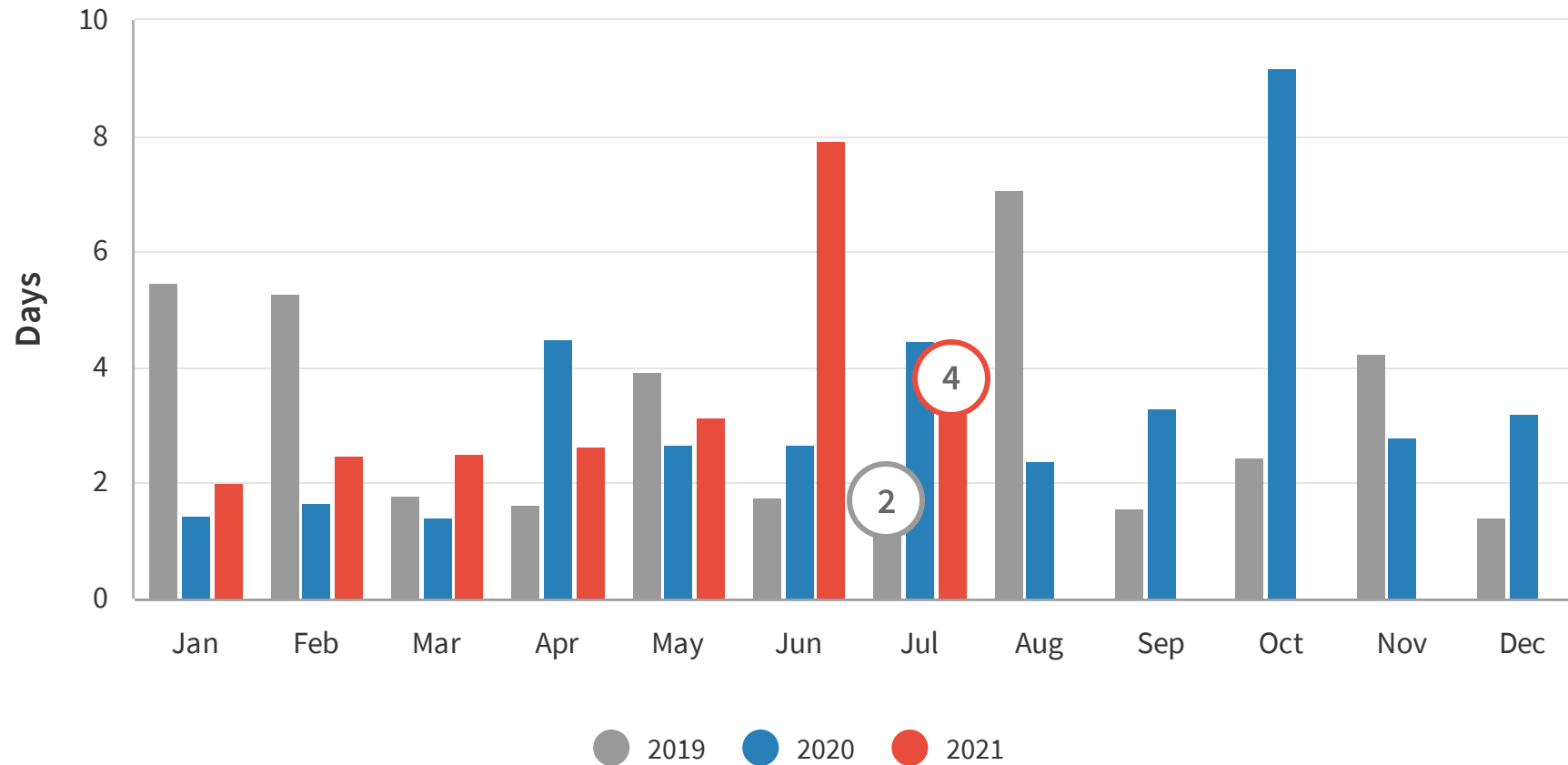
57%

INSIGHT

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Length of Stay

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



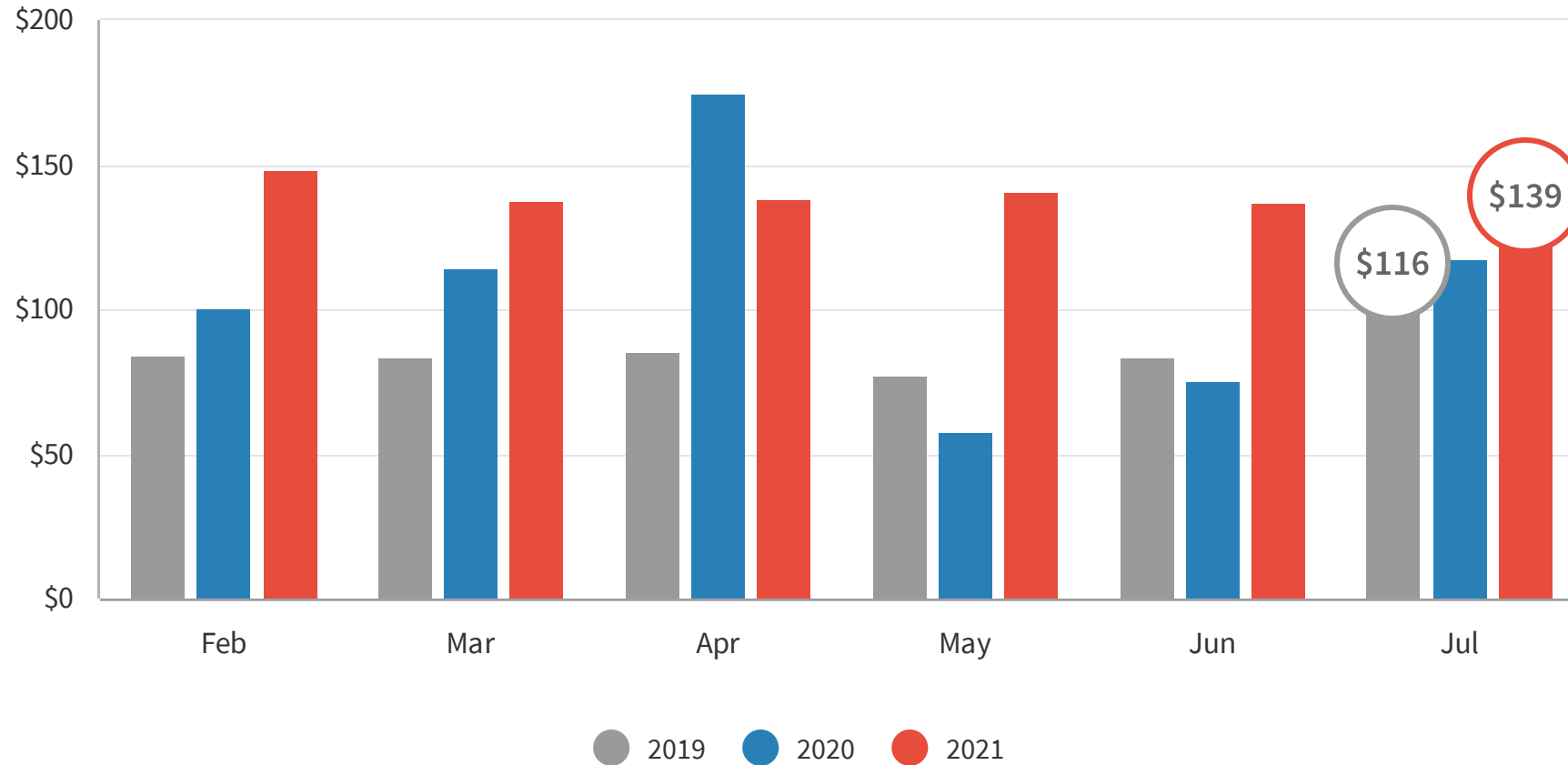
4 Days

INSIGHT

The average length of stay for July was 4, which is an increase of 100% from July 2019. Length of stay has been trending upwards since the start of the year which is positive for the region.

Average Daily Rate

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



31%

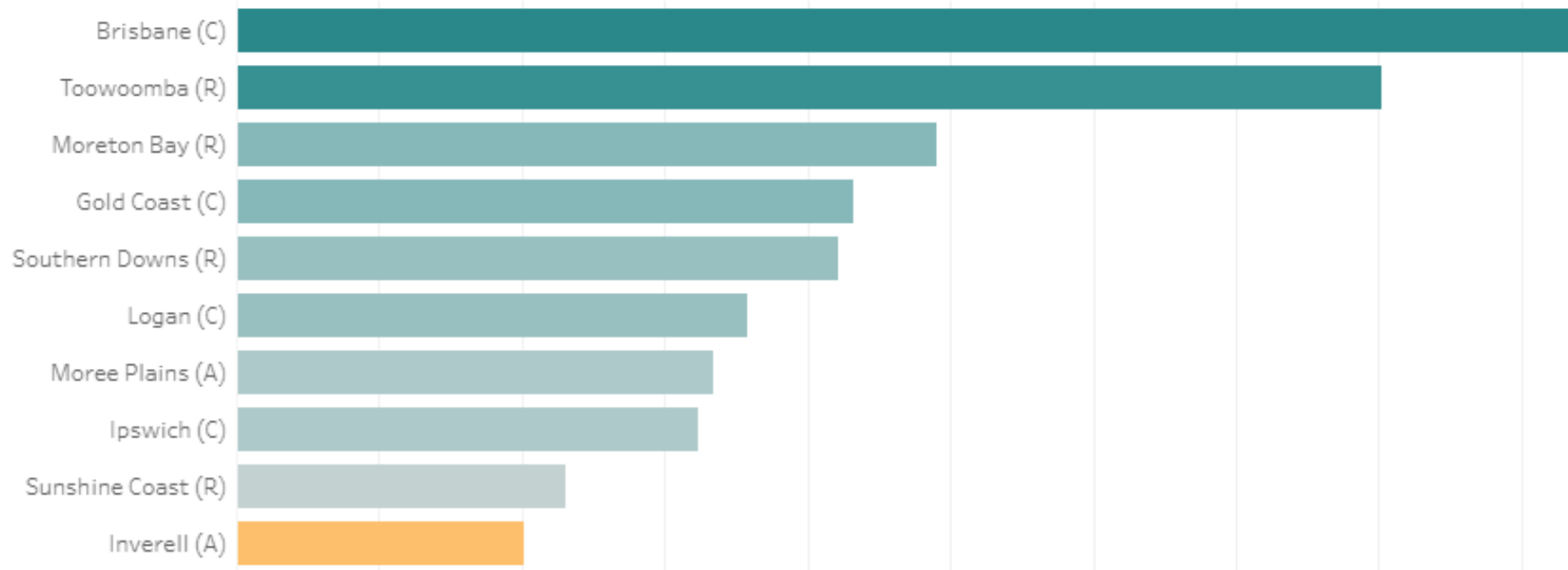
INSIGHT

The average daily rate for Goondiwindi in July 2021 is \$139, which is an increase of 20% when compared to July 2019. ADR has held quite stable for the whole of 2021.

New methodology used to account for currency fluctuations

Source Market

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



July 2021

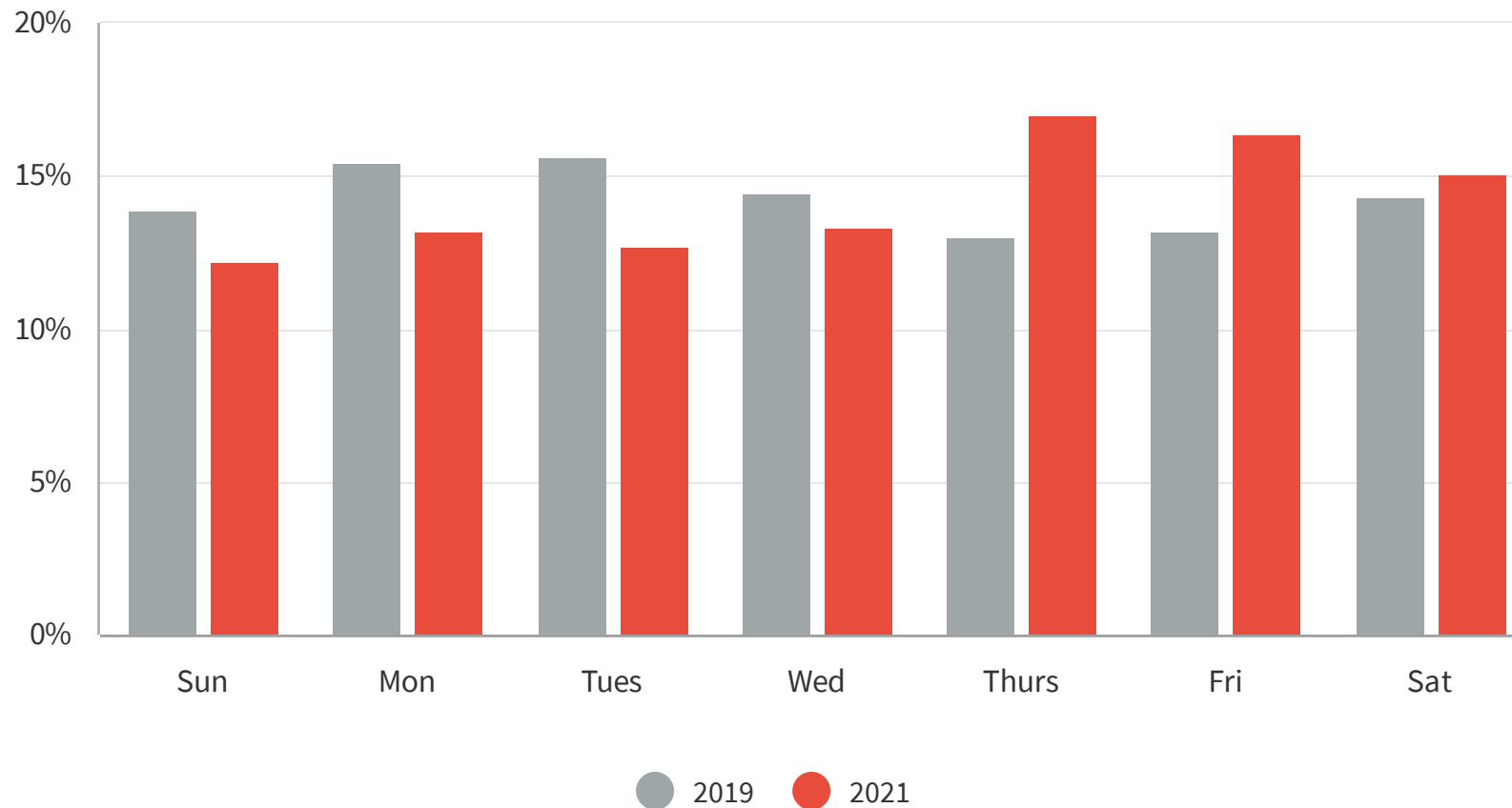


INSIGHT

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Day of the Week

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

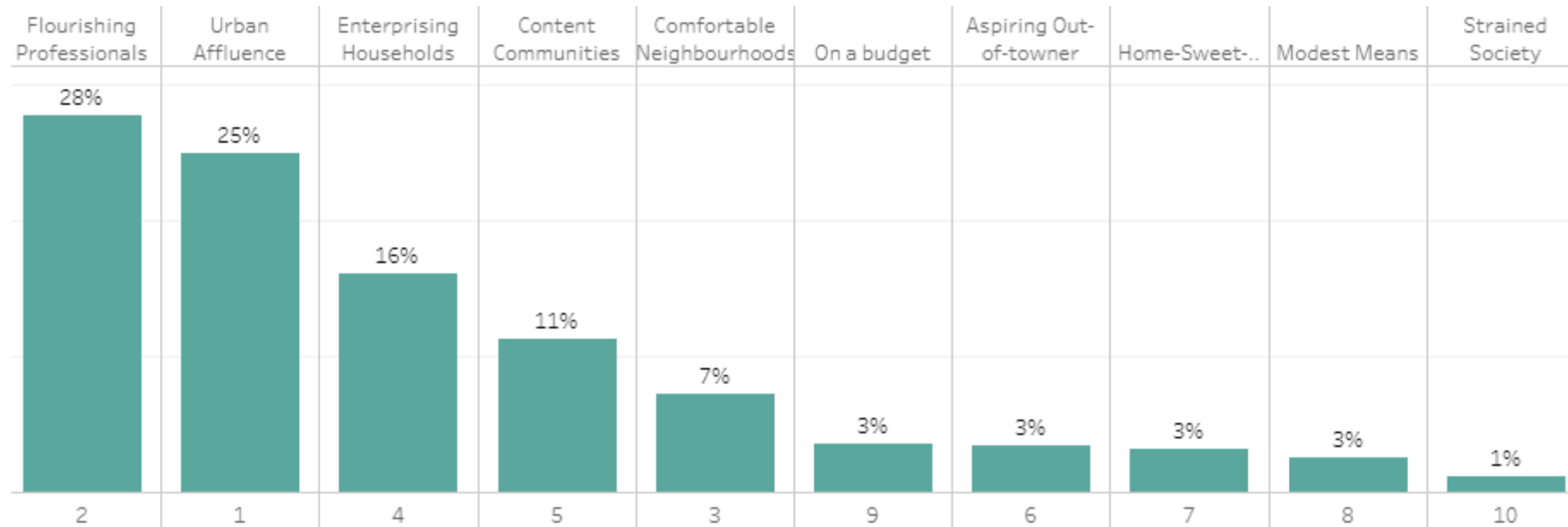


INSIGHT

The most popular day to visit in July 2021 was Thursday at 17.04% of visitation. The next busiest day was Friday at 16.41%. This is very different when compared to 2019, which had the busiest days through Monday and Wednesday.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - July 2021



INSIGHT

The top two visitors of Goondiwindi from Brisbane in the month of July were the two wealthiest segments, contributing to 53%. 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.



Top Suburb Visitors from Brisbane - July 2021



INSIGHT

The top two suburbs who visited Goondiwindi in July 2021 were Brisbane City and Forest Lake which attributed for 3.7% of visitation from Brisbane.