

Goondiwindi Monthly Report

August 2021



Key Points from August 2021



Goondiwindi was the only SQC region that saw an increase of occupancy during the lockdown that QLD experienced in August.



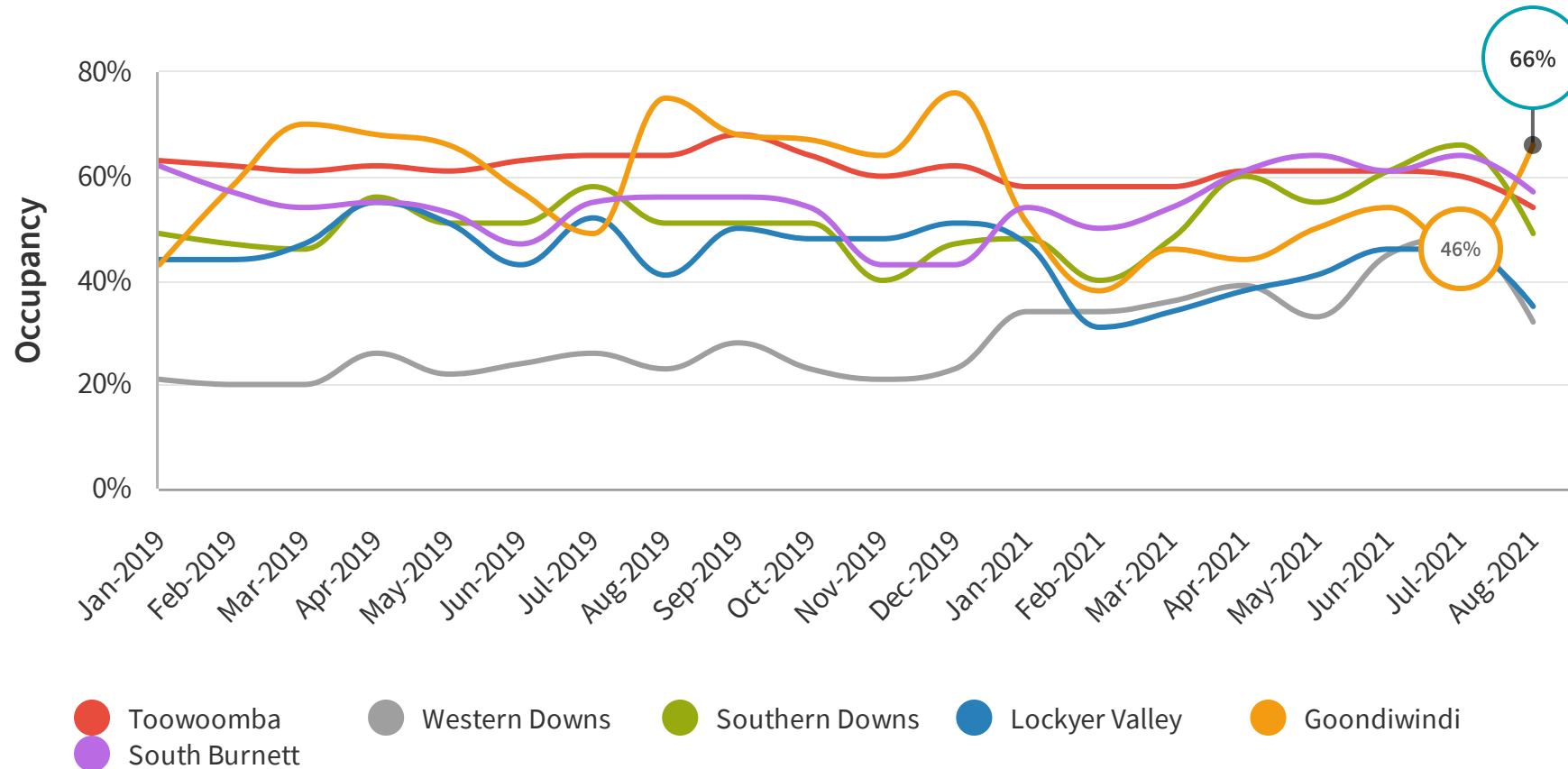
The Reservation Window for August 2021 is 16 days which is a 27% decrease since last month. When compared to August 2019, it's down by 30%.



The LGAs with the most amount of devices seen within the Goondiwindi region in August 2021 were Toowoomba with 14.39%, Southern Downs with 7.24% and Brisbane with 6.49%.

Average Occupancy Rate

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

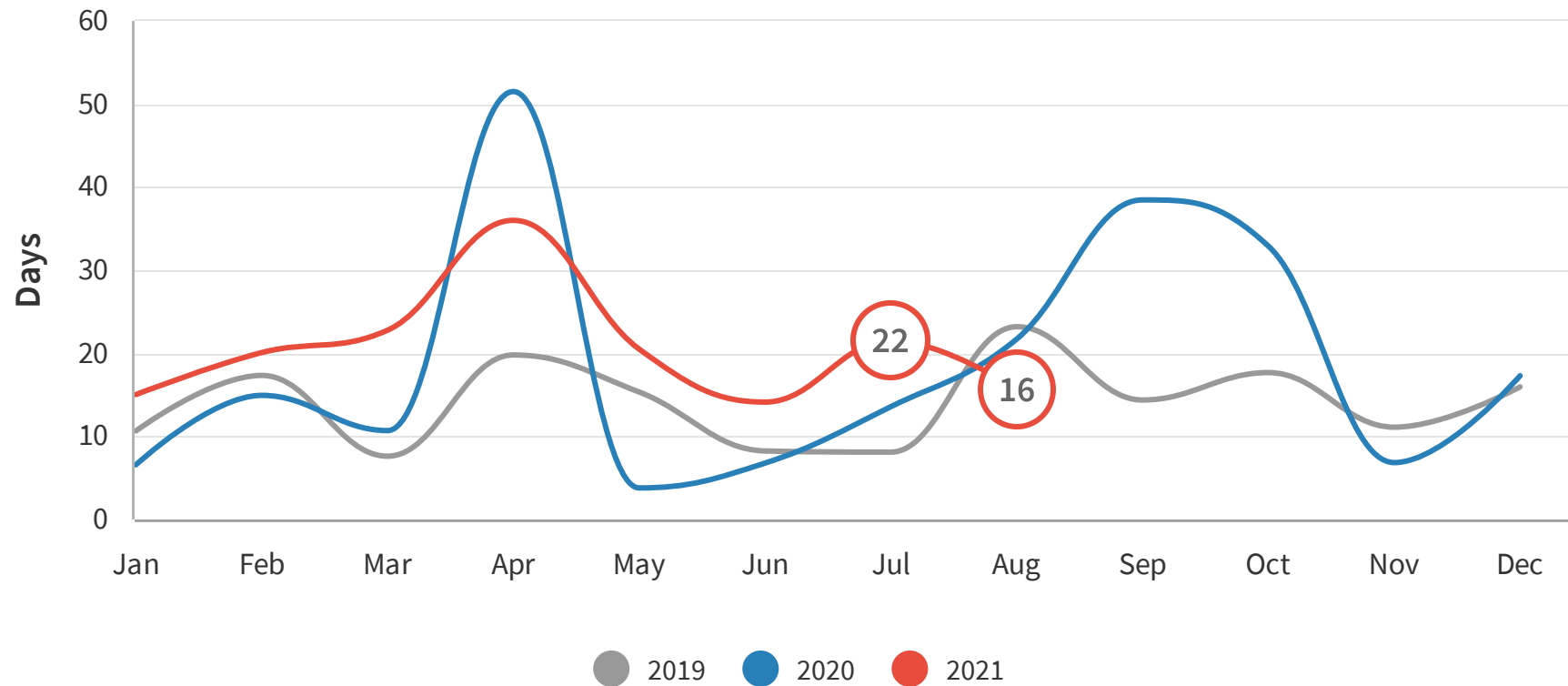


INSIGHT

Goondiwindi's Occupancy level for August was 66% and increased 43% since last month. Goondiwindi was the only SQC region that saw an increase of occupancy during the lockdown that QLD experienced in August.

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.



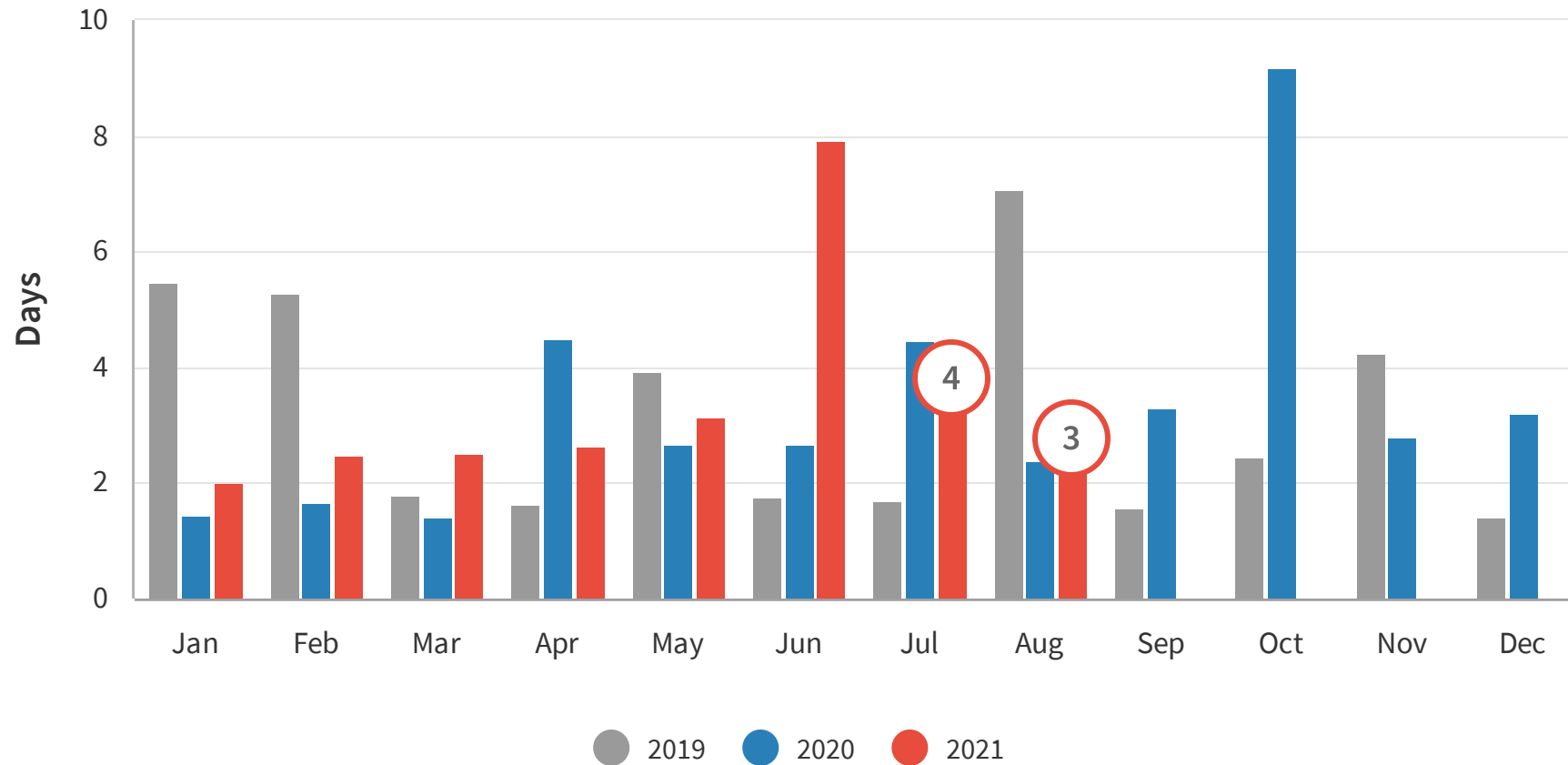
27%

INSIGHT

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Length of Stay

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



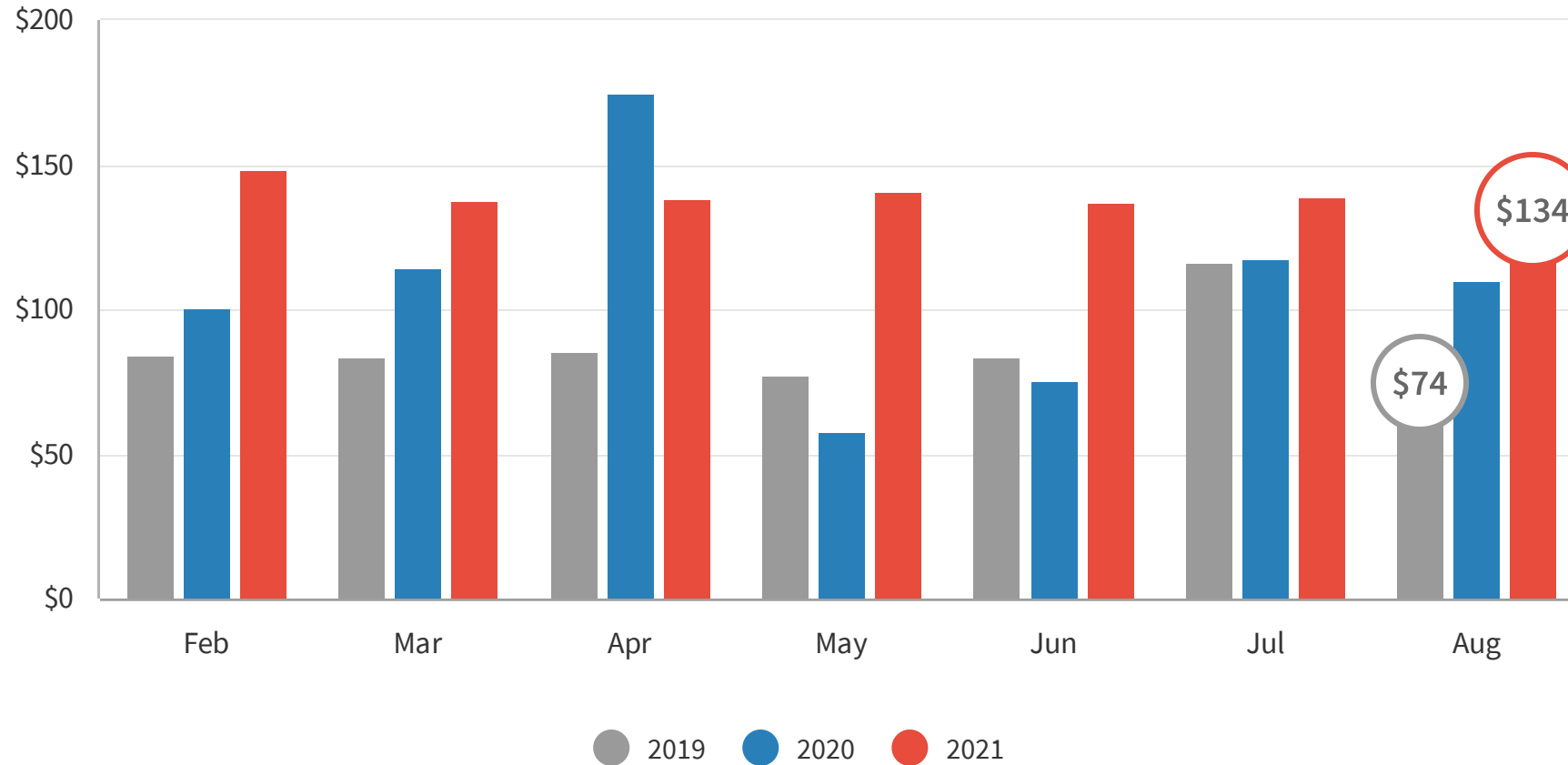
3 Days

INSIGHT

The average length of stay for August was 3, which is a decrease of 25% from July 2021.

Average Daily Rate

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



31%

INSIGHT

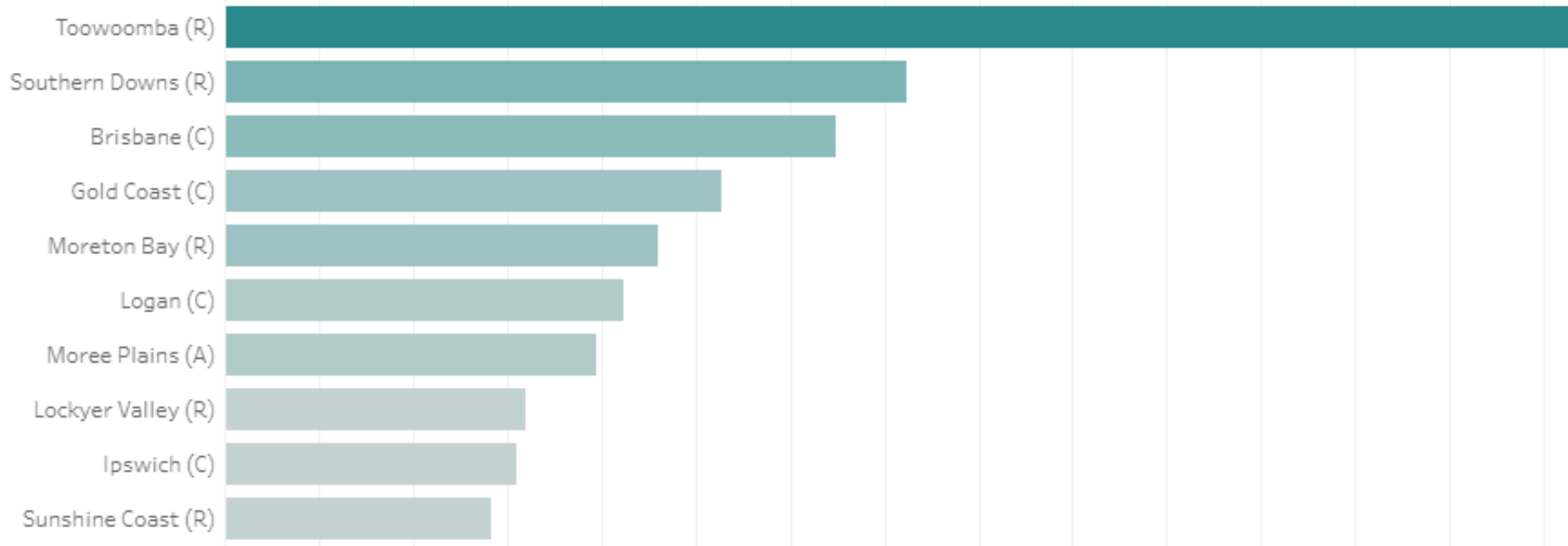
The average daily rate for Goondiwindi in August 2021 is \$134, which is an increase of 81% when compared to August 2019. ADR has some excellent growth since the beginning of the year.

New methodology used to account for currency fluctuations

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Source Market

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



August 2021

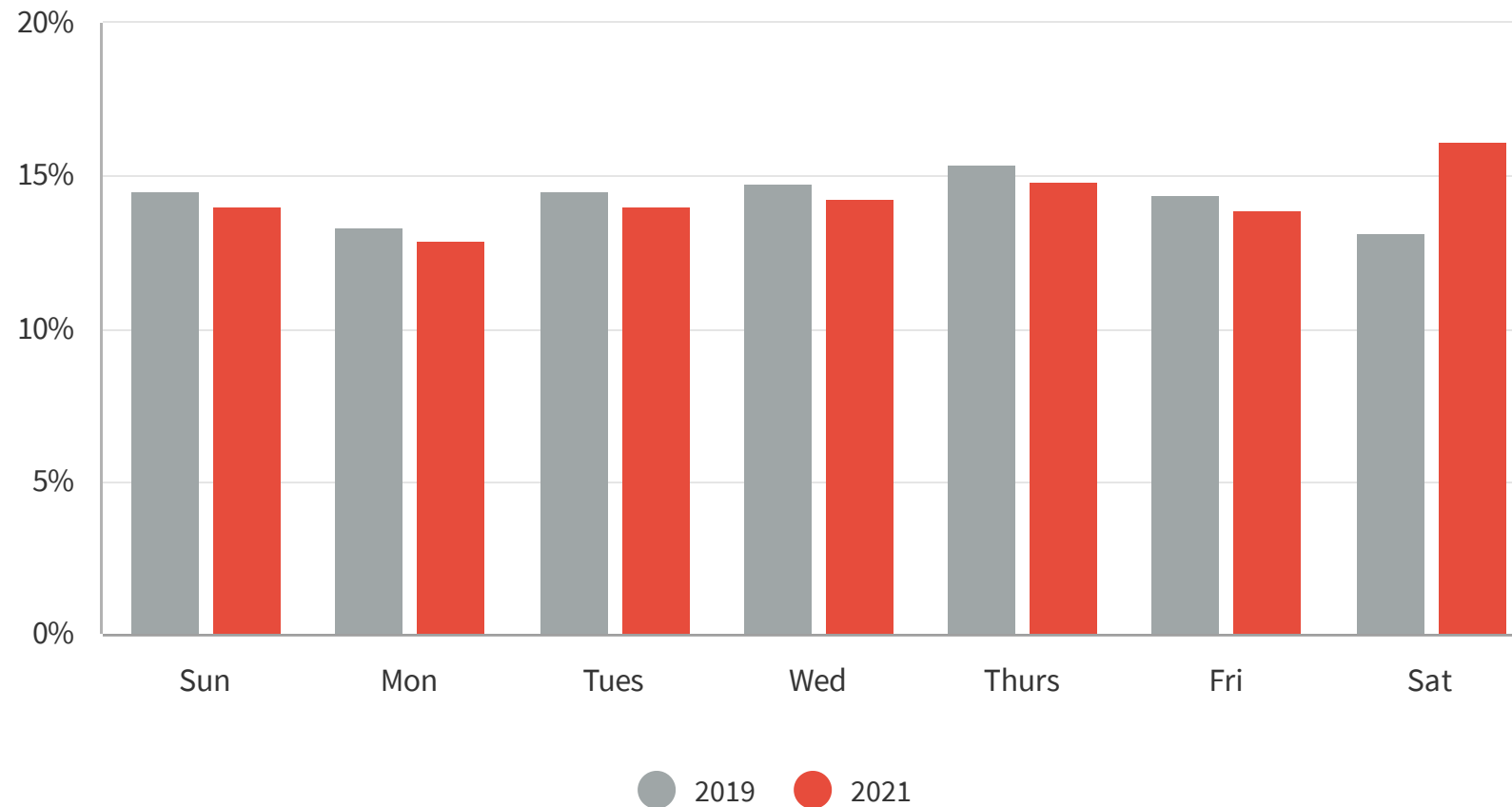


INSIGHT

The LGAs with the most amount of devices seen within the Goondiwindi region in August 2021 were Toowoomba with 14.39%, Southern Downs with 7.24% and Brisbane with 6.49%.

Day of the Week

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

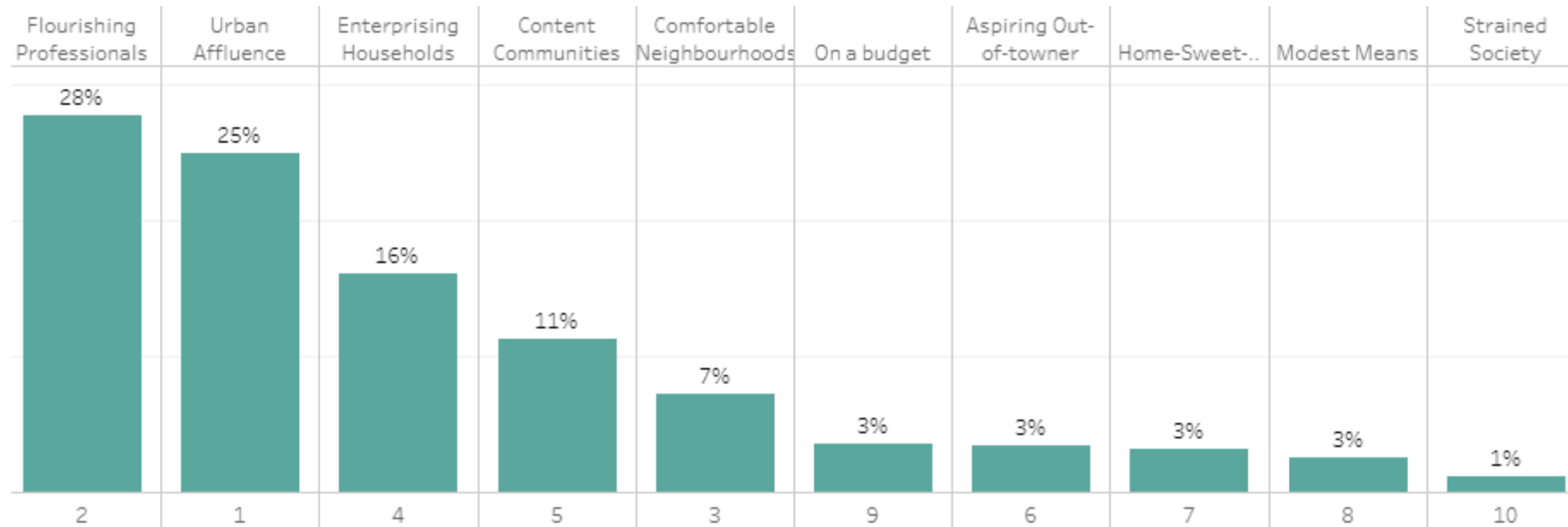


INSIGHT

The most popular day to visit in August 2021 was Saturday at 16.04% of visitation. The next busiest day was Thursday at 14.81%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - August 2021

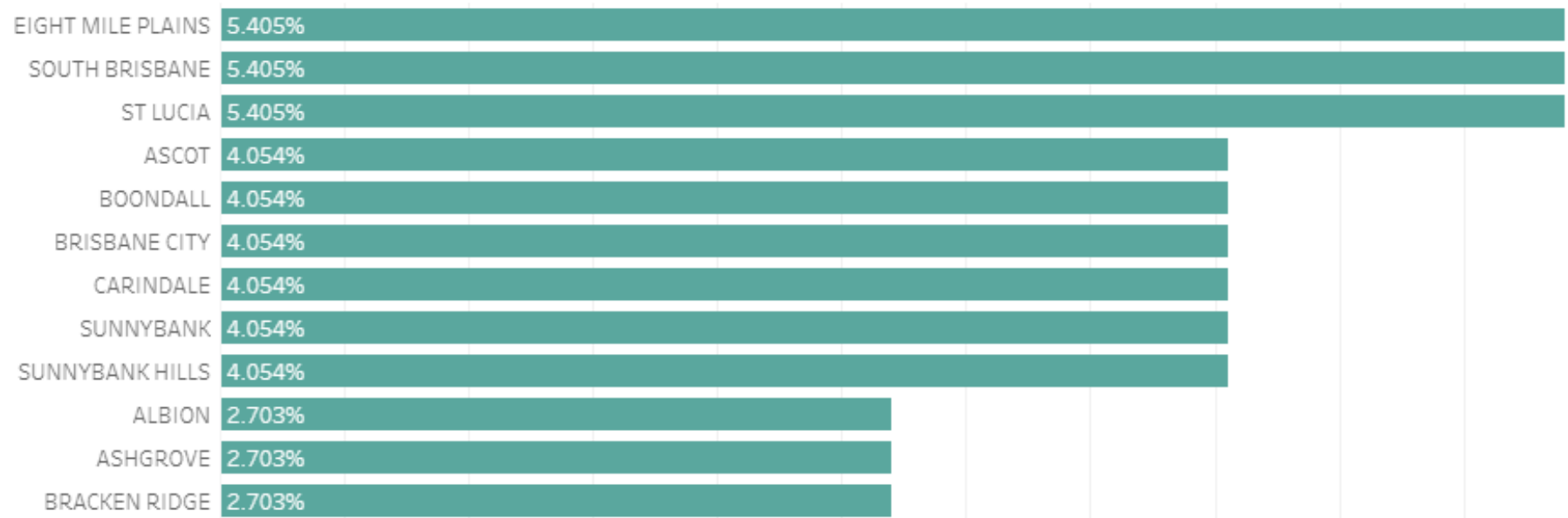


INSIGHT

The top two visitors of Goondiwindi from Brisbane in the month of August were the two wealthiest segments, contributing to 52%. 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.



Top Suburb Visitors from Brisbane - July 2021



INSIGHT

The top three suburbs who visited Goondiwindi in August 2021 were Brisbane City and Forest Lake which attributed for 3.7% of visitation from Brisbane.