

# Goondiwindi Monthly Report

May 2021



# Key Points from May 2021



Average occupancy rate for Gondiwindi in May was 50%, which is a 13% increase from April.



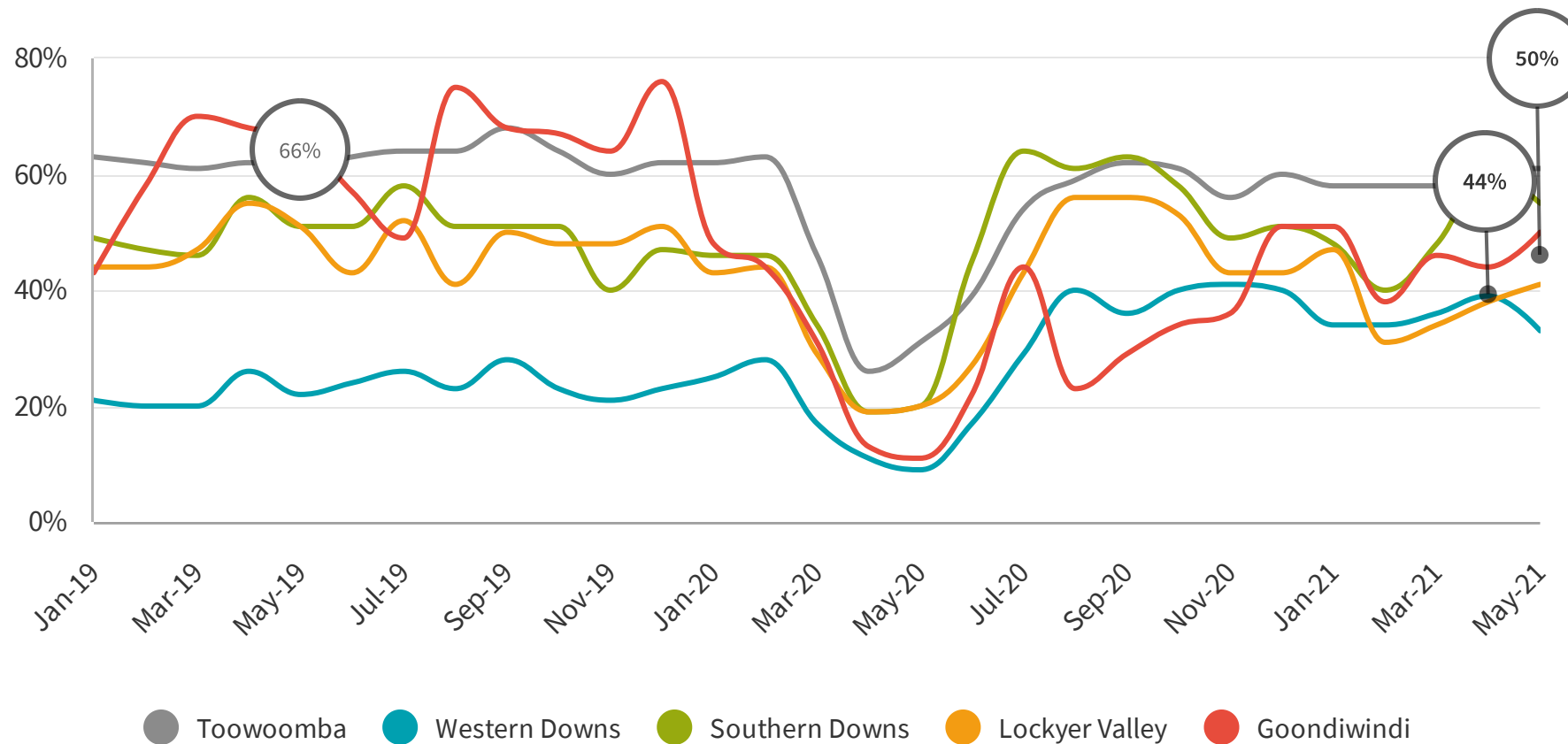
The Reservation Window has seen a 40% from 2019 and has been growing steadily the past 4 months.



The top three visitors of Goondiwindi from Brisbane in the month of May were the three wealthiest segments, contributing to 58%.

# Average Occupancy Rate

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

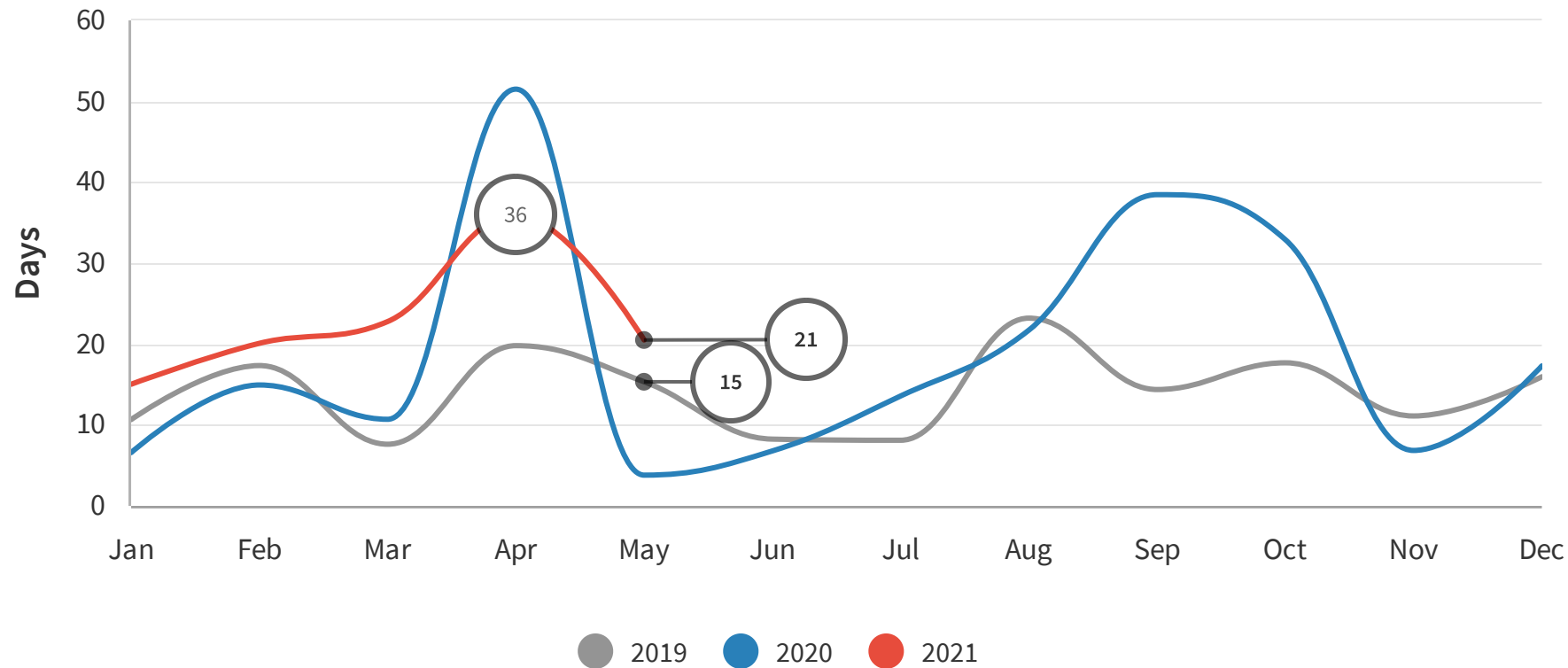


## INSIGHT

Average occupancy rate for Goondiwindi in May was 50%, which is a 13% increase from the previous month. This is a 25% decrease from May 2019.

# 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.



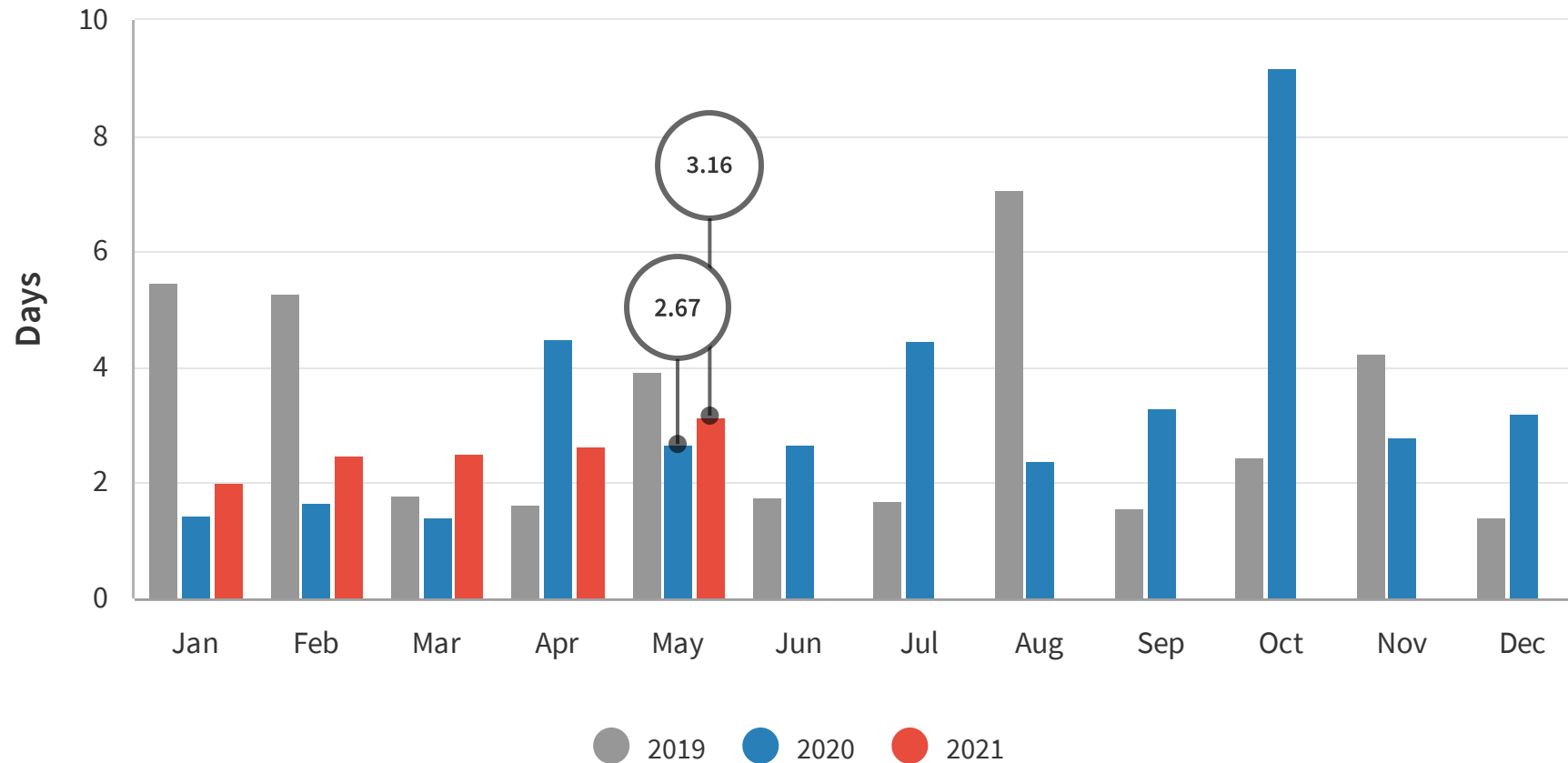
## 29%

INSIGHT

The Reservation Window for May 2021 is 21 days. It has decreased from April but has had an increase of 40% when compared to 2019.

# Length of Stay

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



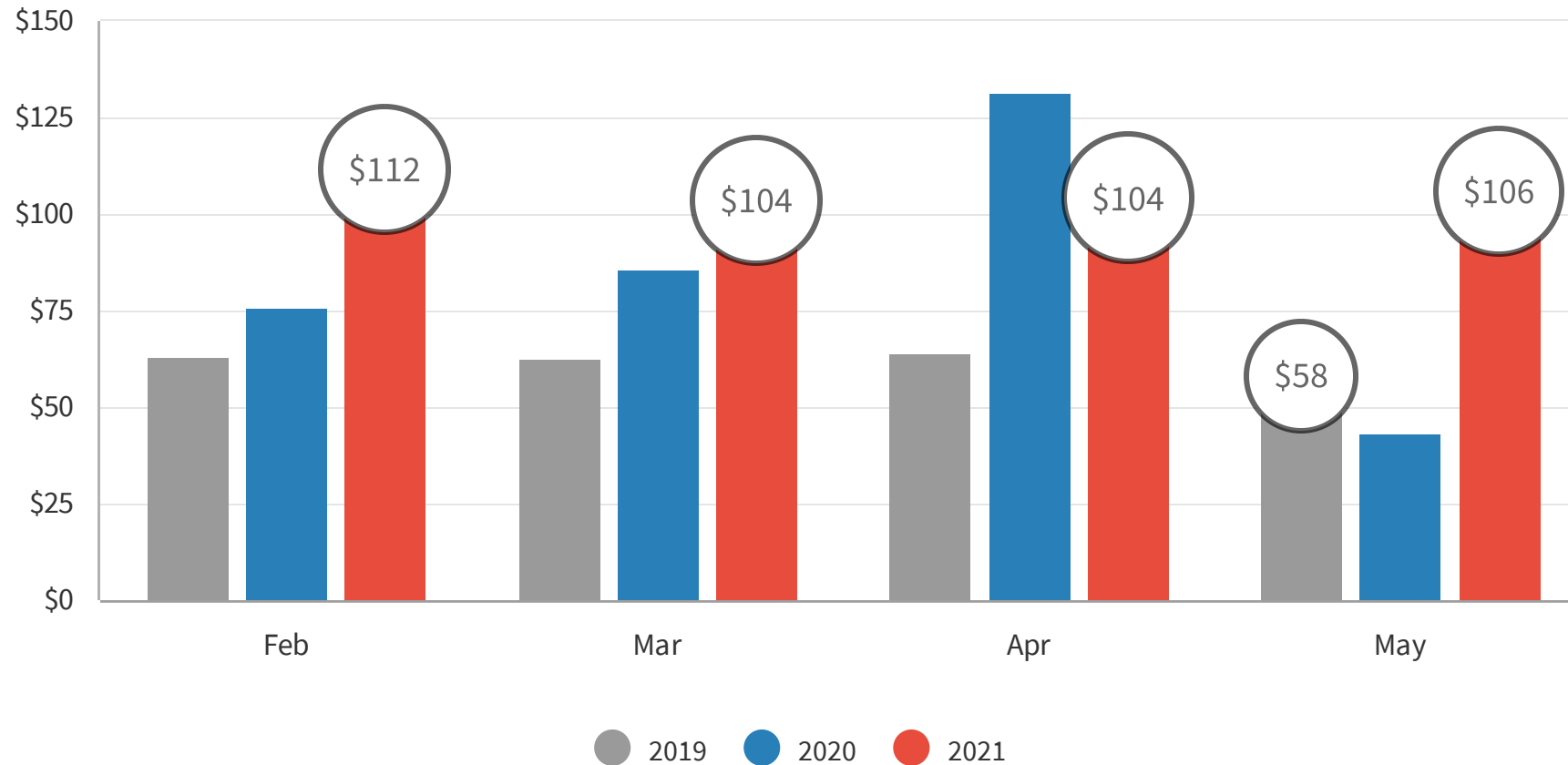
## 3.2 Days

INSIGHT

The average length of stay for May was 3.16, an increase of 18% from May 2020. Length of stay has been trending upwards since the start of the year.

# Average Daily Rate

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



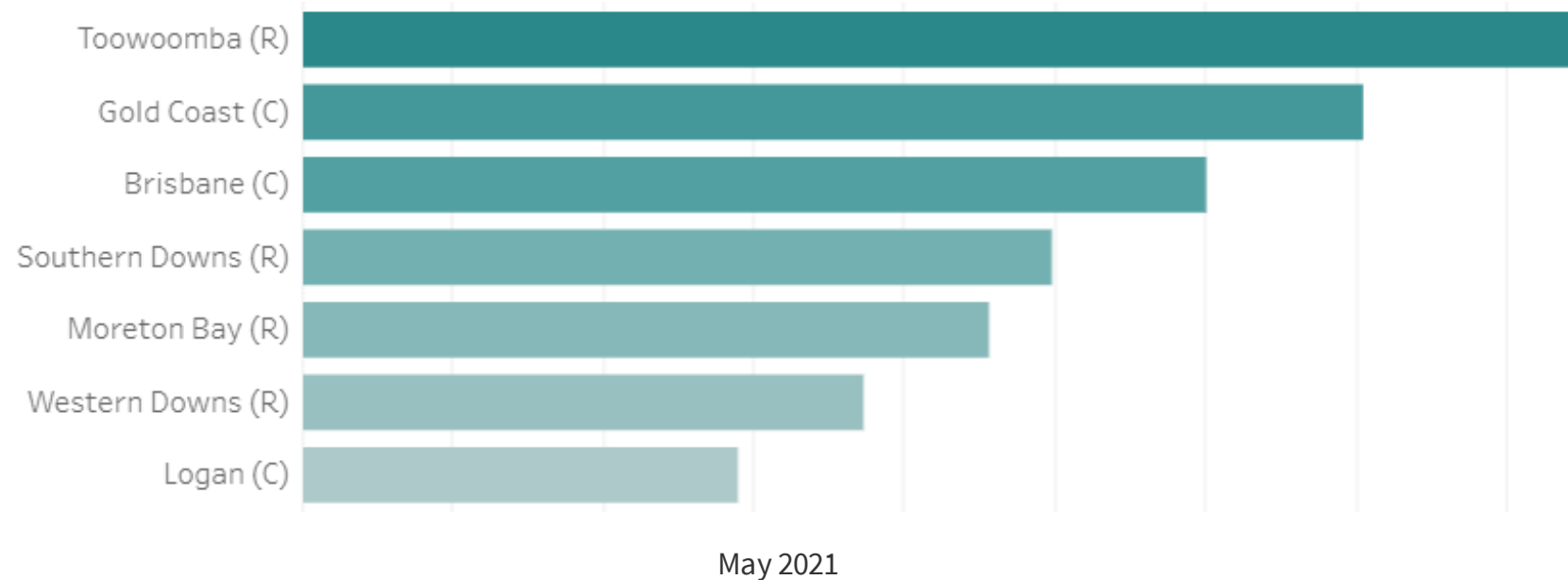
## 31%

INSIGHT

The average daily rate for Goondiwindi in May 2021 is \$106, which is an increase of 82% from May 2019. The ADR has held quite stable for the whole of 2021.

# Source Market

The source market demonstrates which LGA visitors are travelling from, focusing on the top 7 for the month.

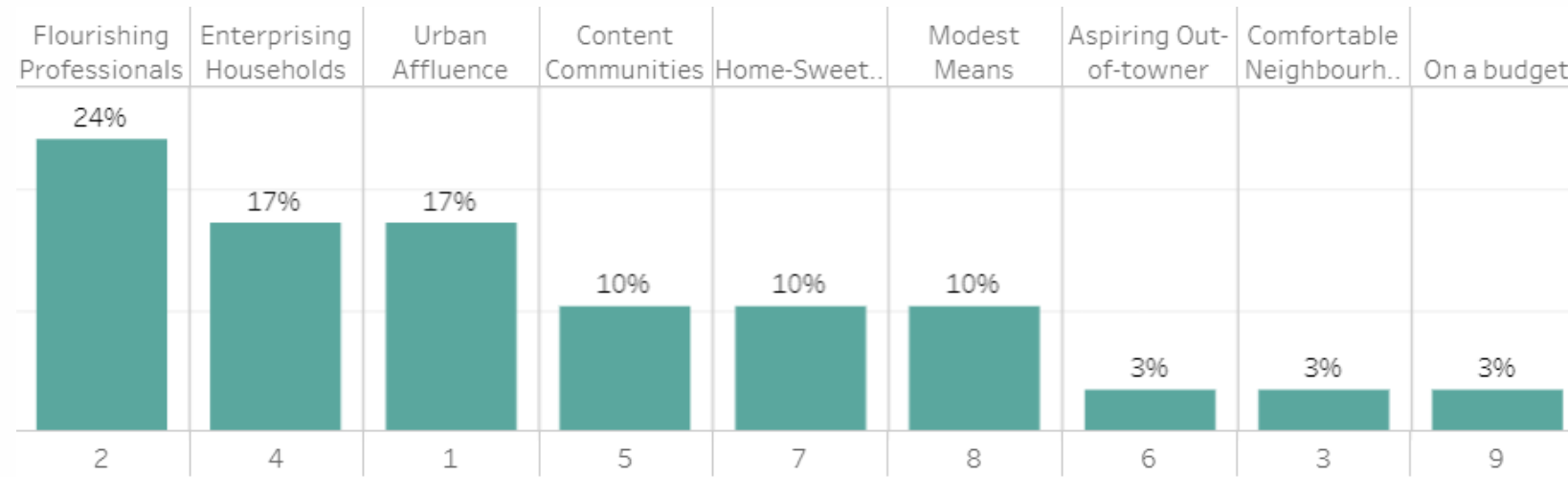


## INSIGHT

The LGA's with the most amount of devices seen within the Goondiwindi region in May 2021 were Toowoomba with 8%, Gold Coast with 7% and Brisbane with 6%.

# Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - May 2021



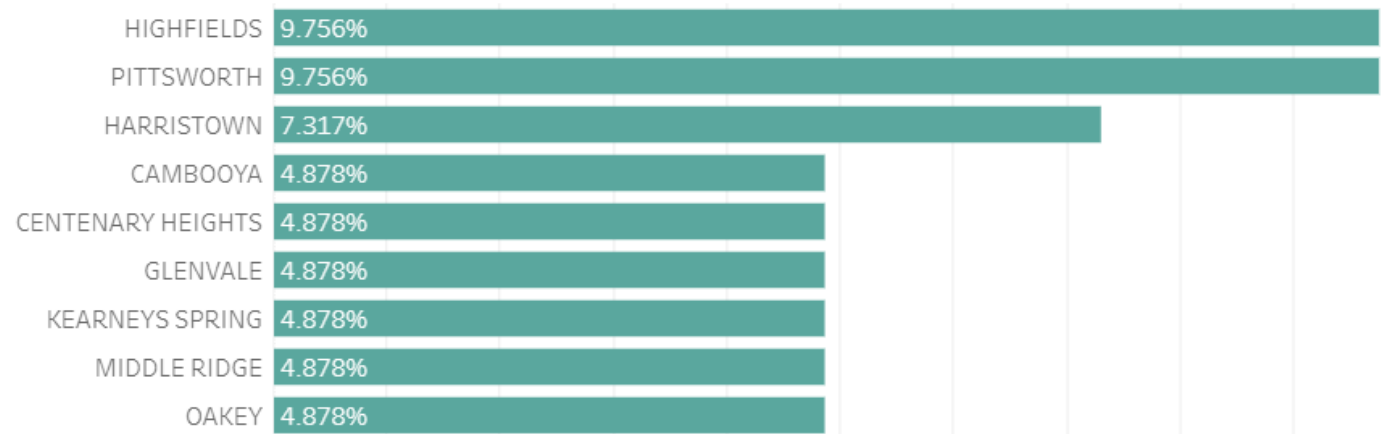
## INSIGHT

41% of visitation to Goondiwindi by Brisbane residents were of the top two highest wealth bracket (1&2). 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 Brisbane - May 2021



## INSIGHT

The top two suburbs who visited Goondiwindi in May 2021 were Highfields and Pittsworth and Brookfield which attributed for 19.5% of total visitation from Toowoomba - 1.6% of Goondiwindi's total visitation.