

Goondiwindi Monthly Report

September 2021



Key Points from September 2021



Goondiwindi's Occupancy level for September was 71% and has increased 54% over the past two months. Goondiwindi and Toowoomba had the highest occupancy levels for the whole of the SQC region.



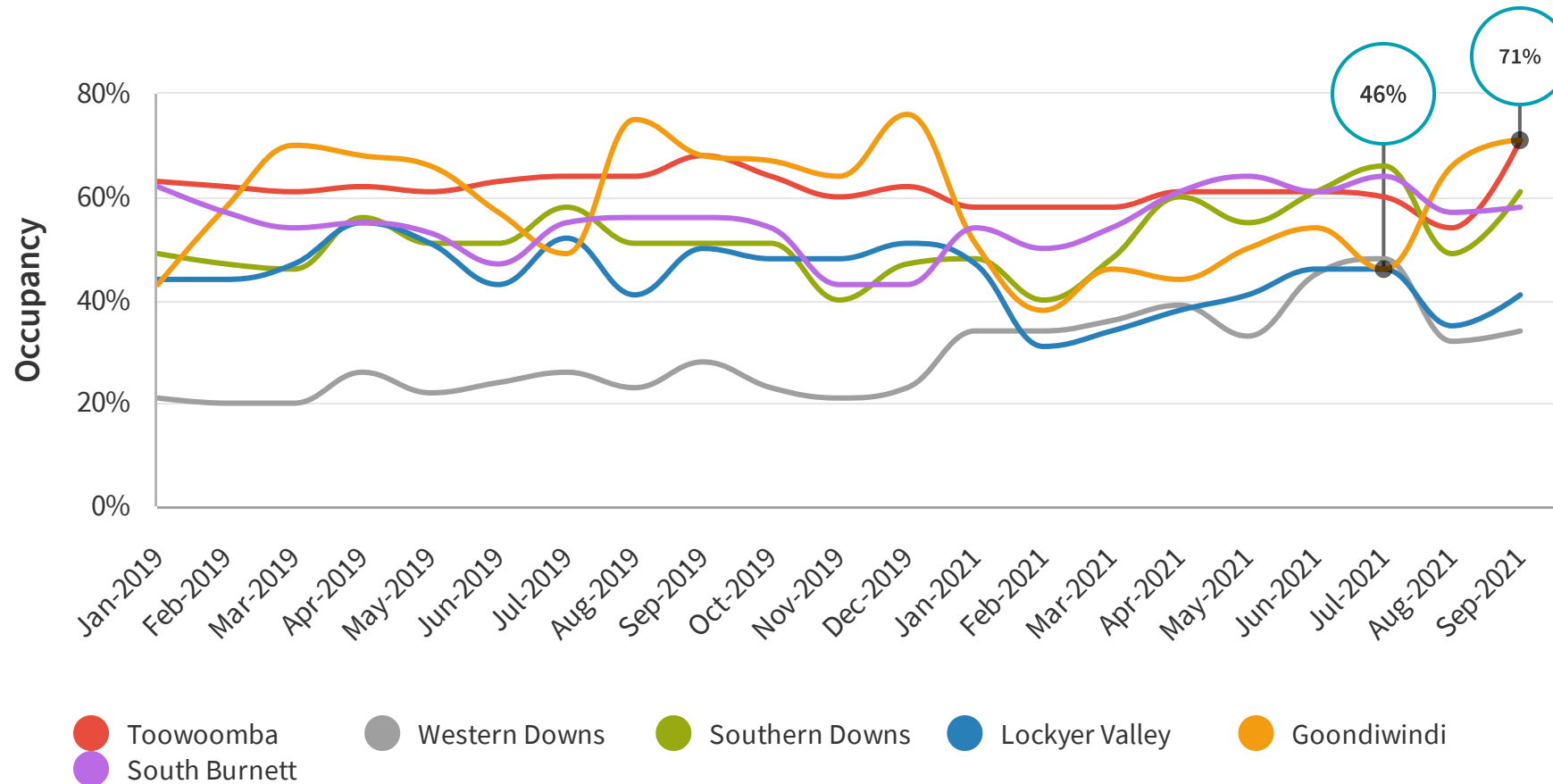
The average daily rate for Goondiwindi in September 2021 is \$140, which is an increase of 84% when compared to September 2019. ADR is looking really healthy for 2021 which is great for the region.



The average length of stay for September was 3, which is a 50% increase when compared to 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.

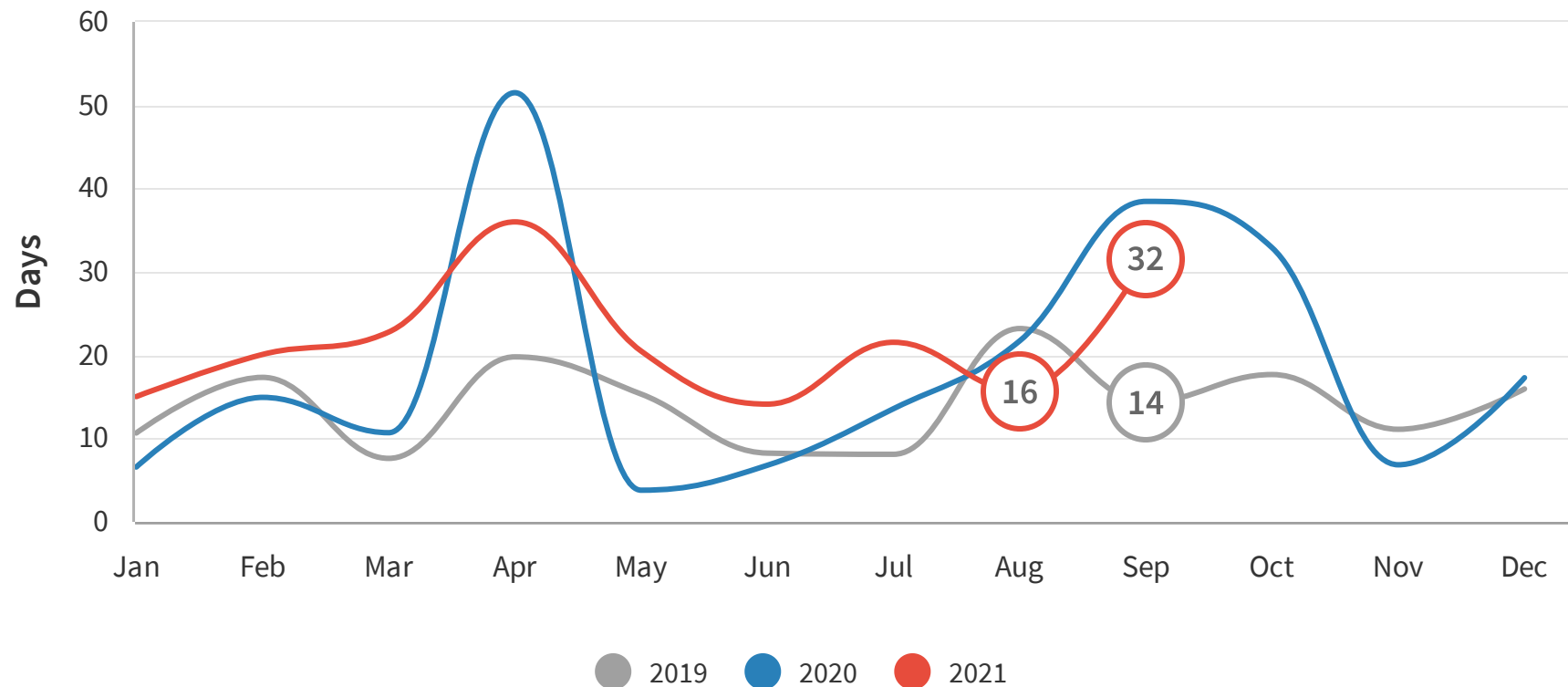


INSIGHT

Goondiwindi's Occupancy level for September was 71% and has increased 54% over the past two months. Goondiwindi and Toowoomba had the highest occupancy levels for the whole of the SQC region.

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.



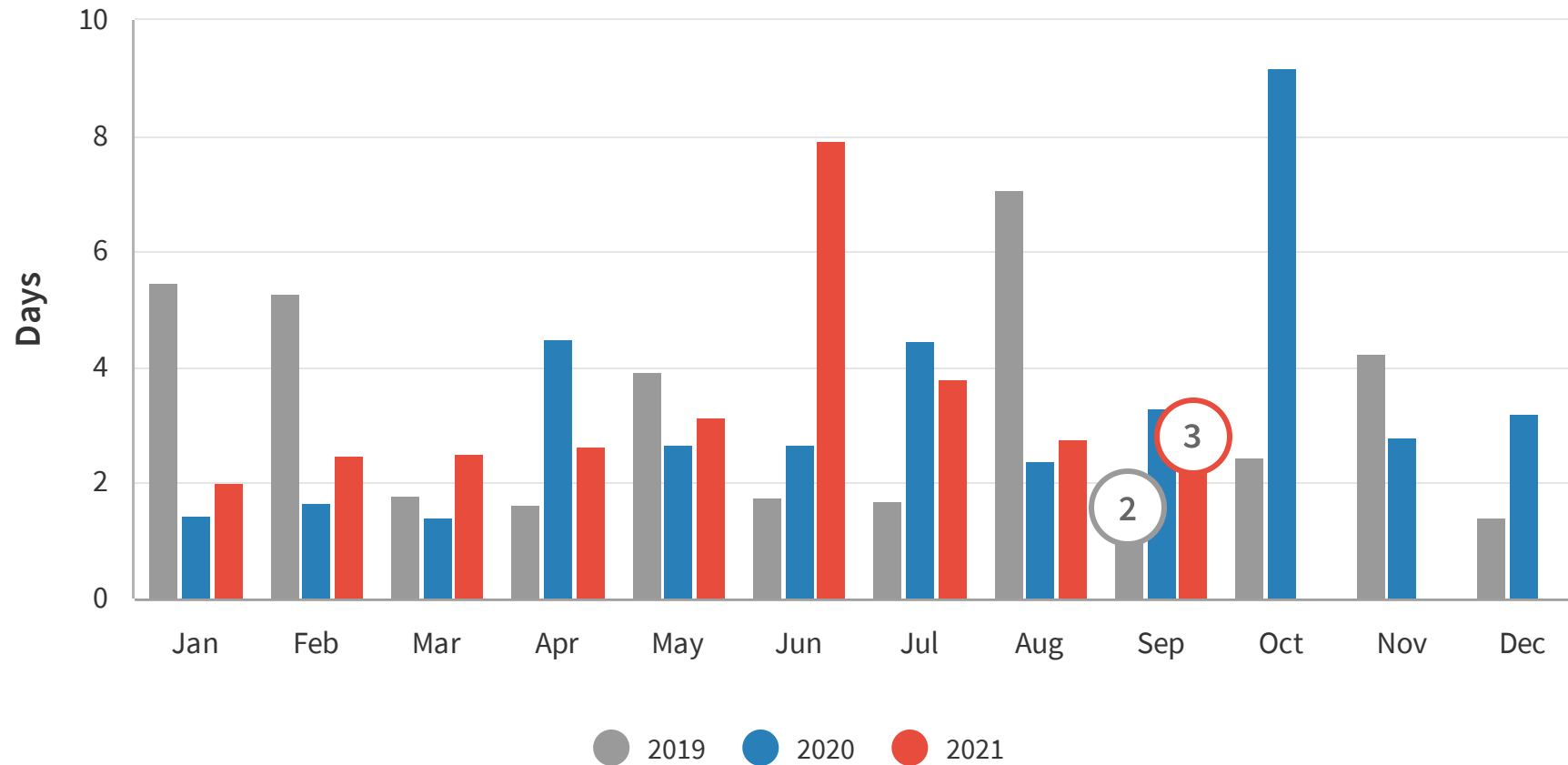
100%

INSIGHT

The Reservation Window for September 2021 is 32 days which is a 100% increase since last month. When compared to September 2019, there has also been an increase of 128%.

Length of Stay

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



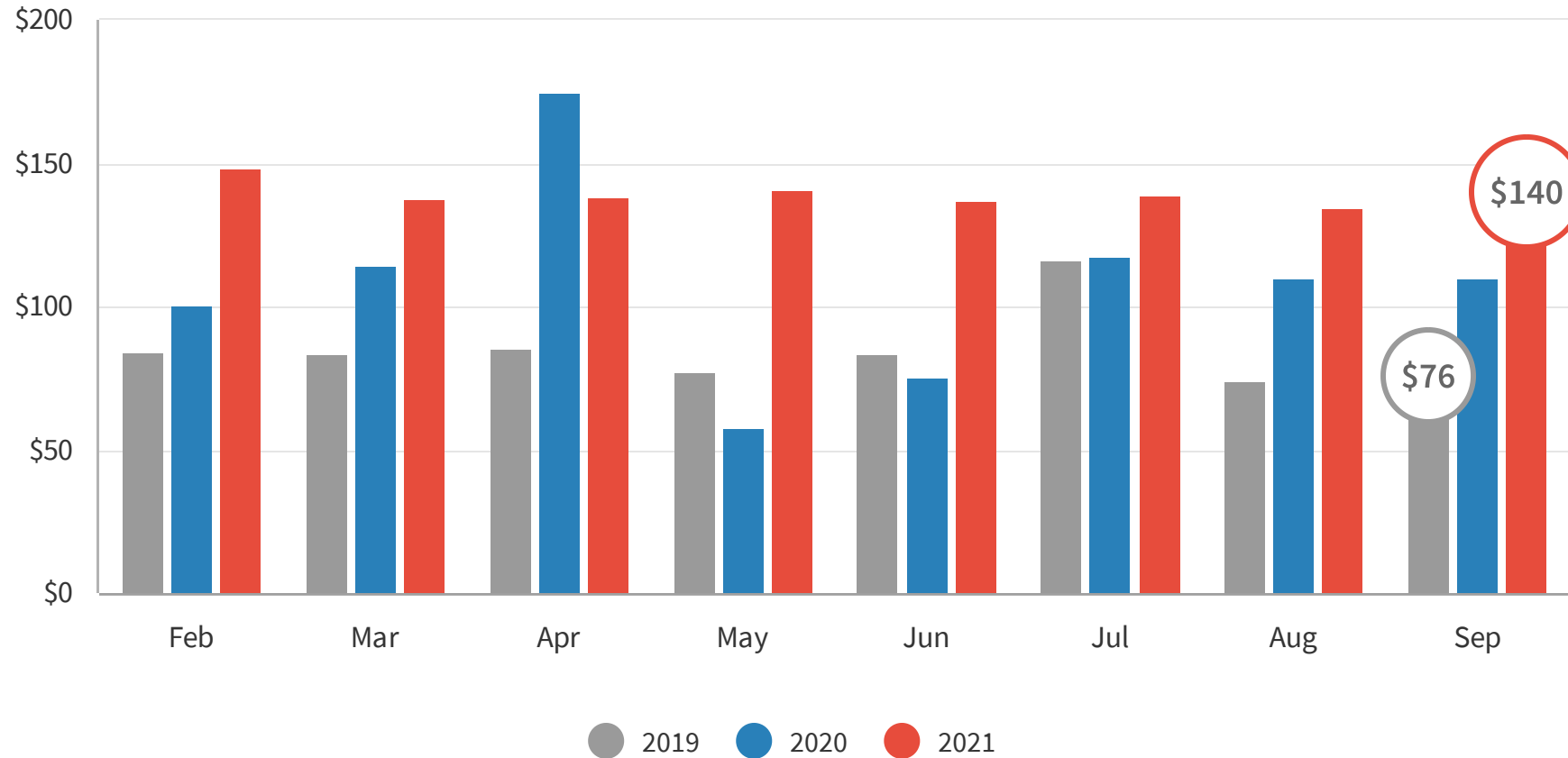
3 Days

INSIGHT

The average length of stay for September was 3, which is a 50% increase when compared to 2019.

Average Daily Rate

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



31%

INSIGHT

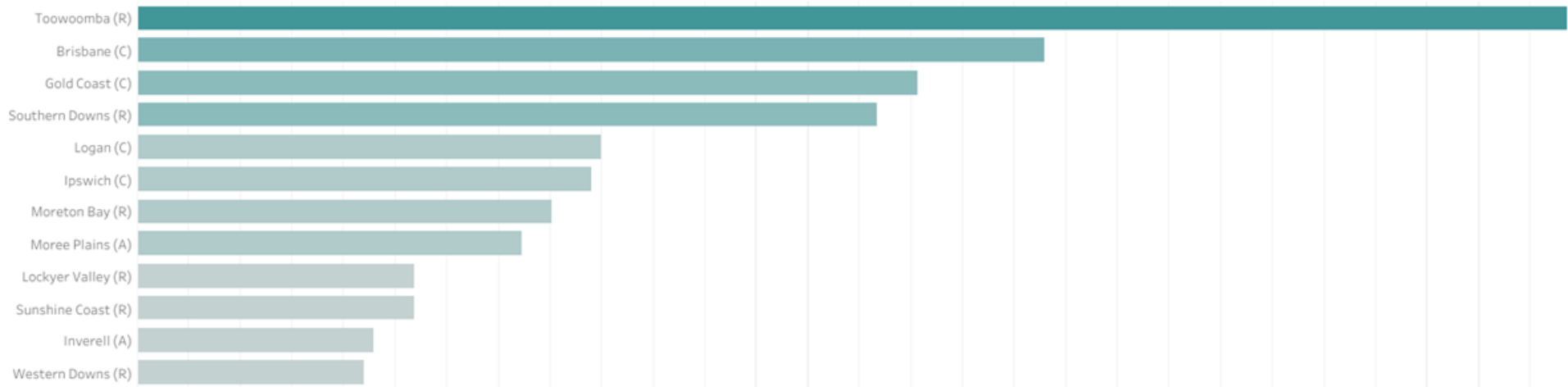
The average daily rate for Goondiwindi in September 2021 is \$140, which is an increase of 84% when compared to September 2019. ADR is looking really healthy for 2021 which is great for the region.

New methodology used to account for currency fluctuations

Source Market

The source market demonstrates which LGA visitors are travelling from, focusing on the top 12 for the month.

Which LGA are people coming from?

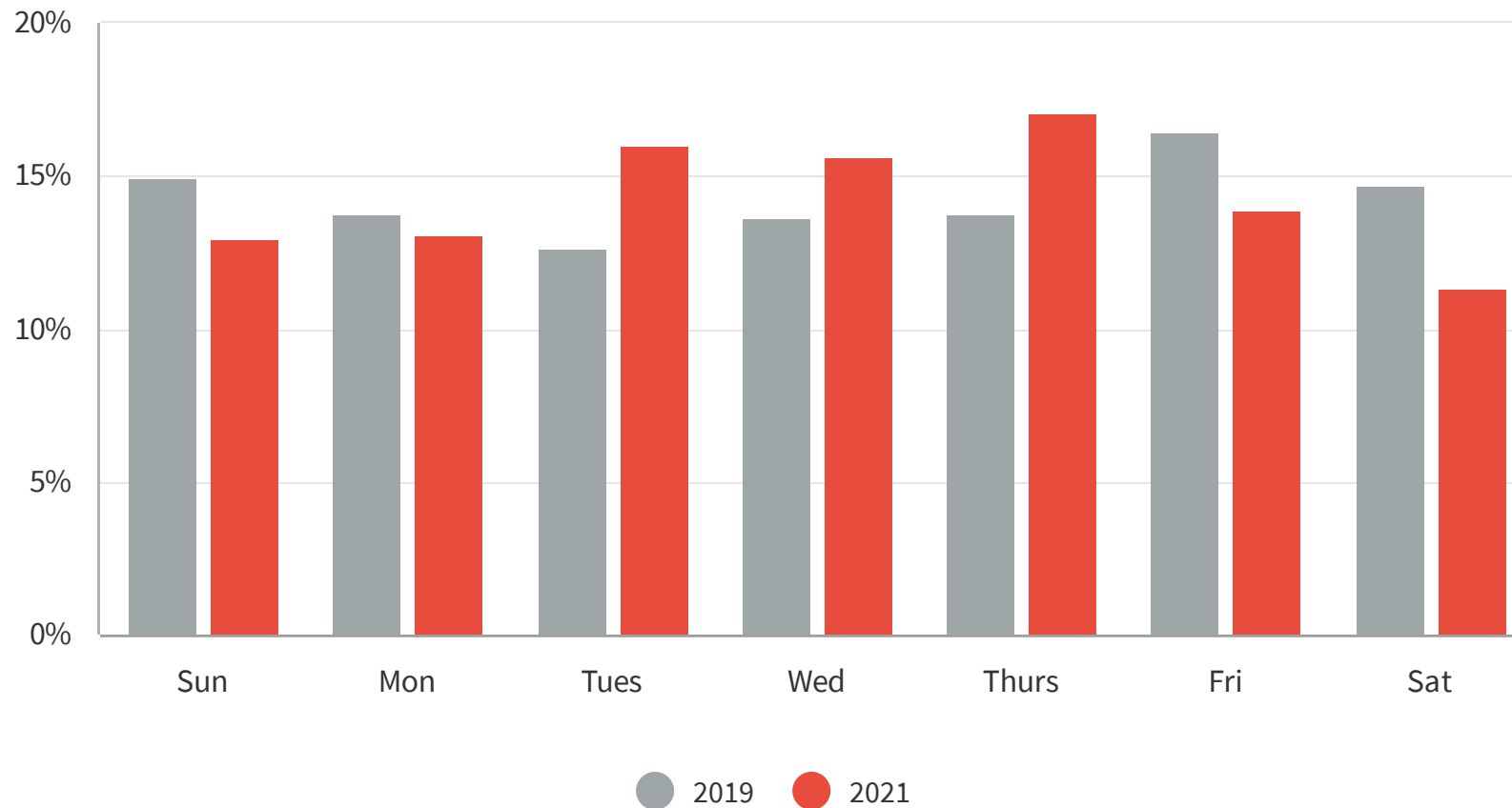


INSIGHT

The top 5 LGAs make up over 41% of all visitation to Goondiwindi with Toowoomba again topping the visitation with 13% of all visitation.

Day of the Week

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



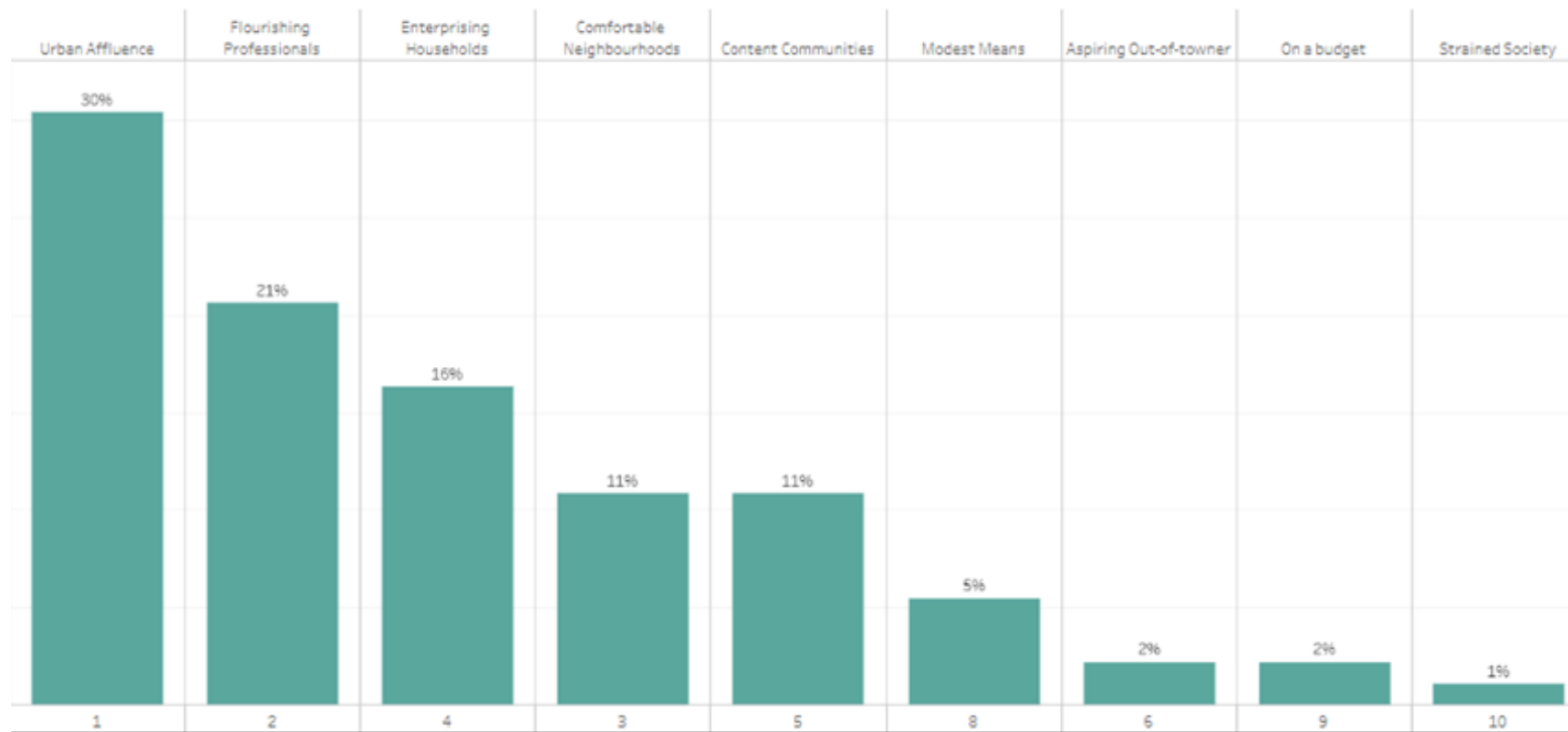
INSIGHT

The most popular day to visit in September 2021 was Thursday at 17.06% of visitation. The next busiest day was Tuesday at 16.06%.

Top Visitor Segments - Brisbane

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

Visitors Segments



INSIGHT

The top two visitors of Goondiwindi from Brisbane in the month of September 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.

What suburbs are people coming from?



INSIGHT

The top two suburbs who visited Goondiwindi in September 2021 were Forest Lake and The Gap which attributed for 10.87% of visitation from Brisbane.