

Goondiwindi Monthly Report

June 2021



Key Points from June 2021



Average occupancy rate for Gondiwindi in June was 54%, which is a 42% increase from February this year.



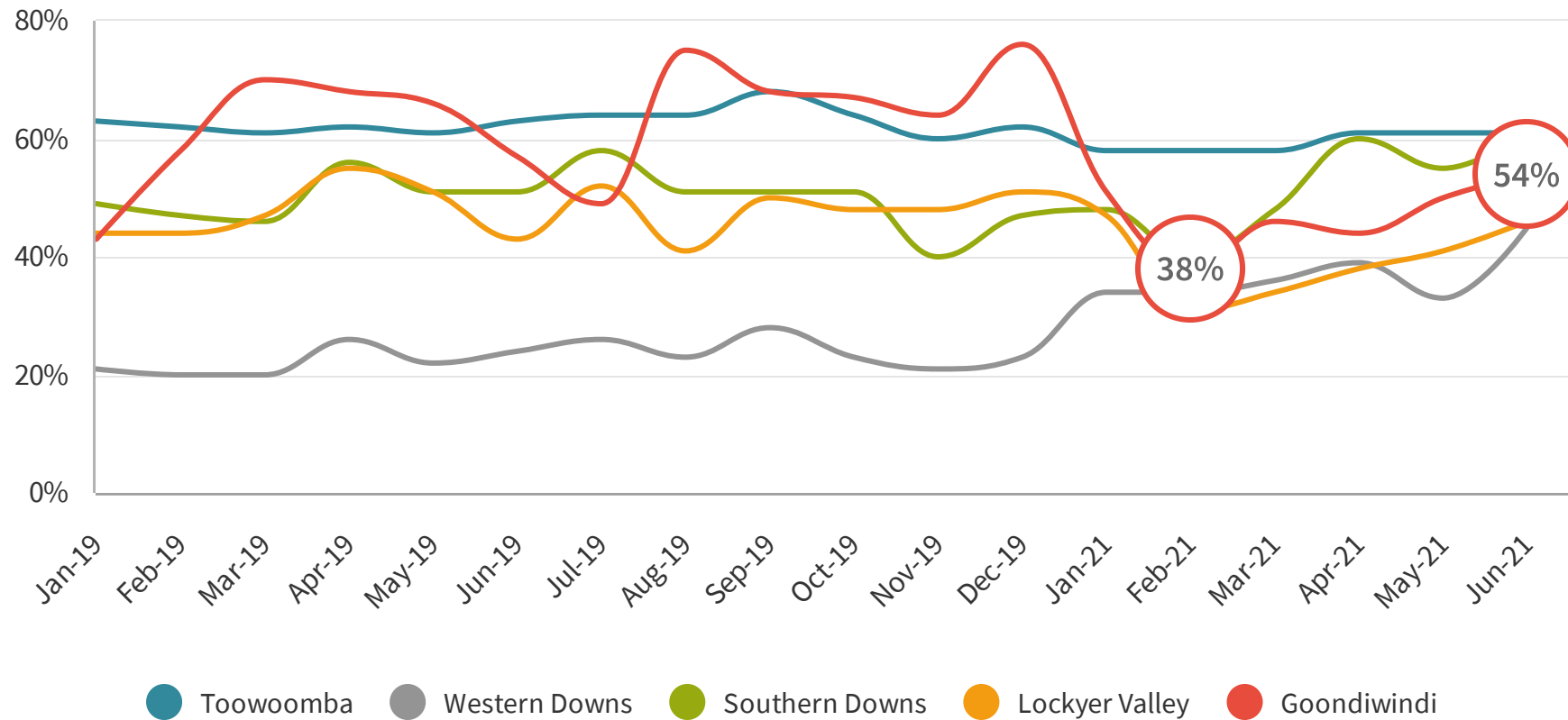
The average length of stay for June was 7.9, an increase of 150% from June 2019.



The top two visitors of Goondiwindi from Brisbane in the month of June were the two wealthiest segments, contributing to 56%.

Average Occupancy Rate

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

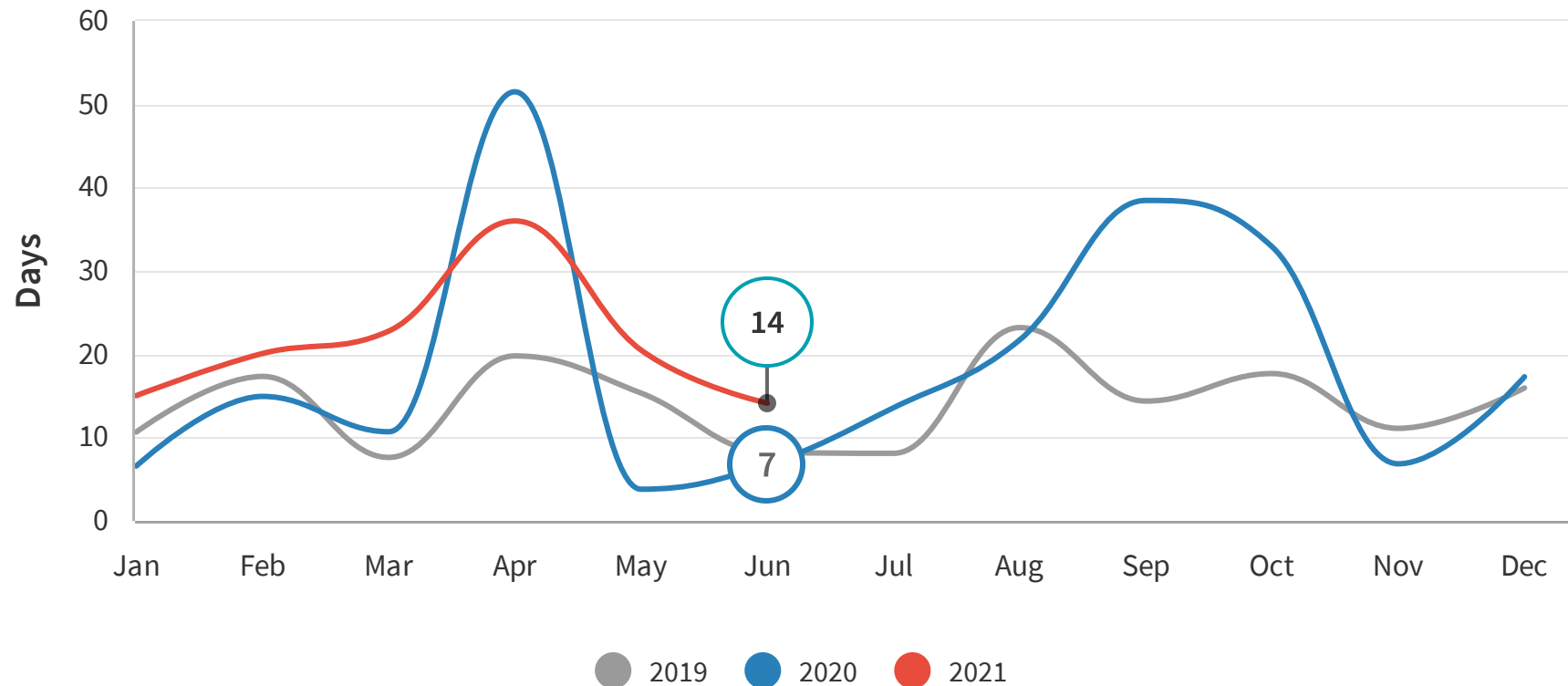


INSIGHT

Average occupancy rate for Goondiwindi in June was 54%, which is a 42% increase from February this year. There has been consistent growth in occupancy for the past 5 months which is great to see.

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.



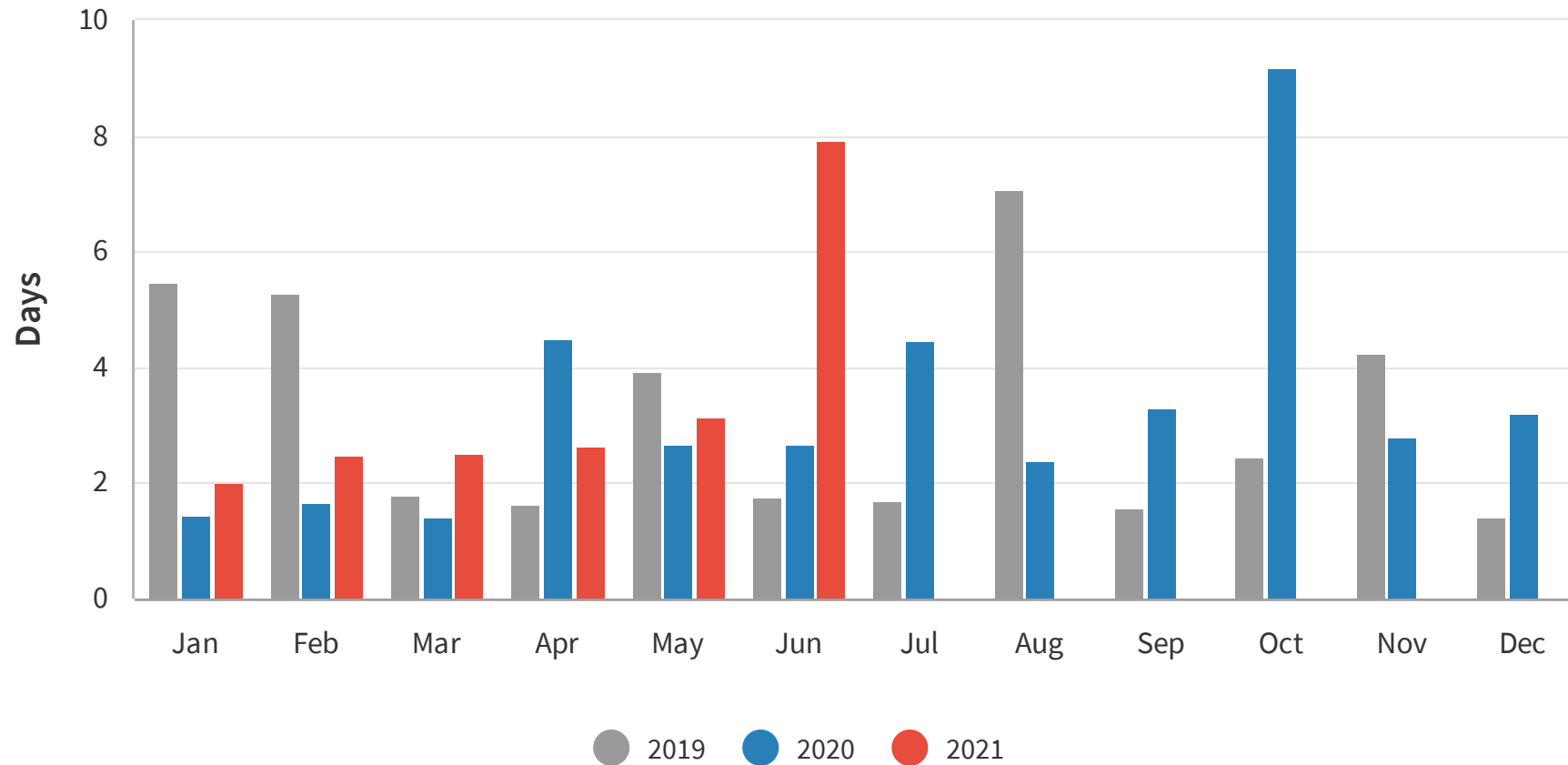
100%

INSIGHT

The Reservation Window for June 2021 is 14 days. It has had a steady decrease since April, but when compared to June 2019 it has seen a 100% increase.

Length of Stay

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



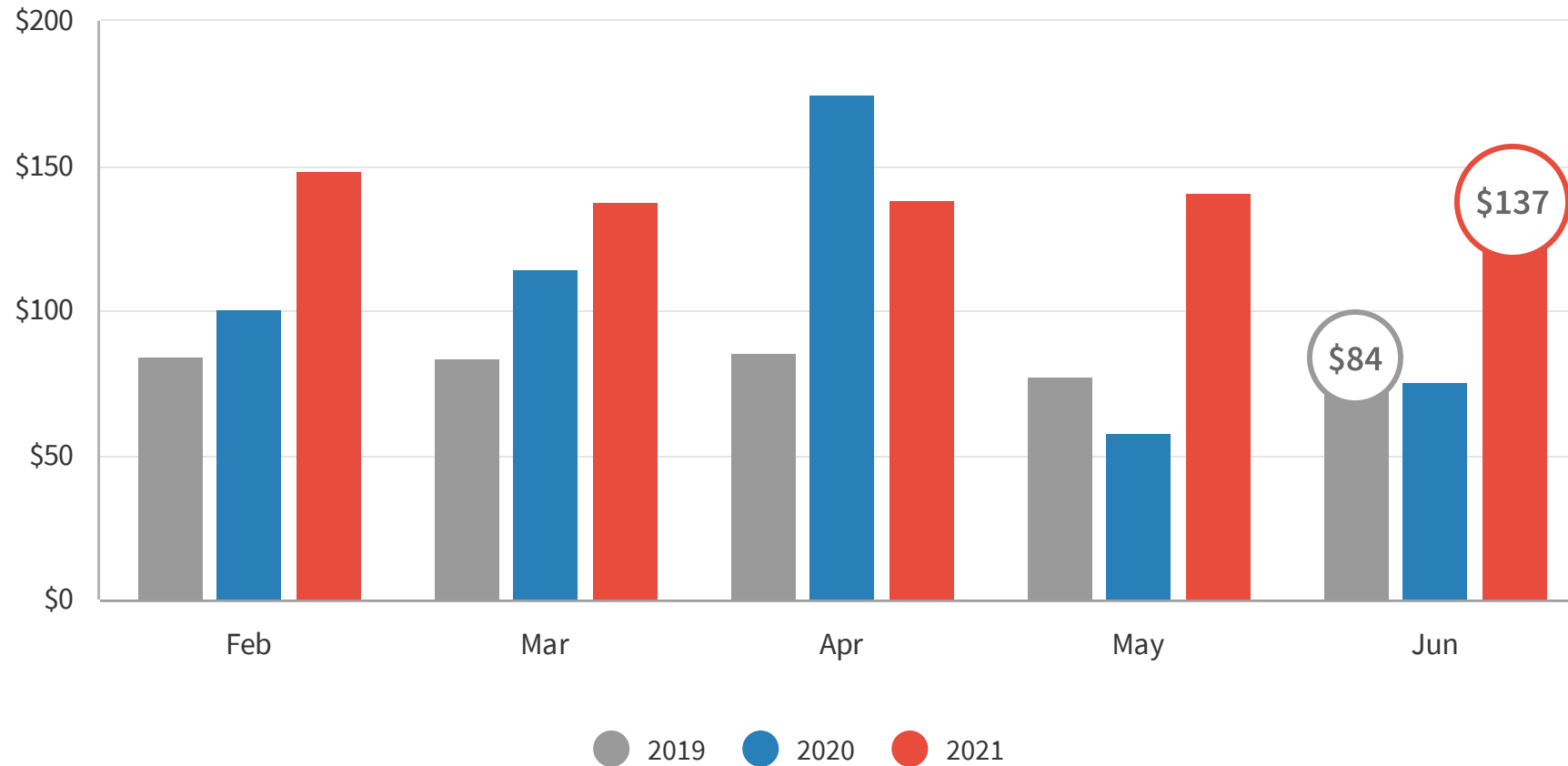
7.9 Days

INSIGHT

The average length of stay for June was 7.9, an increase of 150% from June 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

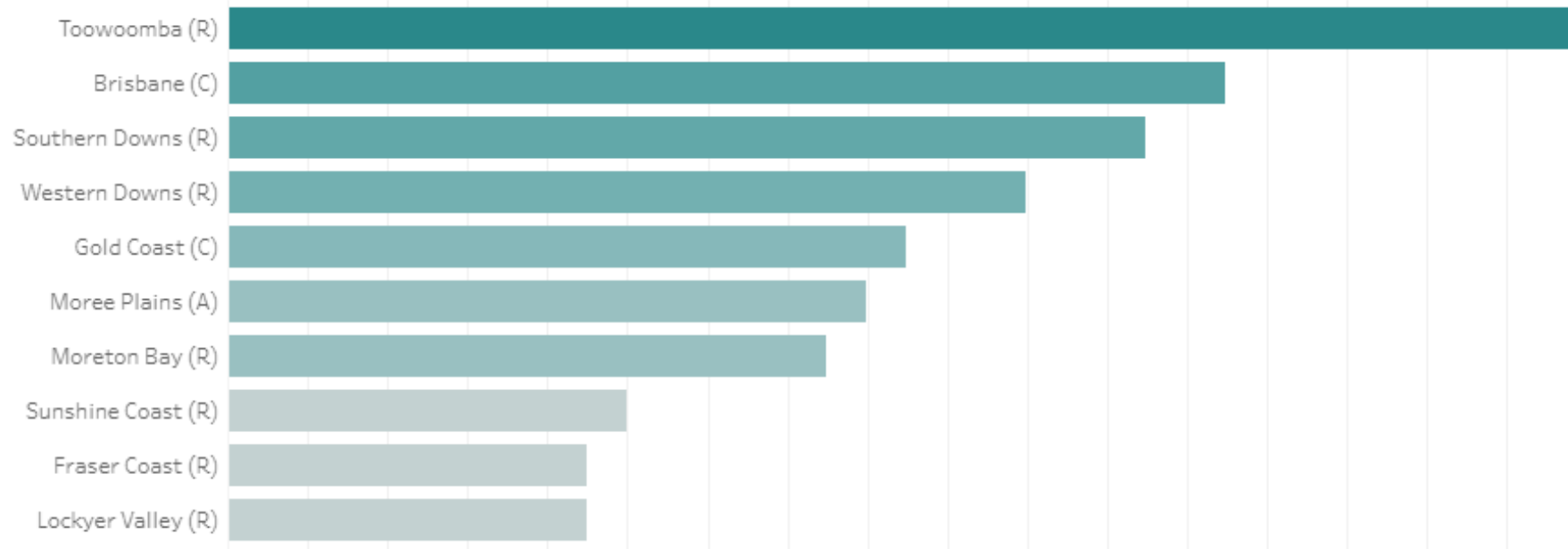
The average daily rate for Goondiwindi in June 2021 is \$137, which is an increase of 63% from June 2019. The ADR has held quite stable for the whole of 2021.

New methodology used to account for currency fluctuations

©2020 Proprietary and Confidential. All Rights Reserved.

Source Market

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



June 2021

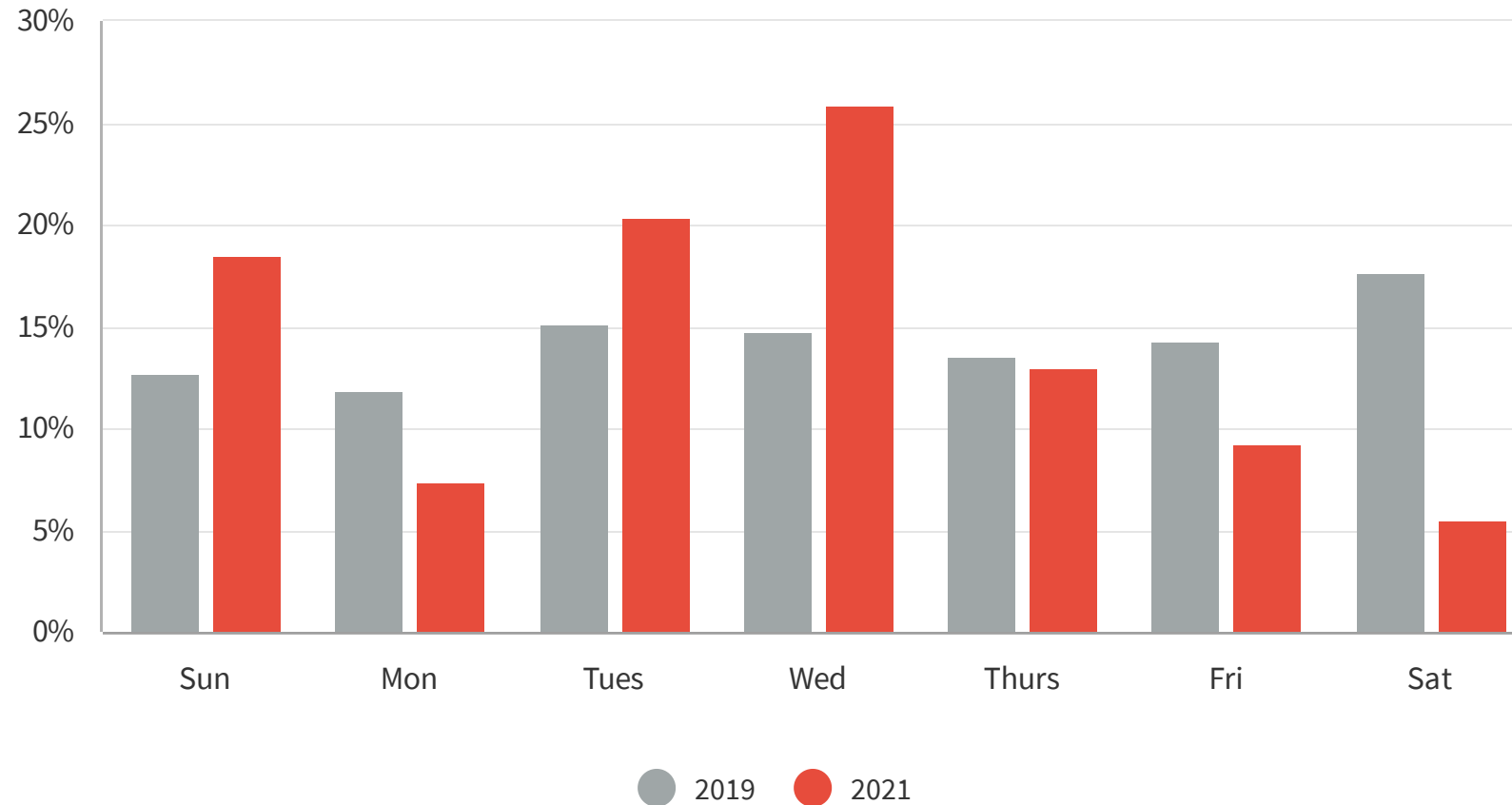


INSIGHT

The LGA's with the most amount of devices seen within the Goondiwindi region in June 2021 were Toowoomba with 8.47%, Brisbane with 6.2% and Southern Downs with 5.7%.

Day of the Week

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



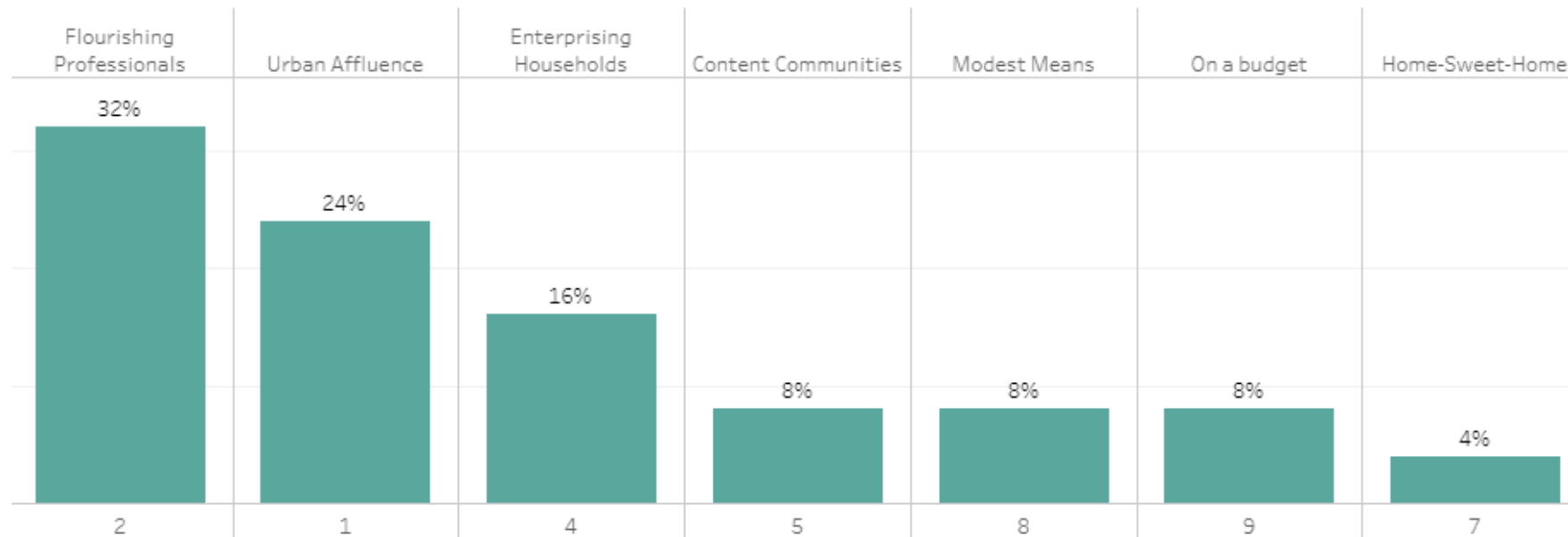
INSIGHT

The most popular day to visit in June 2021 was Wednesday at 19.13% of visitation. The next busiest day was Sunday at 17.81%.

Top Visitor Segments - Brisbane

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

Visitors Segments



Visitor Segmentation from Brisbane - June 2021

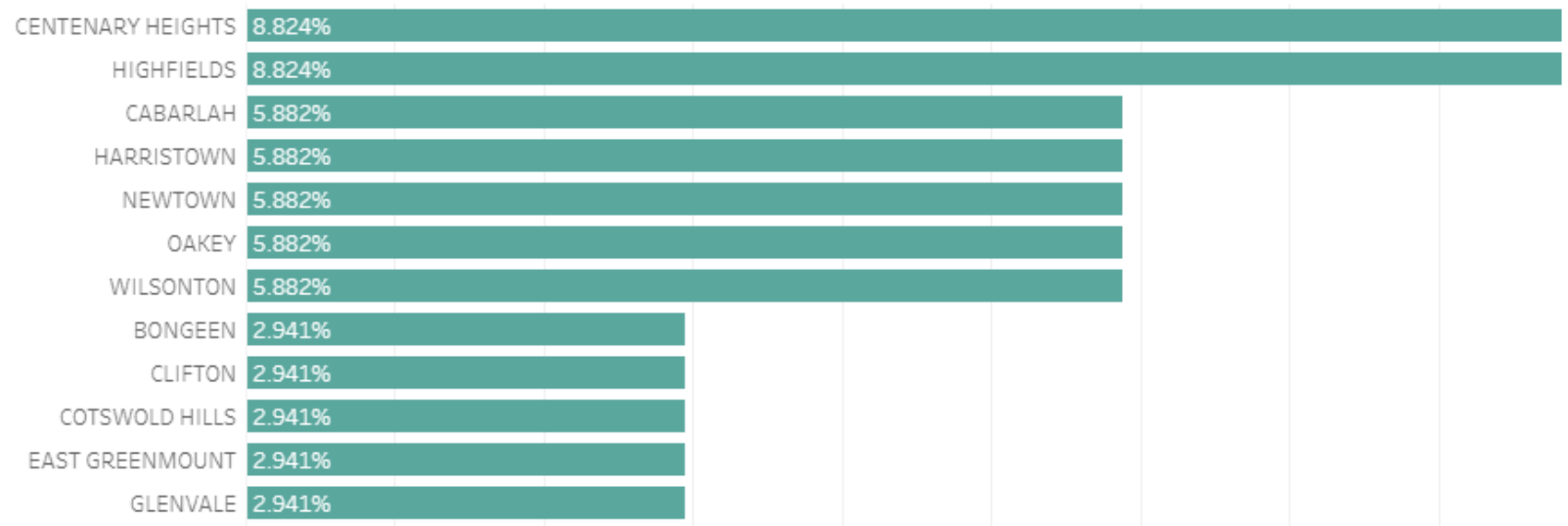


INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of June were the two wealthiest segments, contributing to 56%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

Top Suburb Visitors From Toowoomba

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



Top Suburb Visitors from Toowoomba - June 2021



INSIGHT

The top two suburbs who visited Goondiwindi in June 2021 were Centenary Heights and Highfields which attributed for 17.6% of total visitation from Toowoomba.