

Goondiwindi Monthly Report

April 2021



Key Points from April 2021



Goondiwindi's has seen some good stable growth into 2021, 20% on average from 2020.



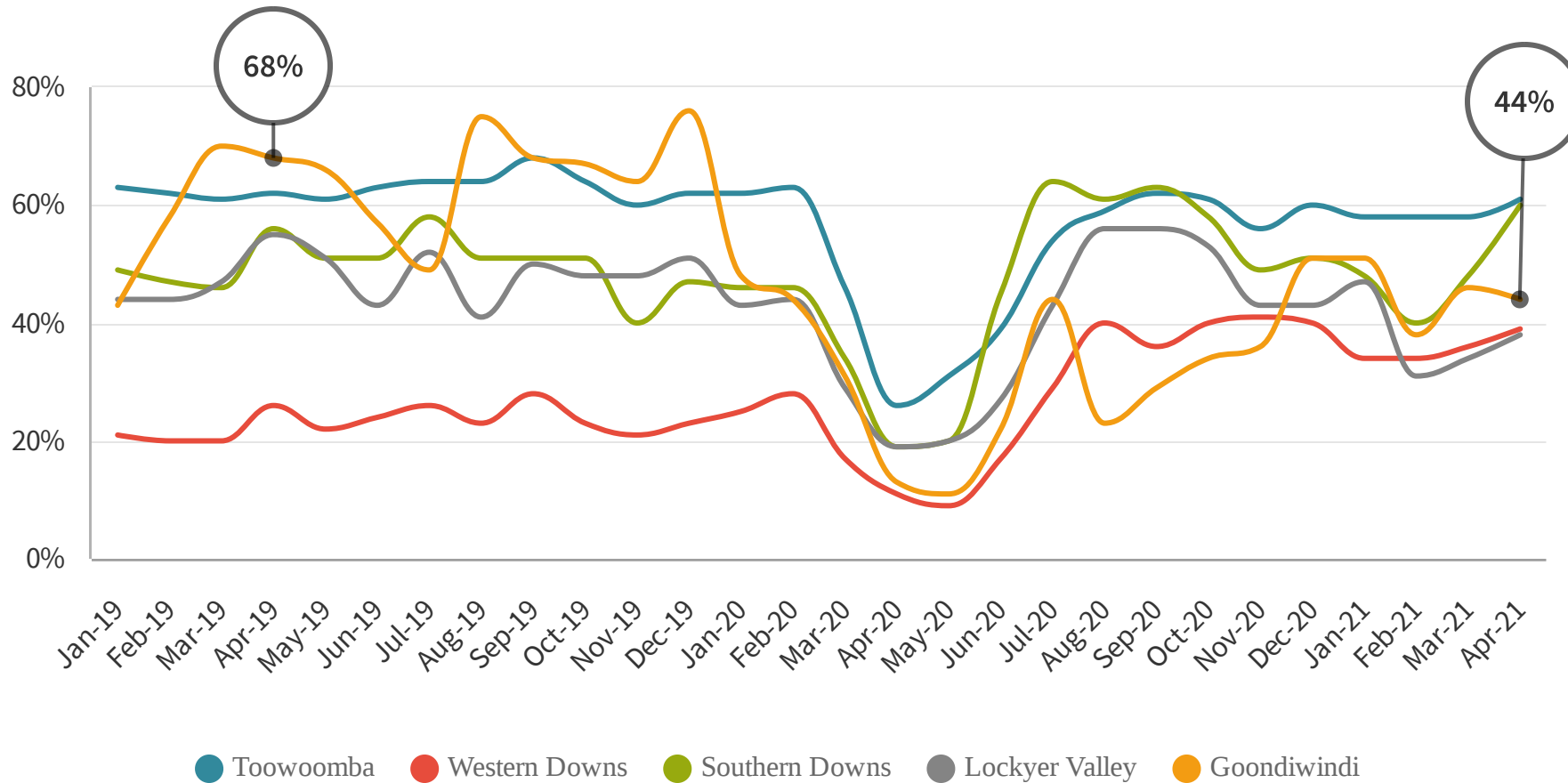
The Reservation Window has seen a 45% from 2019 and has been growing steadily the past 4 months.



The top two visitors of Goondiwindi from Brisbane in the month of April were the two wealthiest segments, contributing to 61%.

Average Occupancy Rate

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

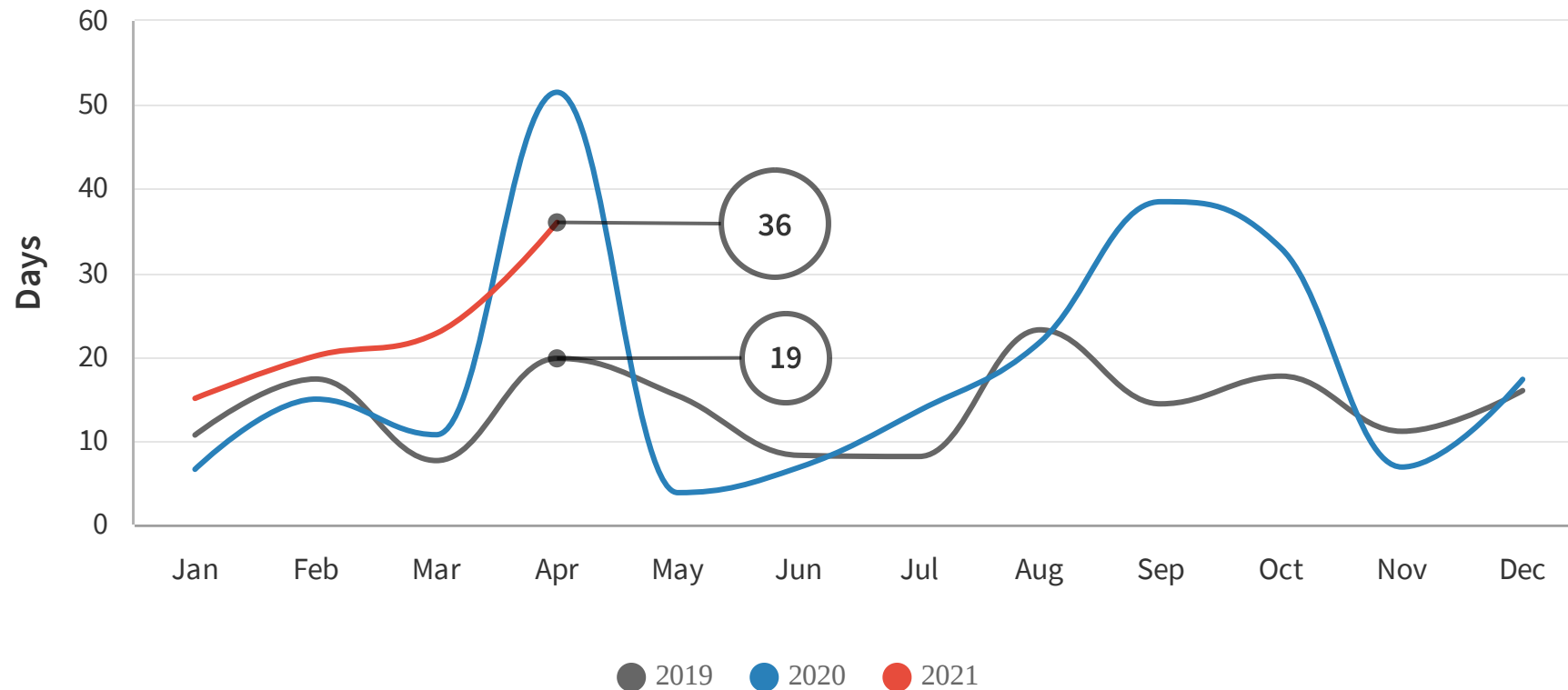


INSIGHT

There has been a slight decline in the past 4 months, with April ending on a 44% occupancy level. This is a 34% decrease from 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 of 36 means that people are booking accommodation on average 36 days before they arrive at the destination.



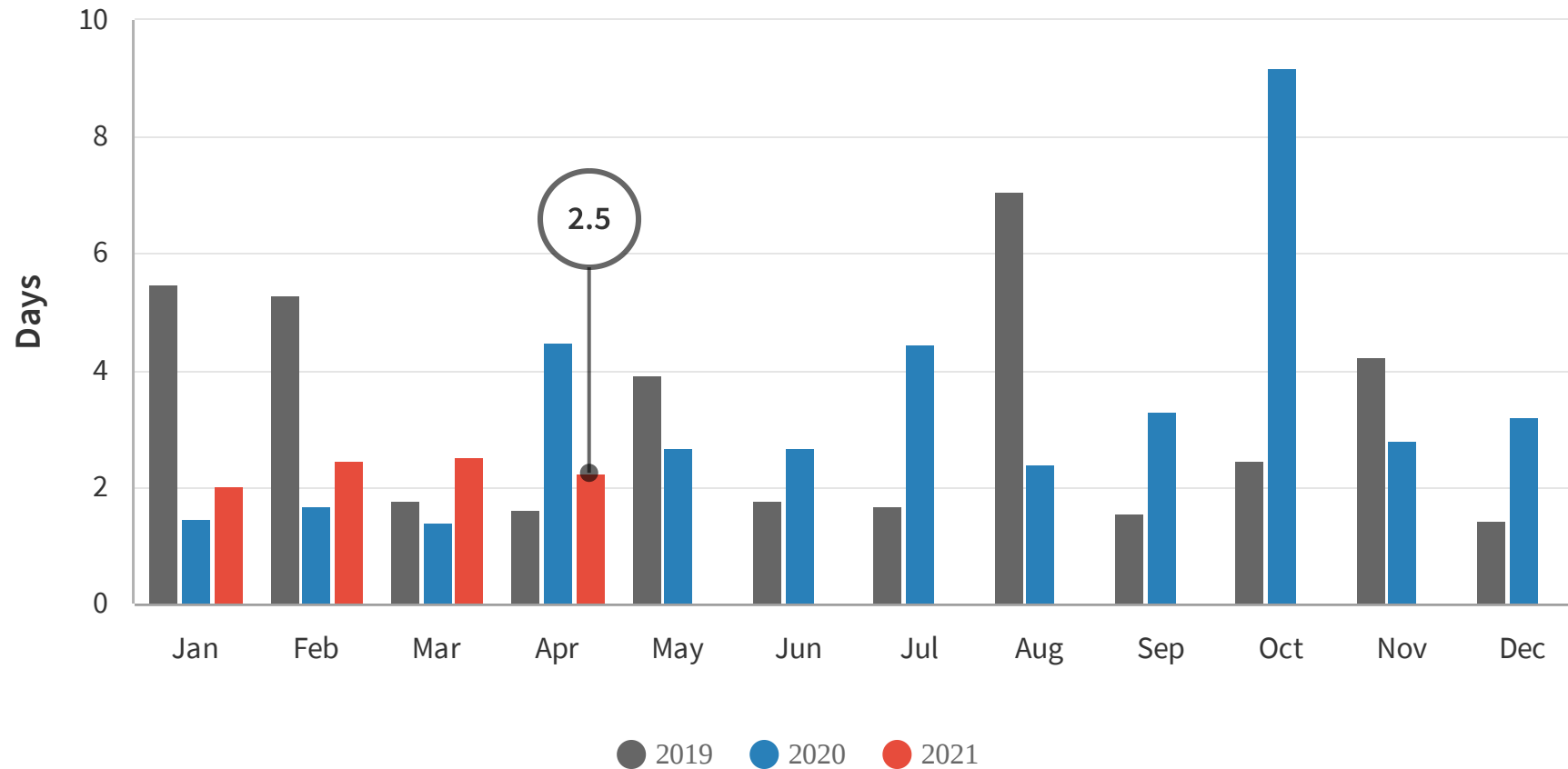
45%

INSIGHT

Although the Reservation Window is down from 2020 at 36 days, it's seen a 45% increase from 2019 and has been following a similar upward trend for the past 4 months.

Length of Stay

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



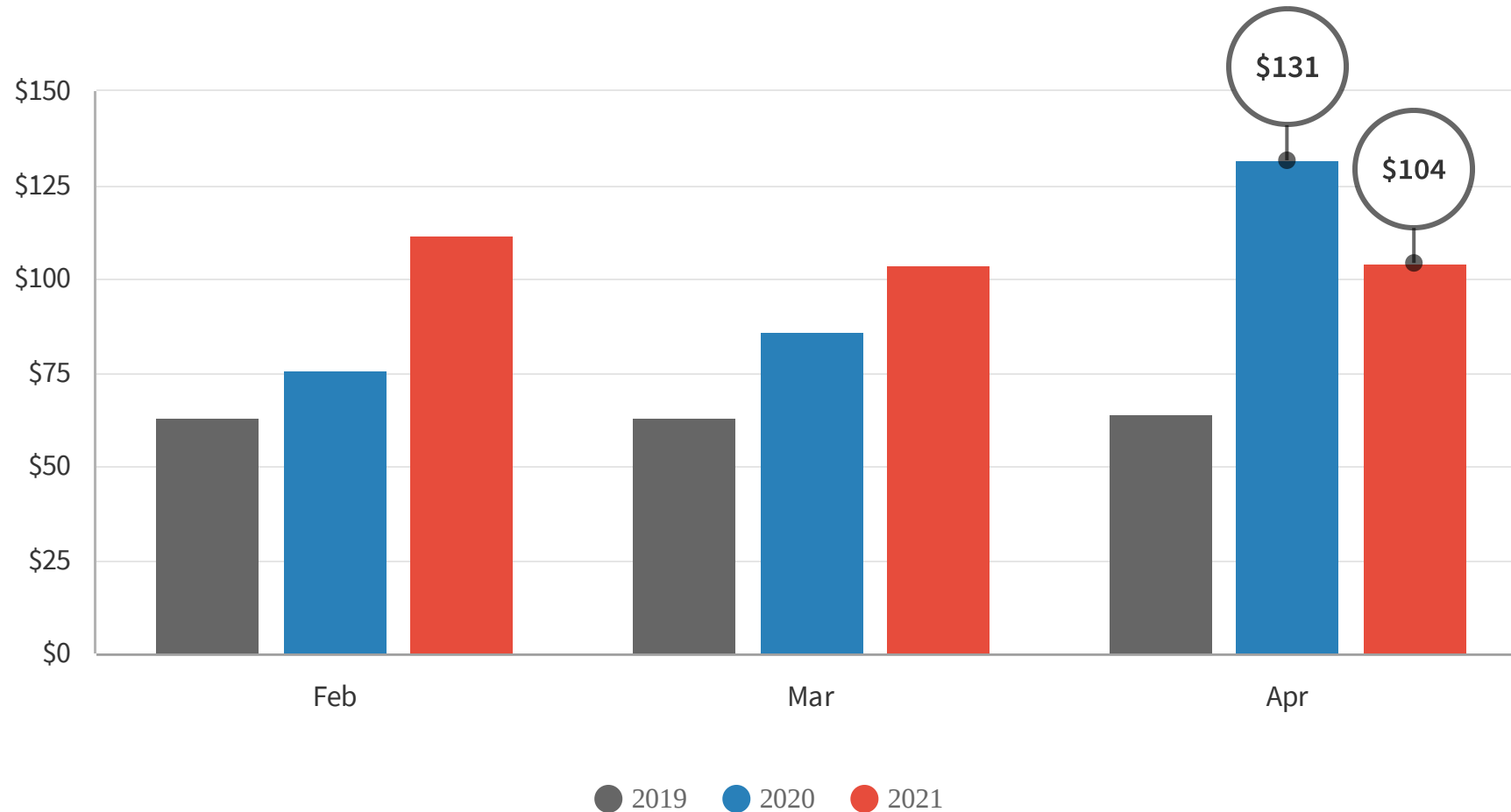
2.5 Days

INSIGHT

The average length of stay for April was 2.5 days which has held steady for most of 2021.

Average Daily Rate

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



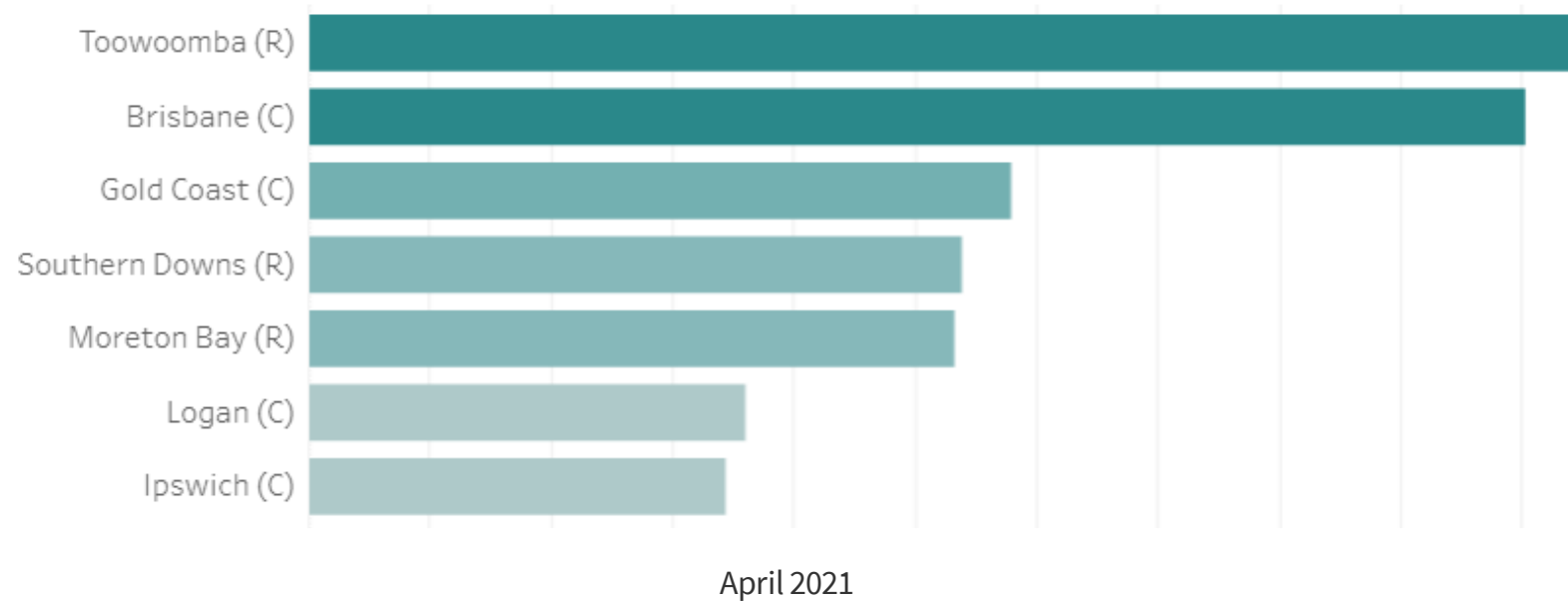
31%

INSIGHT

Although April's ADR of \$104 is down from last year, the past two months have shown a steady growth.

Source Market

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

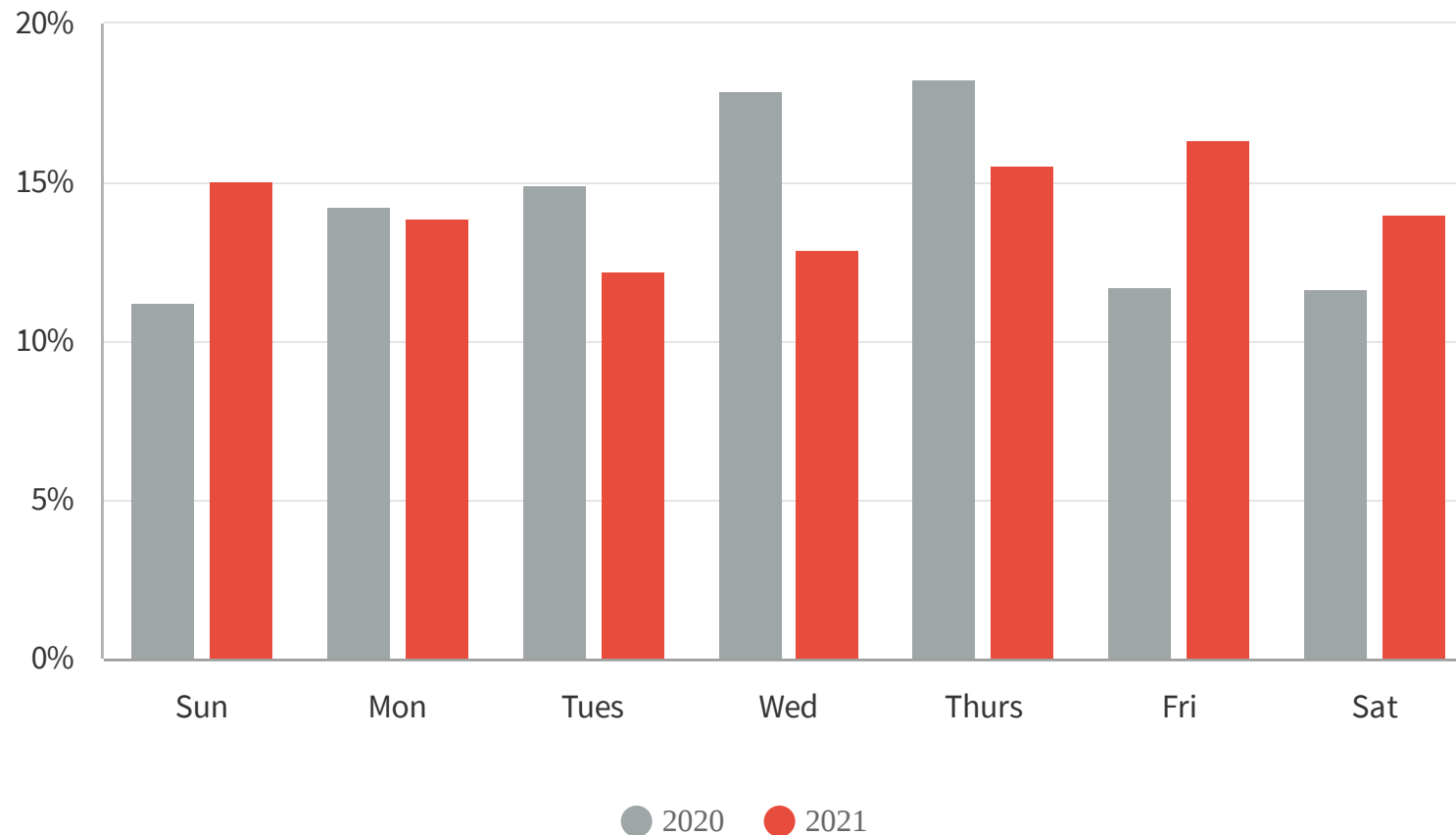


INSIGHT

The LGA's with the most amount of devices seen within the Goondiwindi region in April 2021 were Toowoomba with 10.5%, Brisbane with 10% and Gold Coast, Southern Downs and Moreton Bay all close together around 5% each.

Day of the Week

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

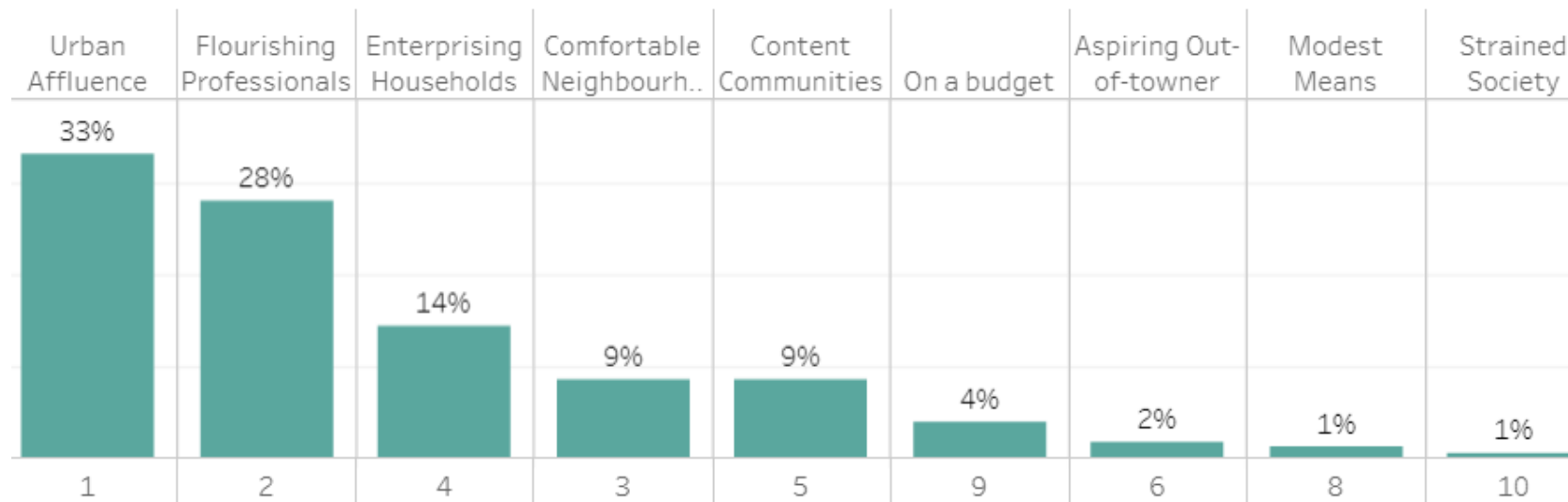


INSIGHT

Interestingly, the most common days to visit in 2020 were Wednesday and Thursday - probably due to COVID. Now into 2021, the most common is Friday through to Sunday contributing to 45% of visitation for the week.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - April 2021

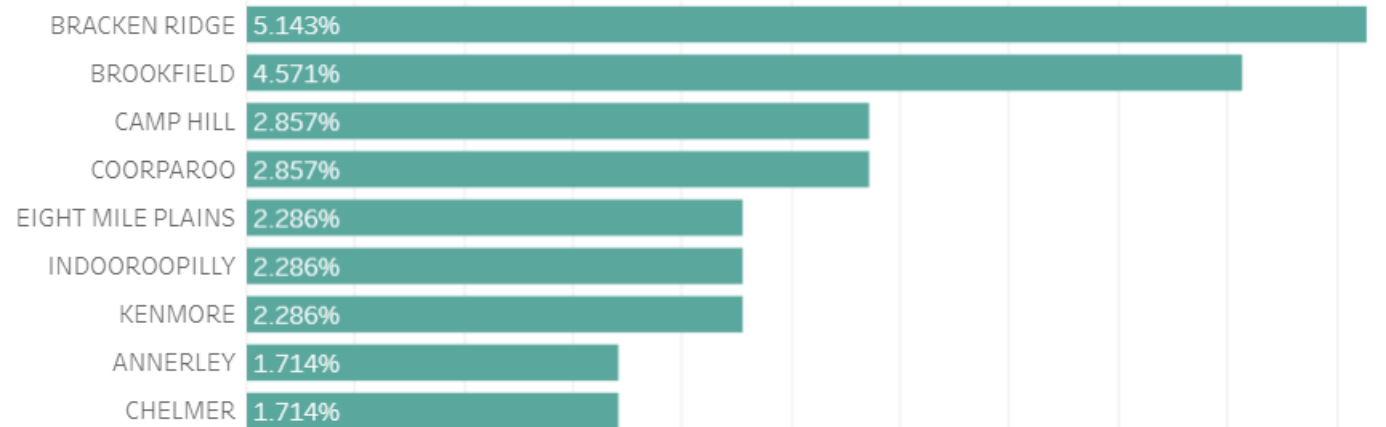


INSIGHT

The top two visitors of Goondiwindi from Brisbane in the month of April were the two wealthiest segments, contributing to 61% of visitation. 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 show the suburbs where the highest amount of people travelled from in Brisbane.



Top Suburb Visitors from Brisbane - April 2021



INSIGHT

The top two suburbs who visited Goondiwindi in April 2021 were Bracken Ridge and Brookfield who attributed for 9.6% of total visitation.