

# Goondiwindi Monthly Report

October 2021



# Key Points from October 2021



The reservation window for October 2021 was 20 days which is a 37.5% decrease when compared to last month.



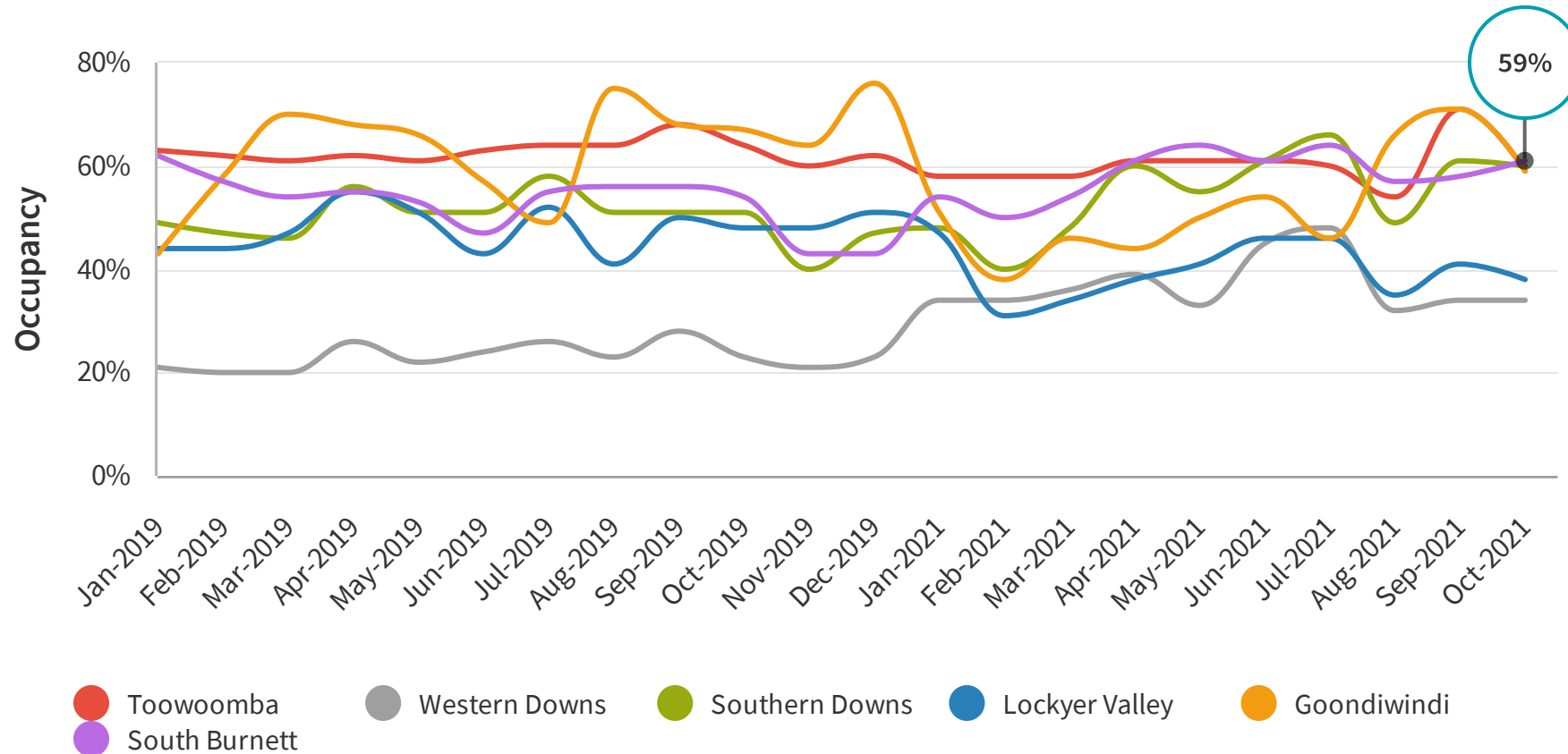
Goondiwindi's occupancy level for October was 59%, which is a decrease of 16% since last month. This decrease in occupancy was experienced among most of the SQC regions.



The average daily rate for Goondiwindi in October 2021 is \$140, which is an increase of 61% when compared to September 2019.

# Average Occupancy Rate

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

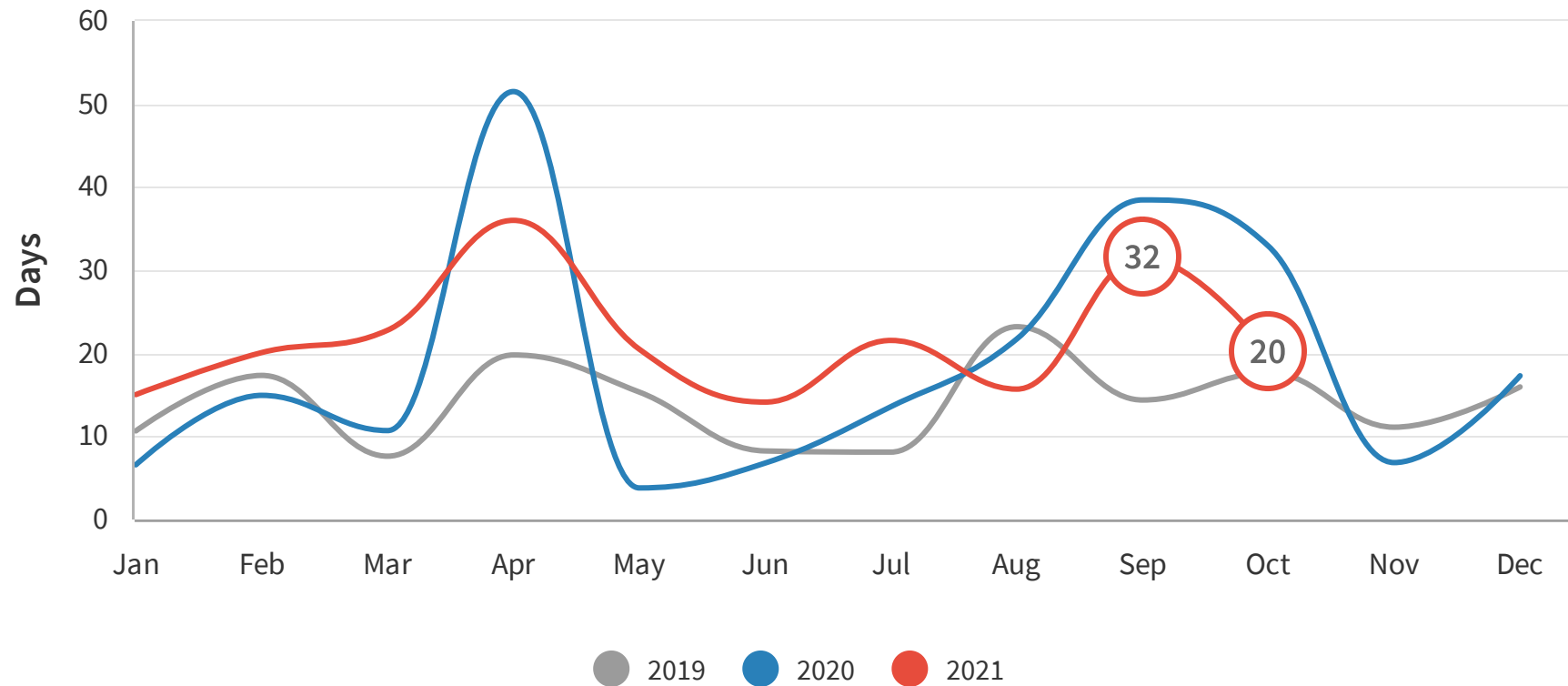


## INSIGHT

Goondiwindi's occupancy level for October was 59%, which is a decrease of 16% since last month. This decrease in occupancy was experienced among most of the SQC regions.

# 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.



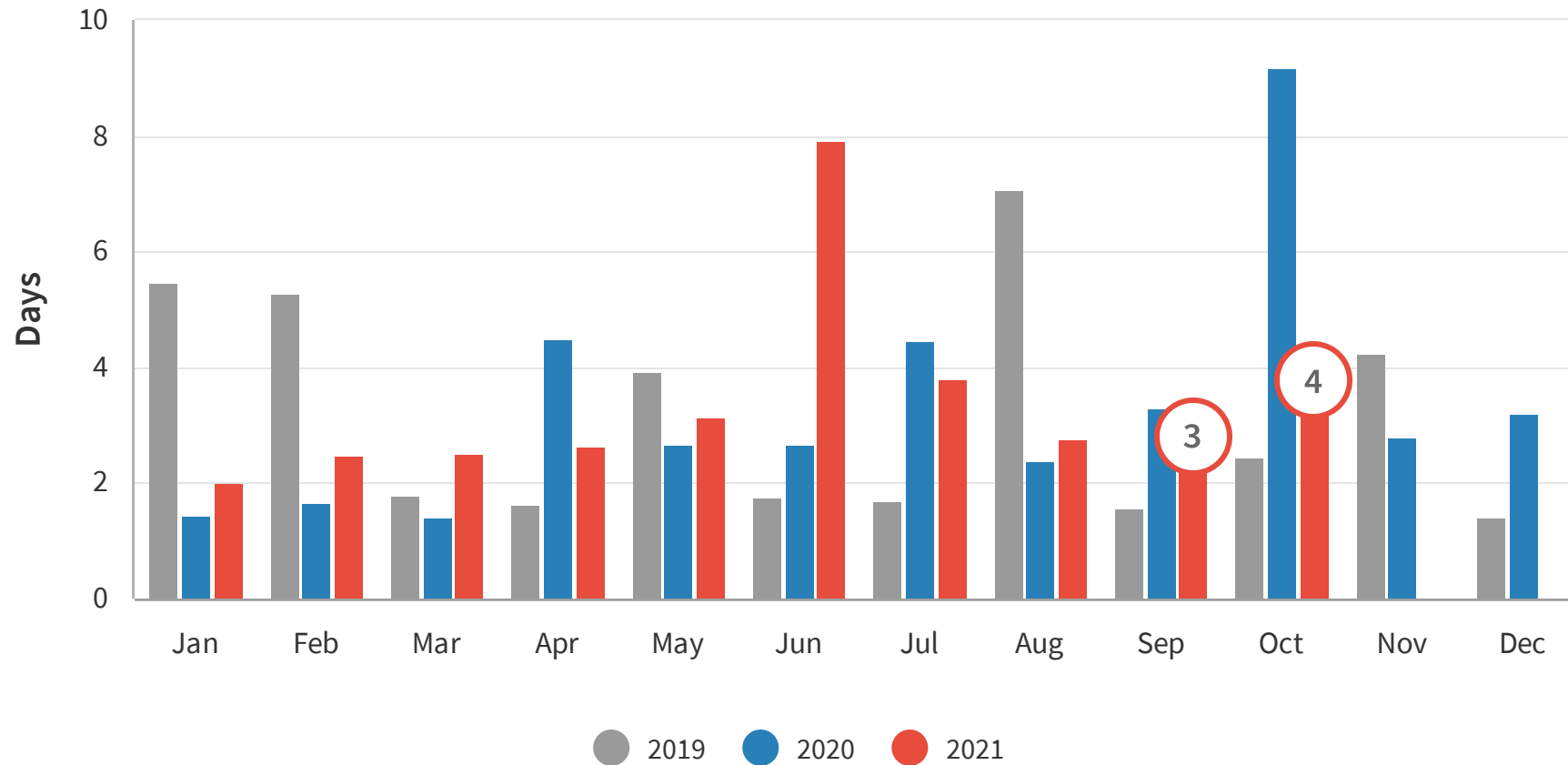
**-37.5%**

INSIGHT

The Reservation Window for October 2021 was 20 days which is a 37.5% decrease when compared to last month.

# Length of Stay

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



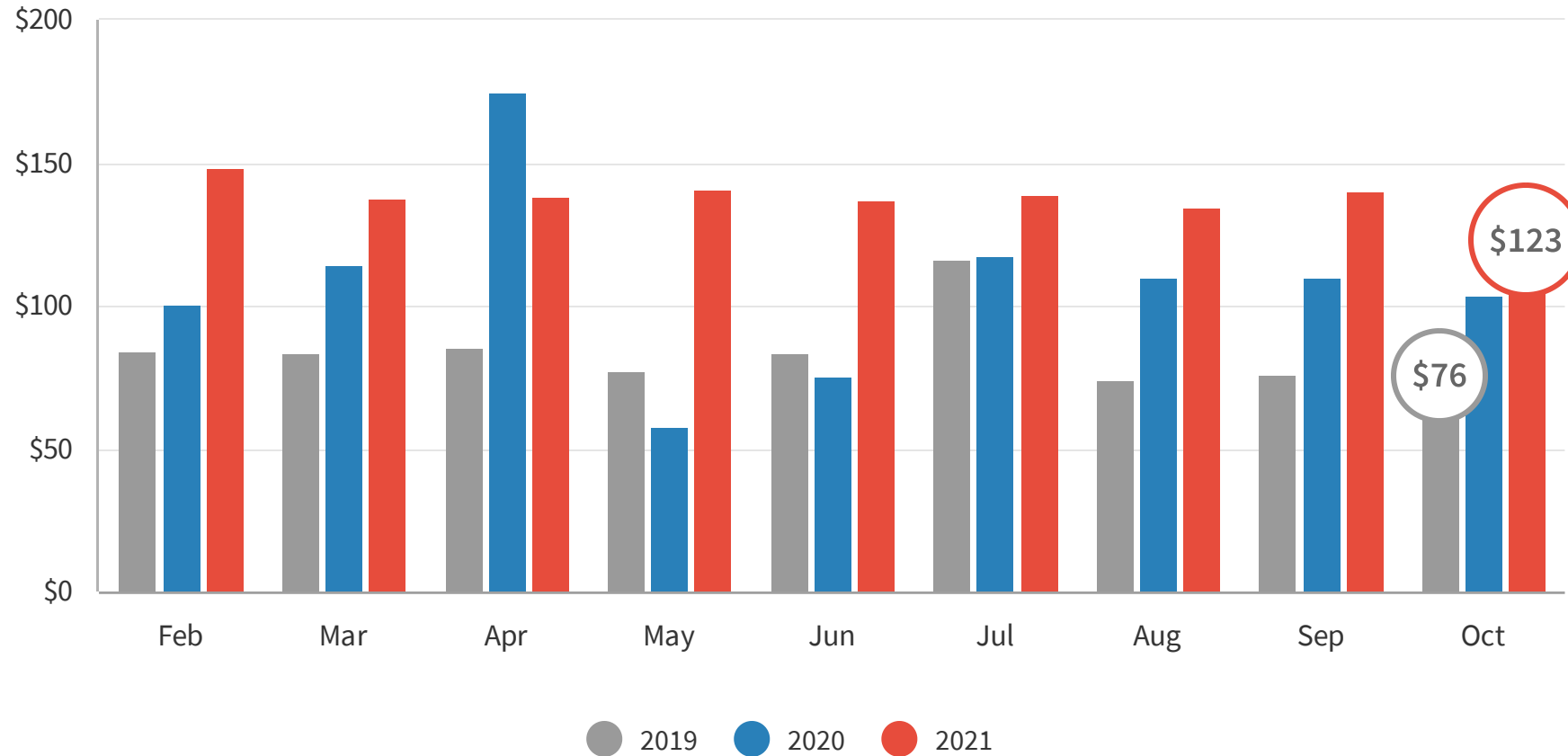
## 4 Days

INSIGHT

The average length of stay for September was 4 days, which is a 33% increase 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.



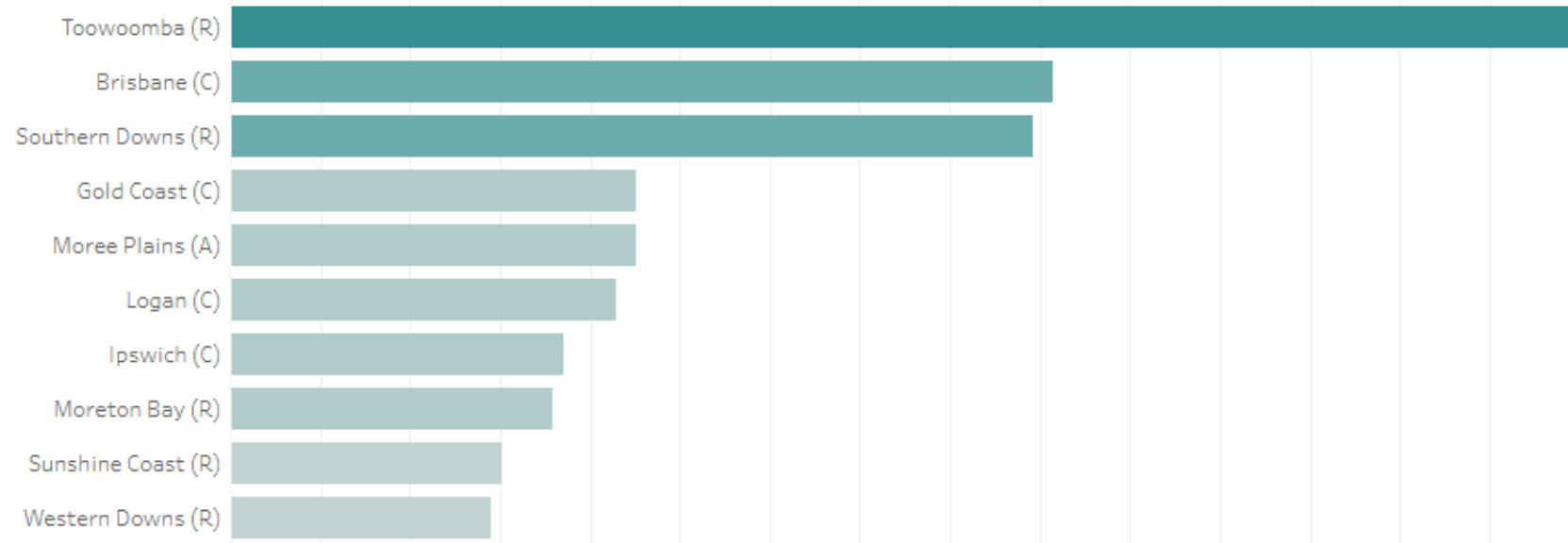
## 61%

INSIGHT

The average daily rate for Goondiwindi in October 2021 is \$140, which is an increase of 61% when compared to September 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.

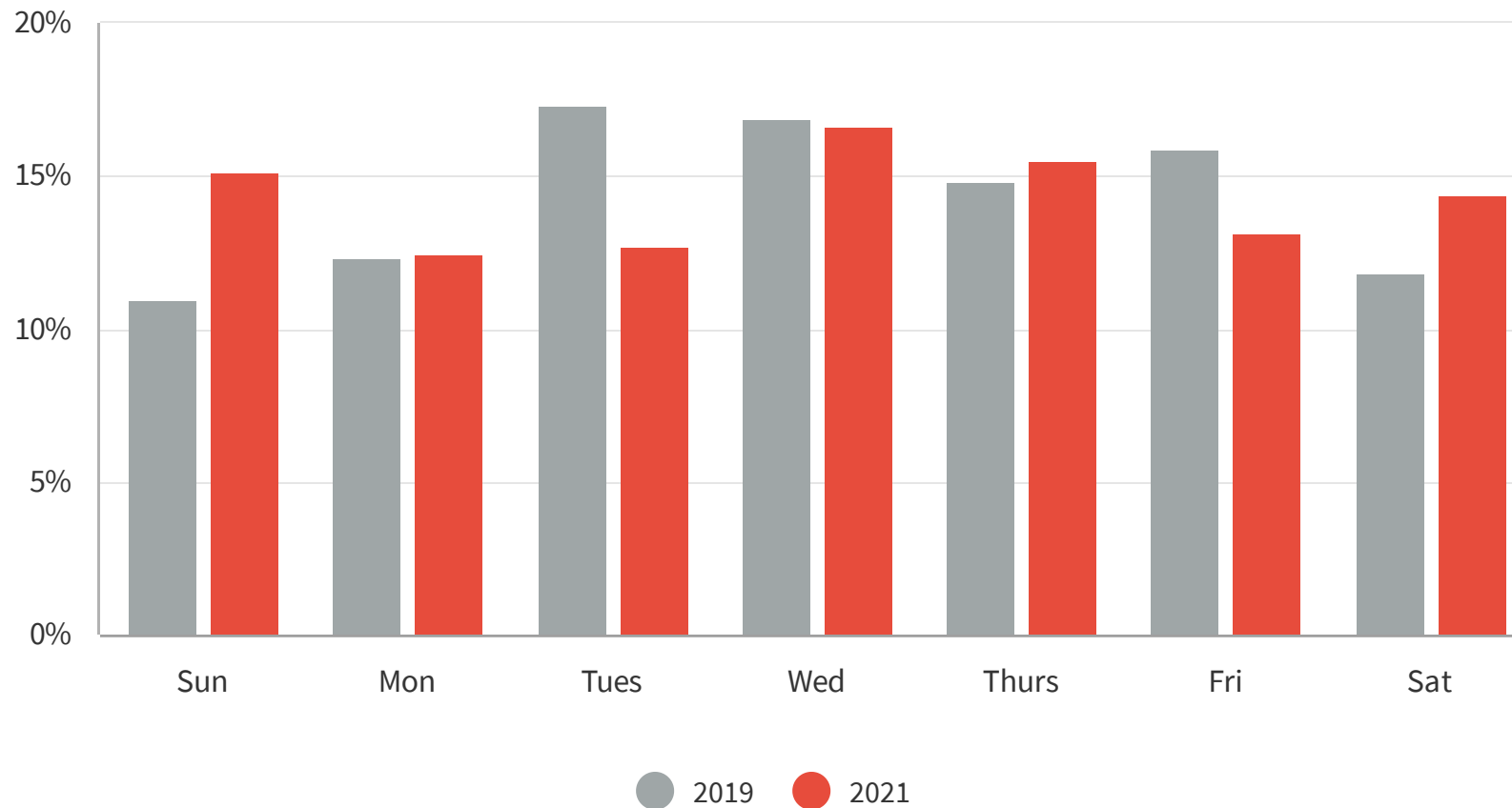


## INSIGHT

The top 5 LGAs make up over 42.17% of all visitation to Goondiwindi with Toowoomba again topping the visitation with 15% of all visitation.

# Day of the Week

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



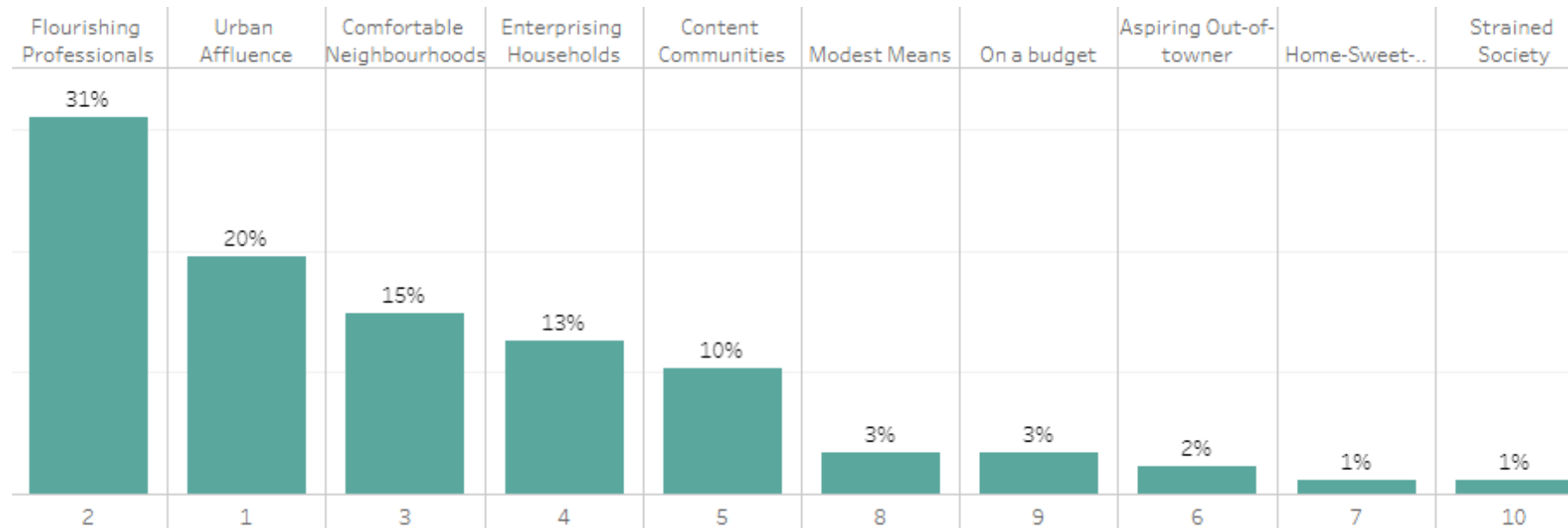
## INSIGHT

The most popular day to visit in October 2021 was Wednesday at 16.60% of visitation. The next busiest day was Sunday at 15.17%.



# 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 October 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.

