

# Goondiwindi Monthly Report

November 2021



# Key Points from November 2021



Goondiwindi's average occupancy level for November was 55%, which was a decrease of 7% since last month.



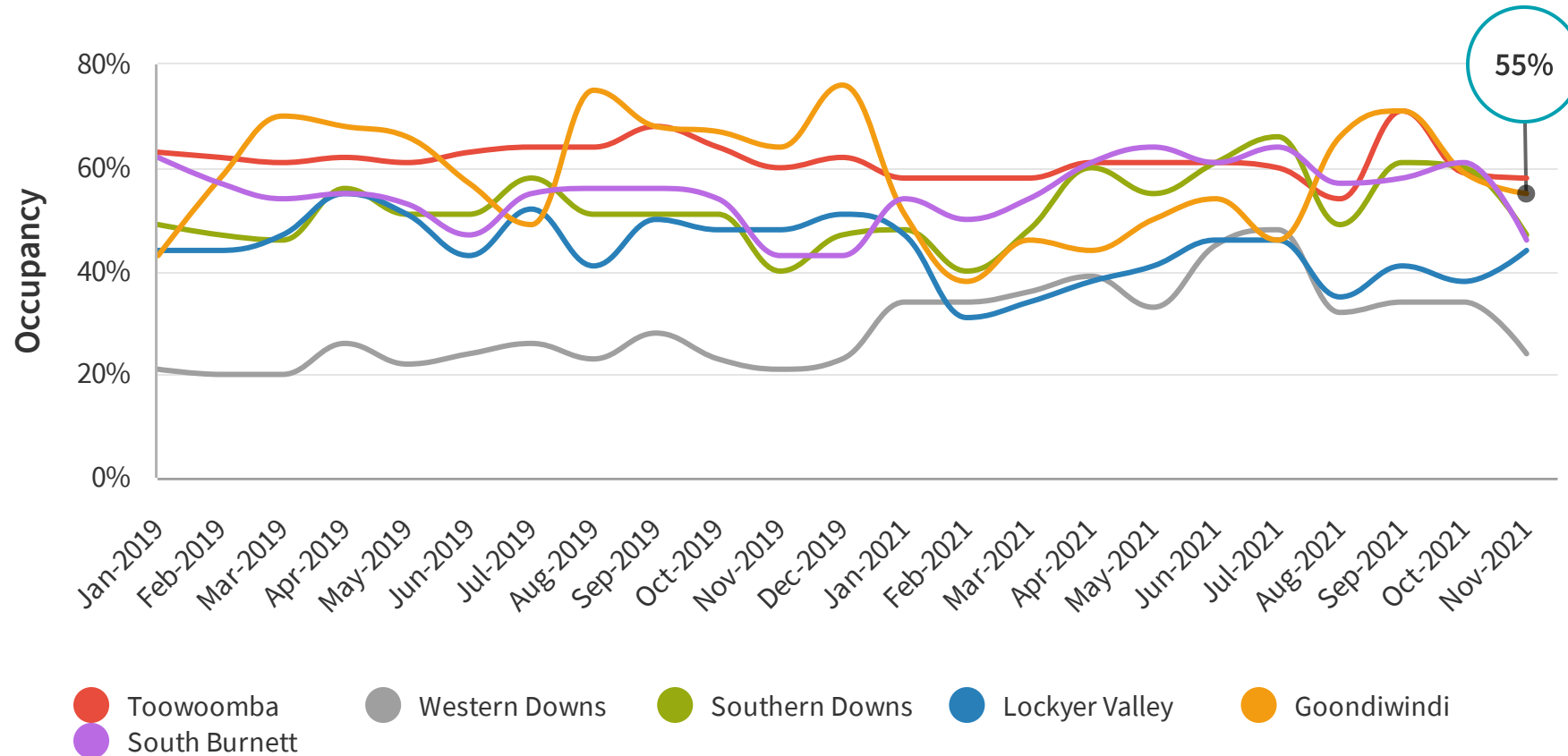
The Reservation Window for November 2021 was 11 days which is a 45% decrease when compared to last month. This decrease is seasonal and was to be expected as it.



The top 5 LGAs make up over 40.15% of all visitation to Goondiwindi with Toowoomba again topping the visitation with 13.79% of all visitation.

# Average Occupancy Rate

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

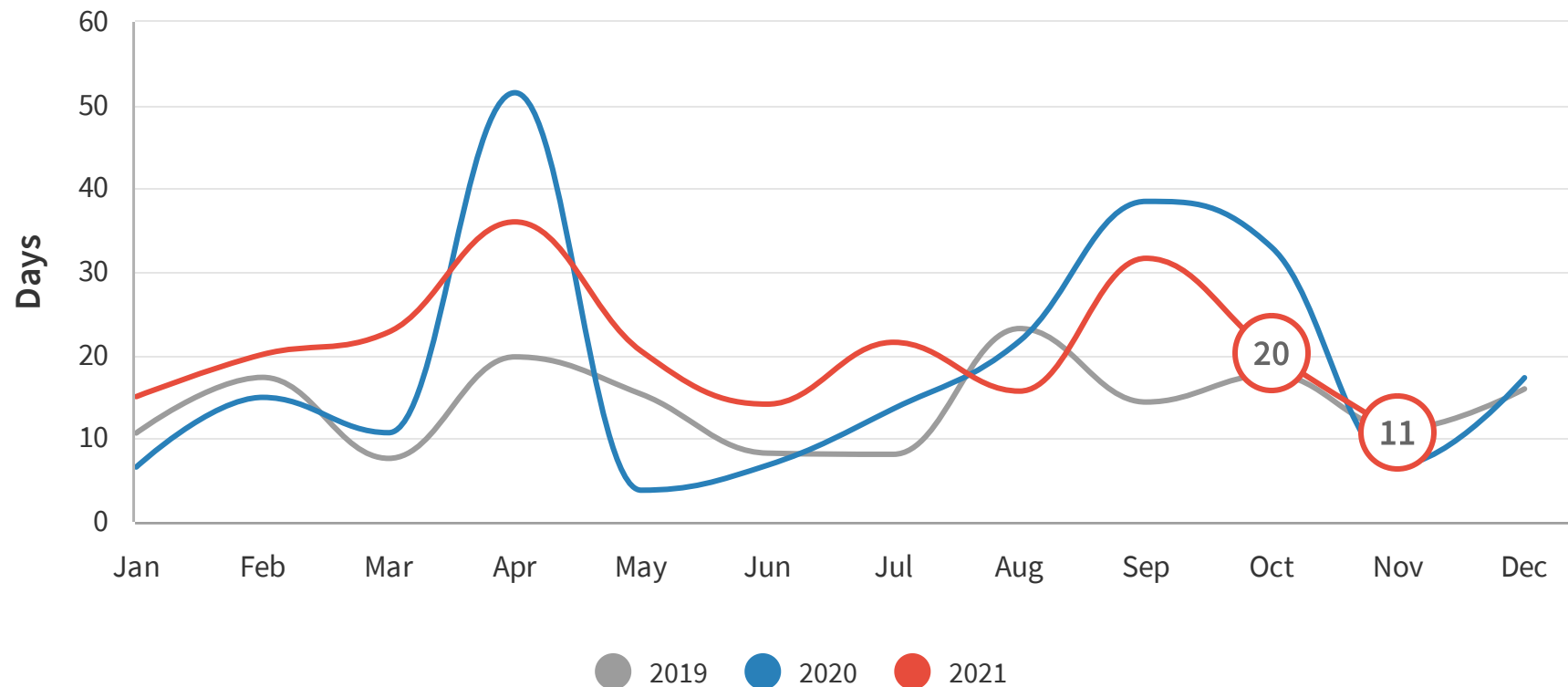


## INSIGHT

Goondiwindi's average occupancy level for November was 55%, which was a decrease of 7% 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.



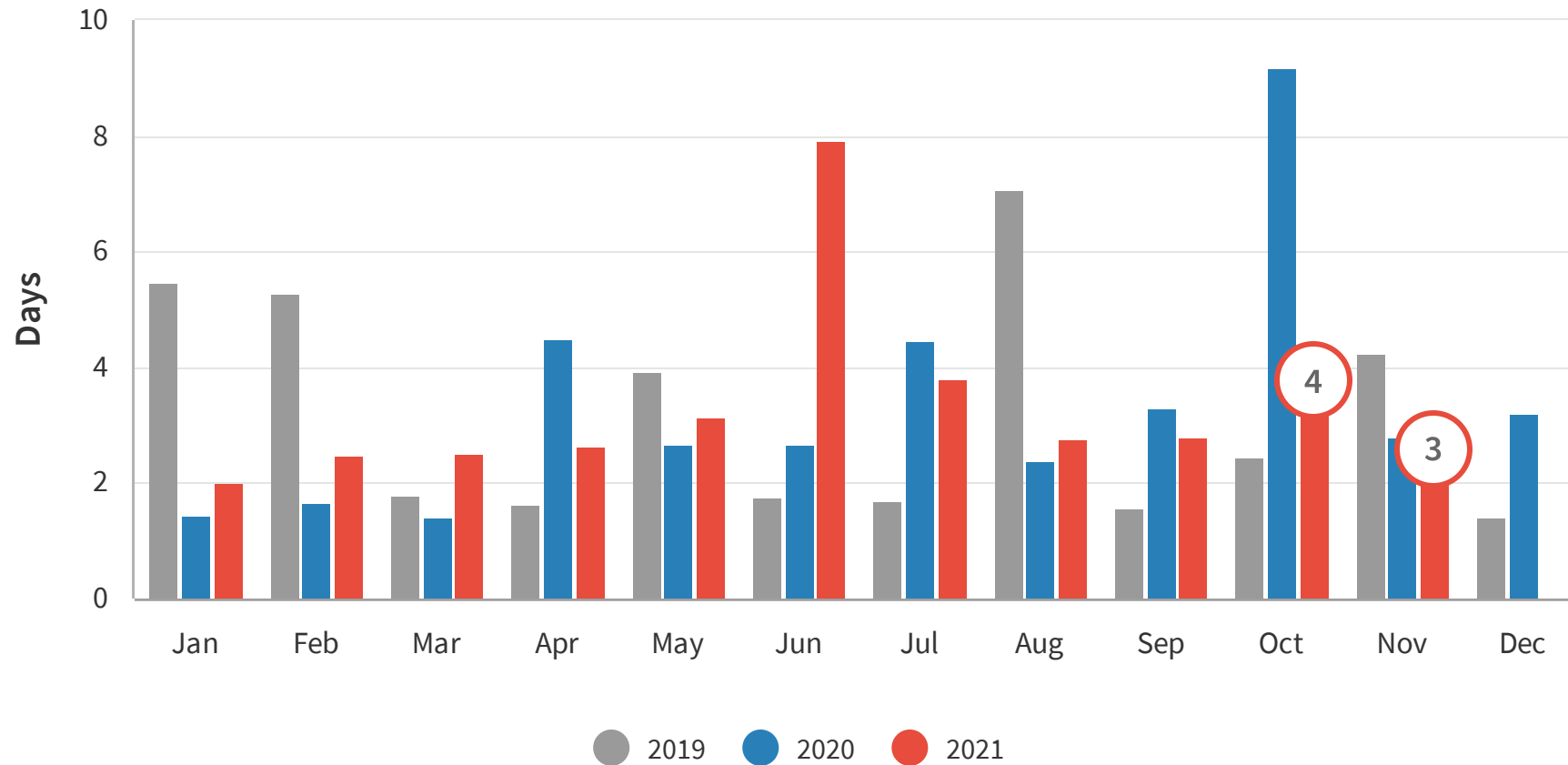
**-45%**

INSIGHT

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# Length of Stay

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



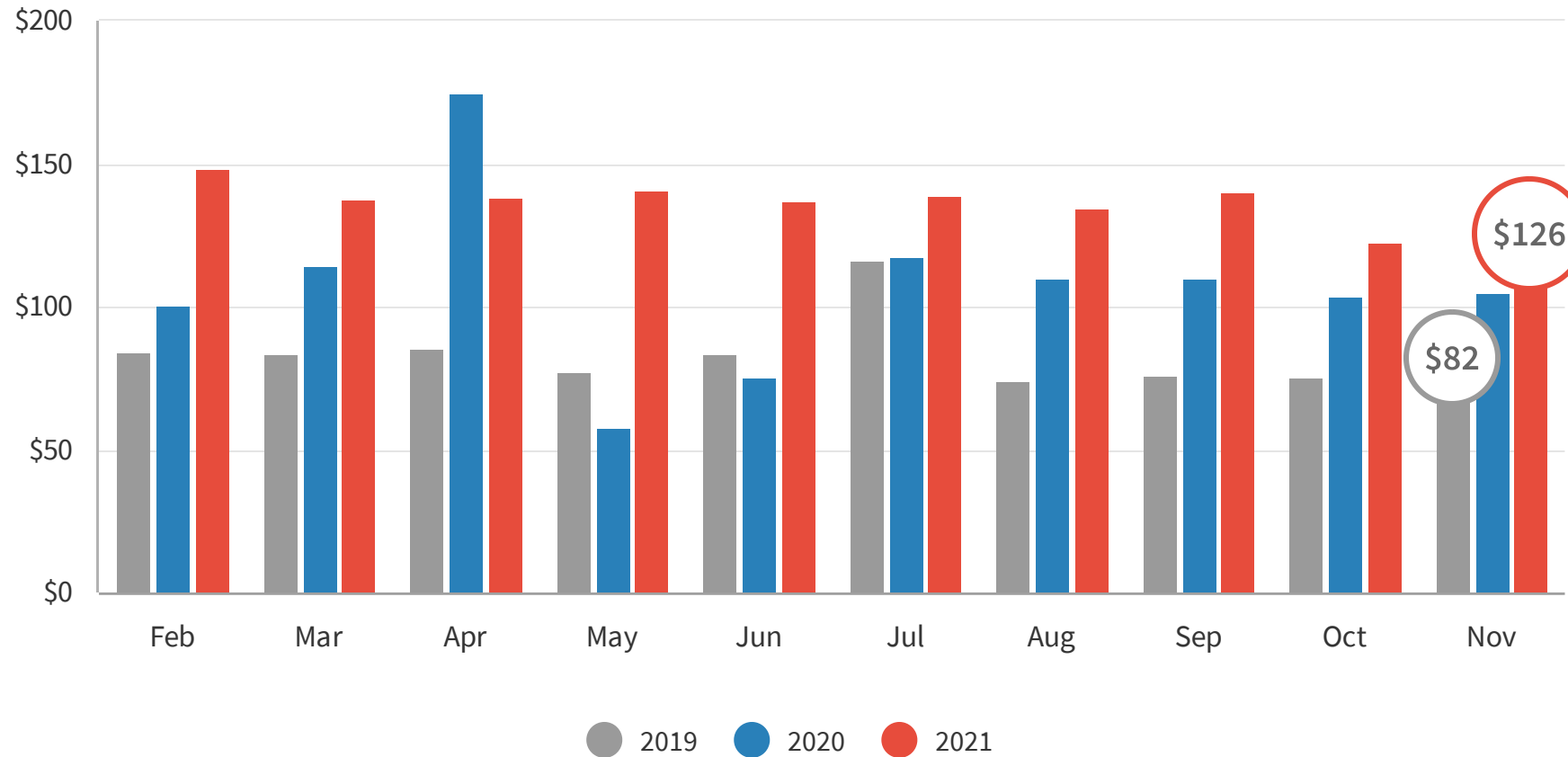
## 3 Days

INSIGHT

The average length of stay for November was 3 days, which is a 25% 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.



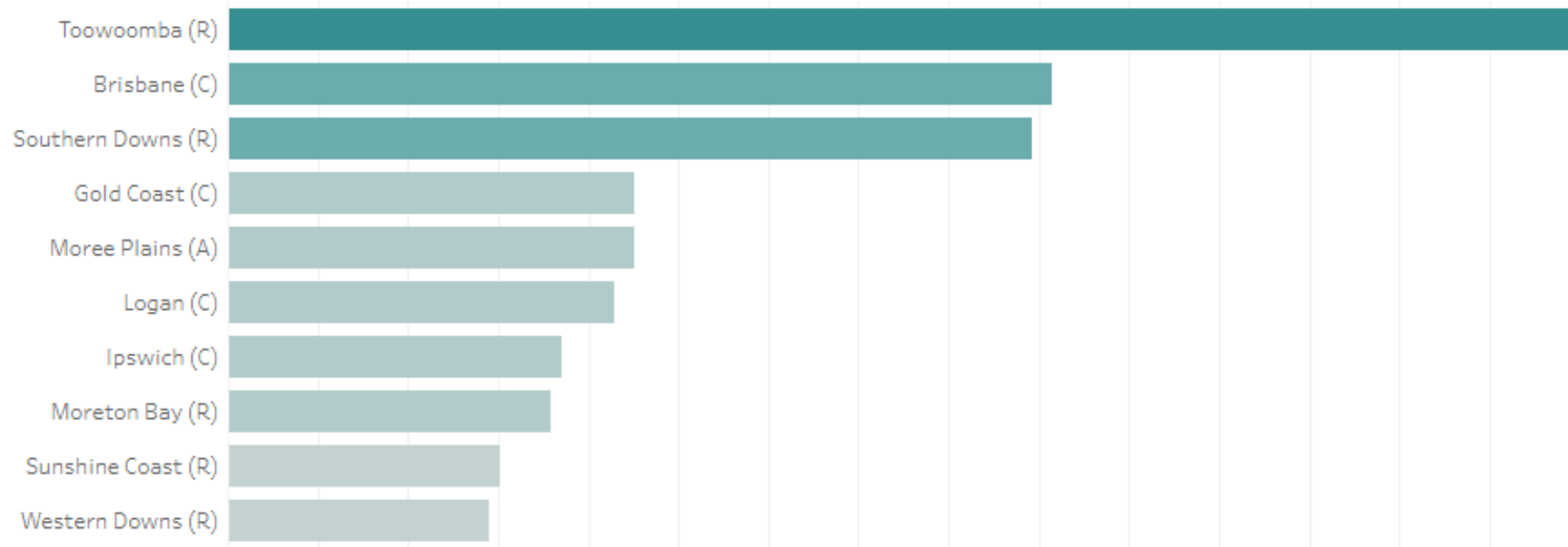
## 54%

INSIGHT

The average daily rate for Goondiwindi in November 2021 is \$126, which is an increase of 54% when compared to November 2019. ADR is looking really healthy for 2021 which is great for the region.

# Source Market

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

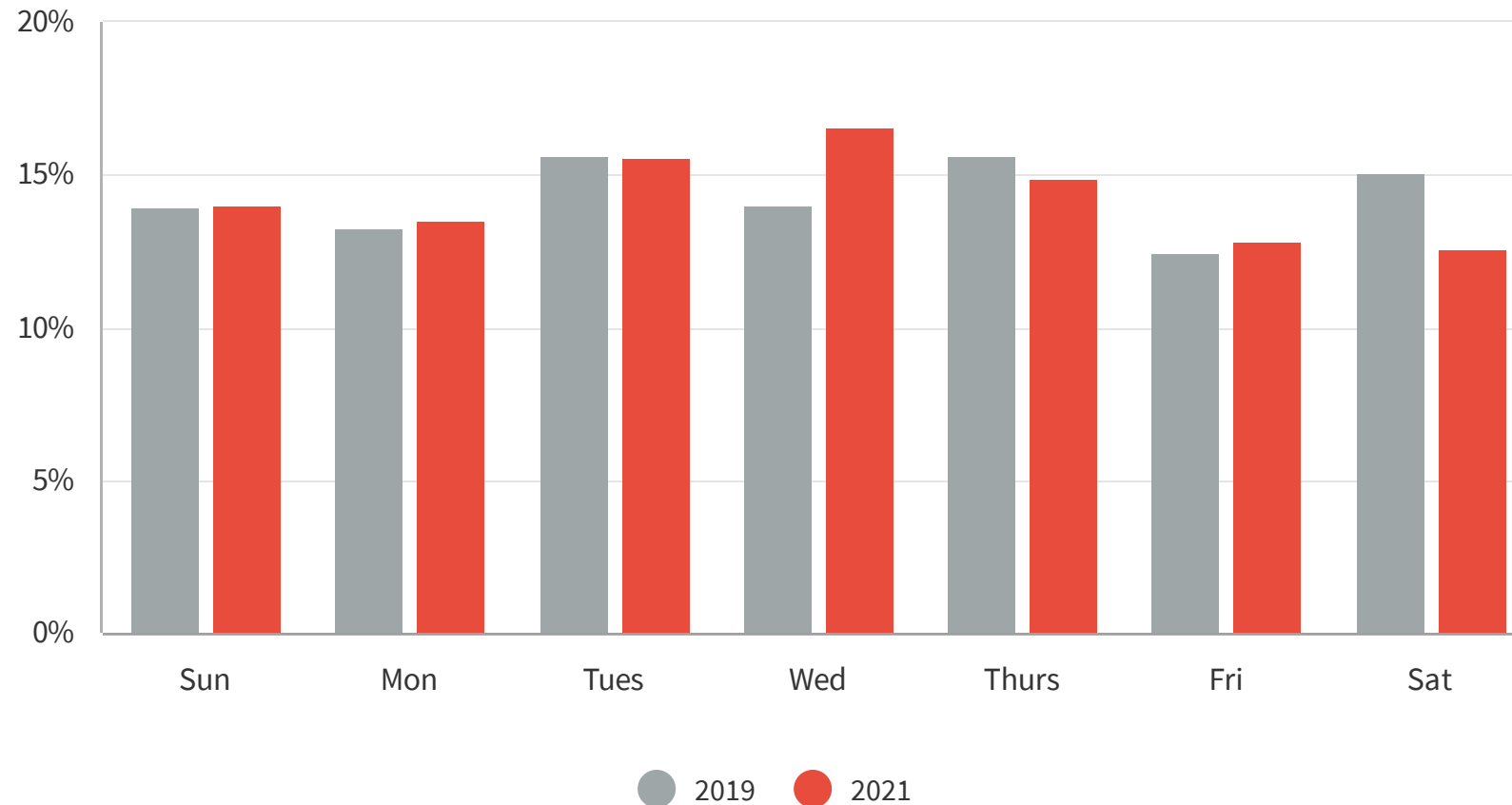


## INSIGHT

The top 5 LGAs make up over 40.15% of all visitation to Goondiwindi with Toowoomba again topping the visitation with 13.79% of all visitation.

# Day of the Week

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



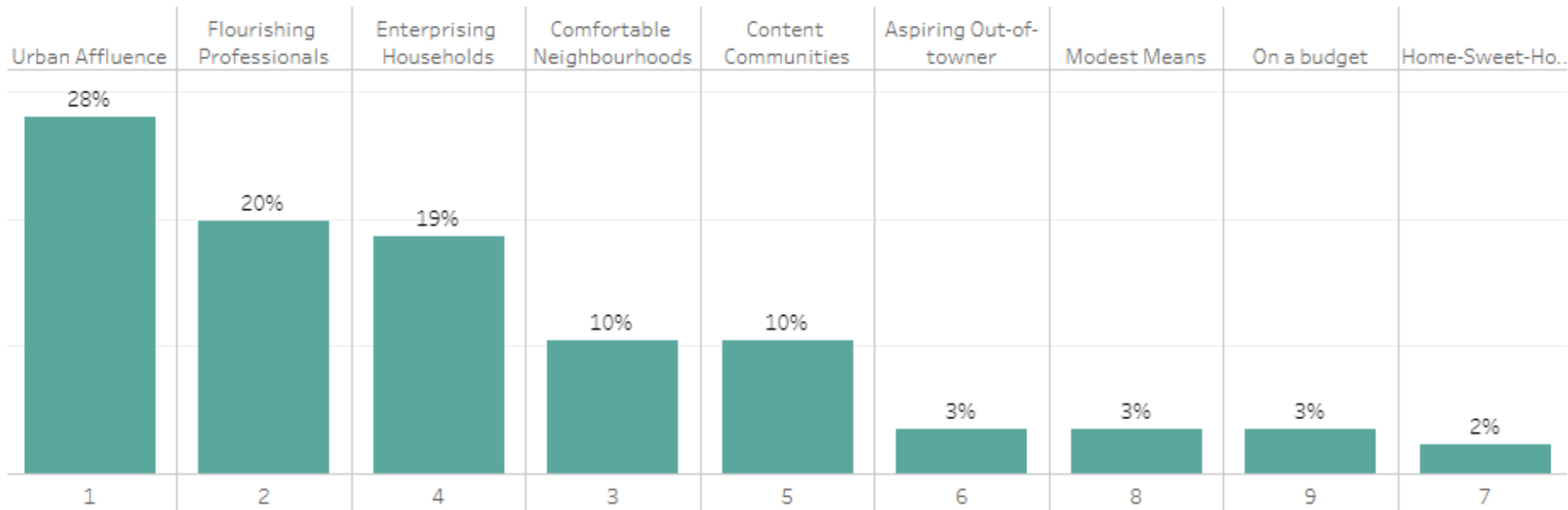
## INSIGHT

The most popular day to visit in November 2021 was Wednesday at 16.67% of visitation. The next busiest day was Tuesday at 15.58%.



# 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 48%. 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.

