

# Goondiwindi Monthly Report

April 2022



# Key Points from April 2022



Goondiwindi's average occupancy level for April 2022 was 85%, which is an increase of 14% since March last month. This is also the highest level of occupancy recorded for the whole SQC region in the past 4 years.



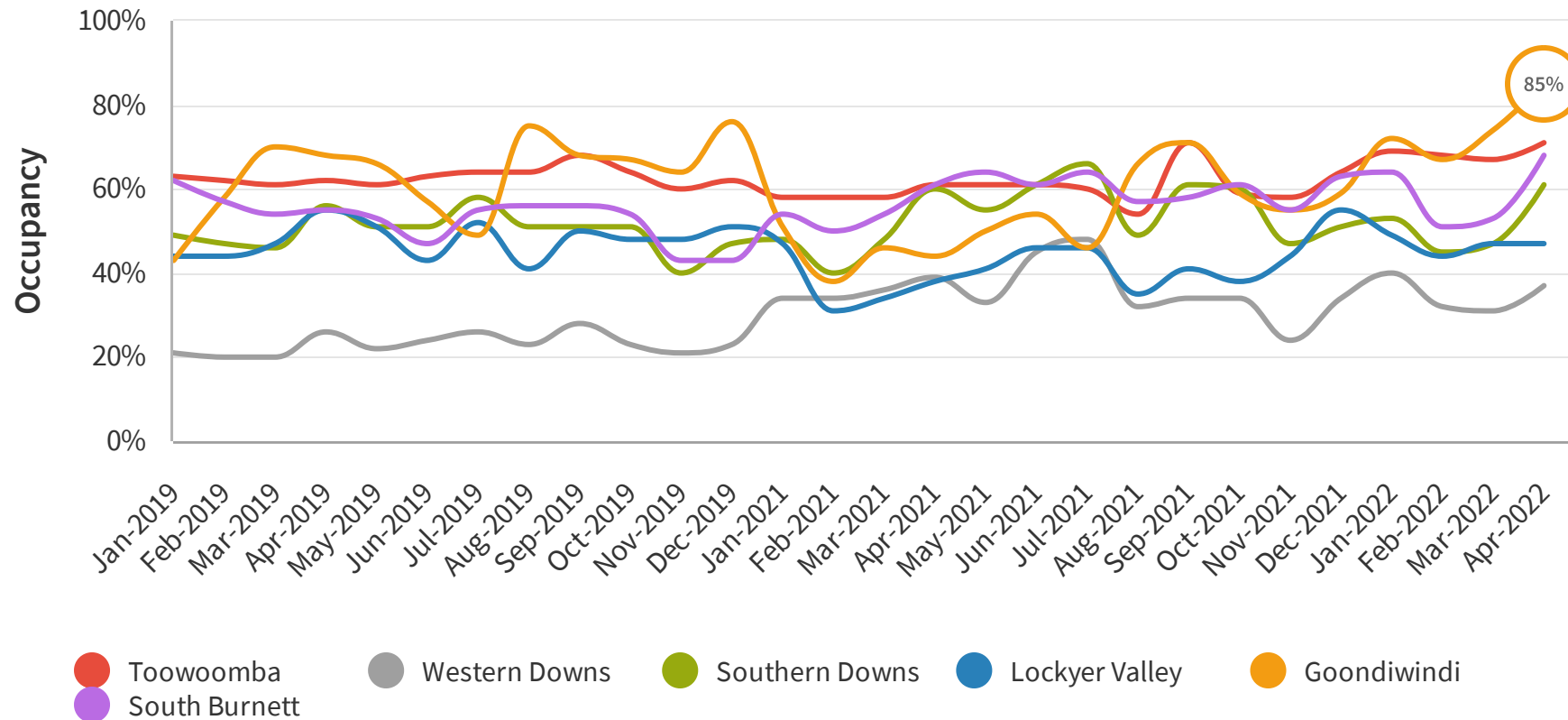
The Reservation Window for April 2022 was 51 days, which is a 107% increase since March. This large was to expected as it is experienced each year with the Easter period.



The top 5 LGAs make up over 37% of all visitation to Goondiwindi with Brisbane topping the visitation with 10.81% 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.

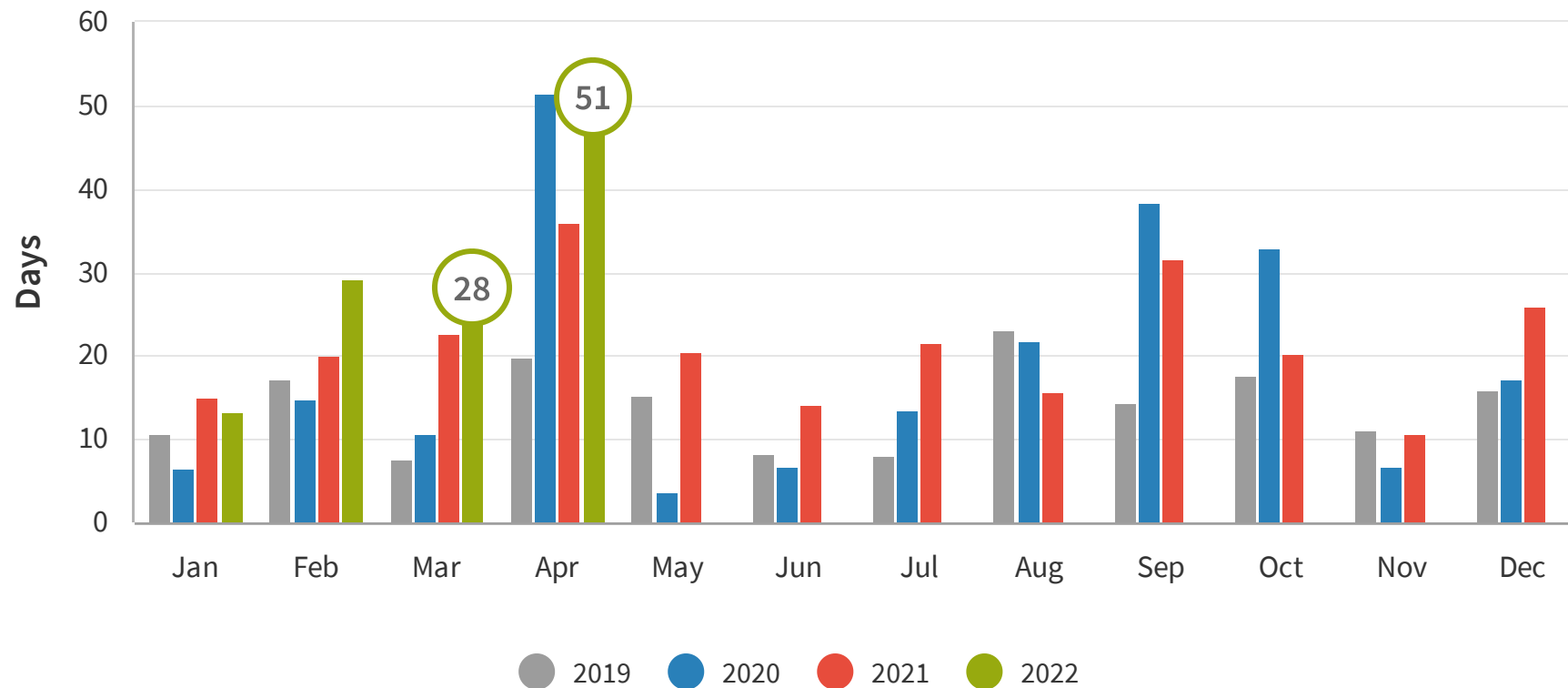


## INSIGHT

Goondiwindi's average occupancy level for April 2022 was 85%, which is an increase of 14% since March last month. This is also the highest level of occupancy recorded for the whole SQC region in the past 4 years.

# 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.

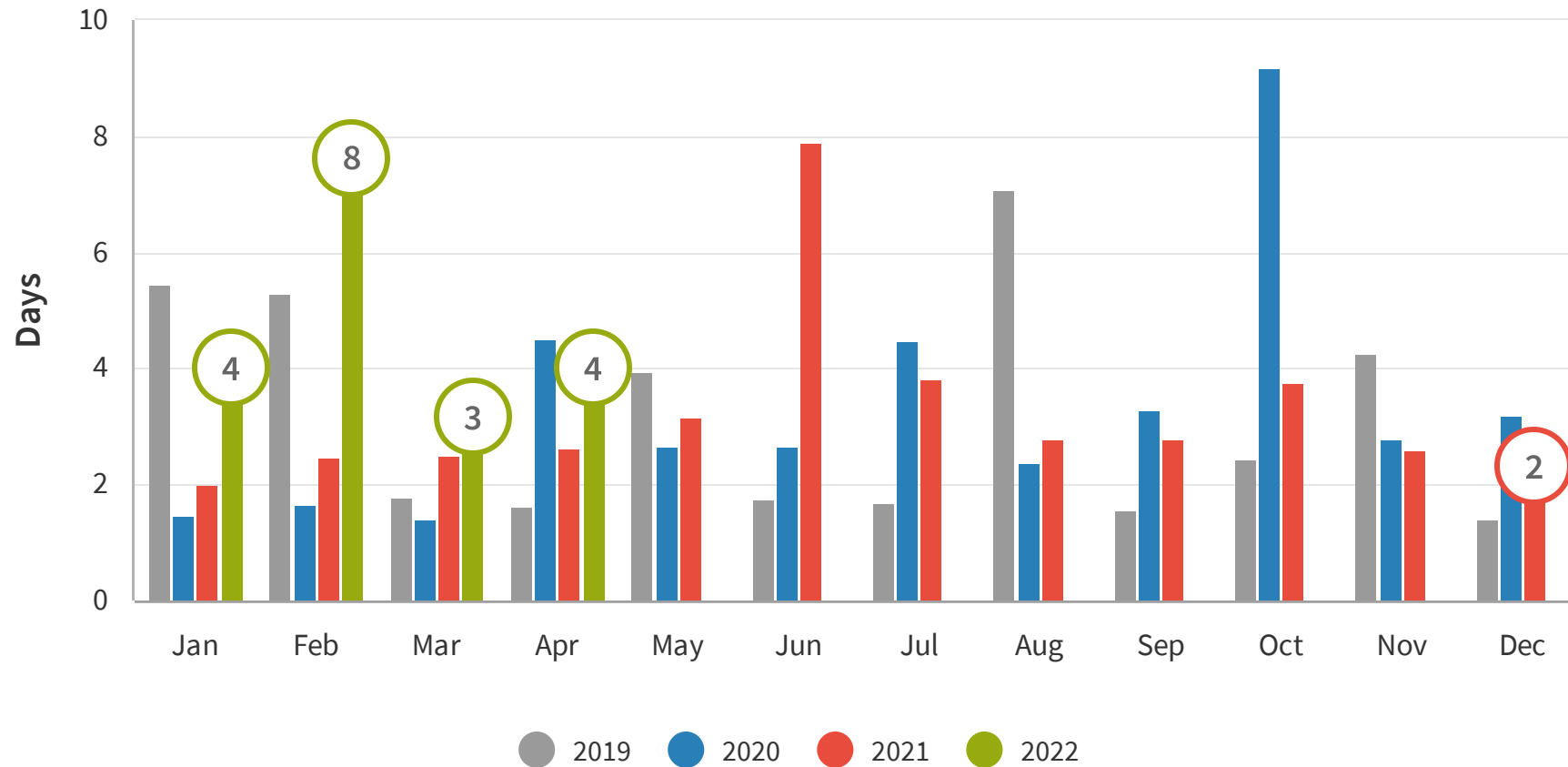


## INSIGHT

The Reservation Window for April 2022 was 51 days, which is a 107% increase since March. This large spike was to expected as it is experienced each year with the Easter period.

# Length of Stay

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

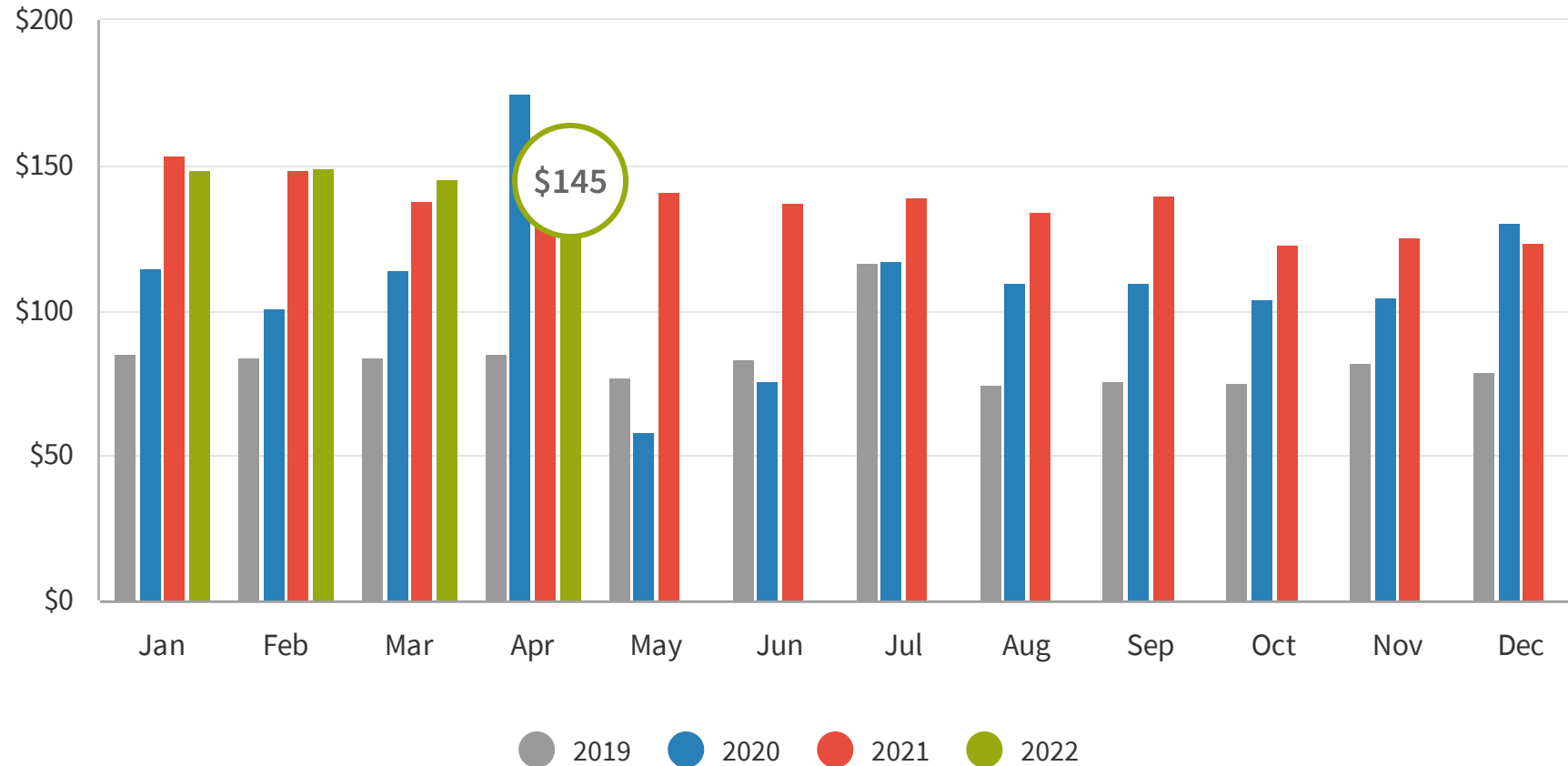


## INSIGHT

The average length of stay for April 2022 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.

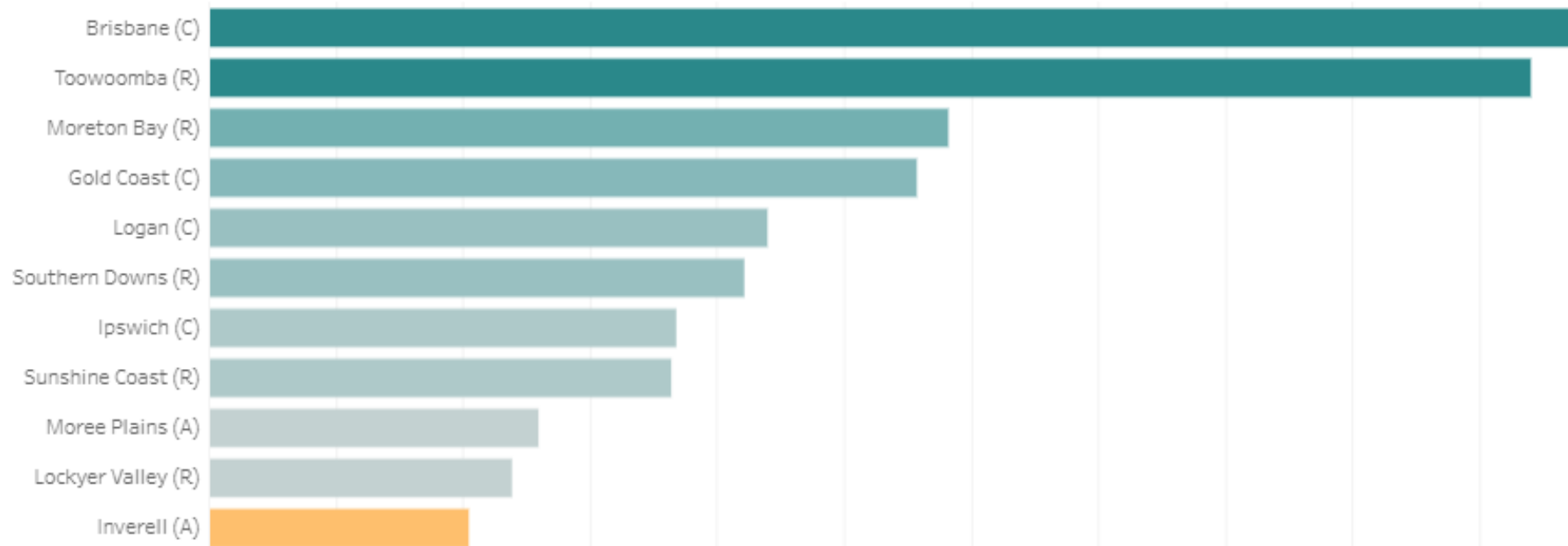


## INSIGHT

The average daily rate for Goondiwindi in April 2022 is \$145, remaining level since month.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

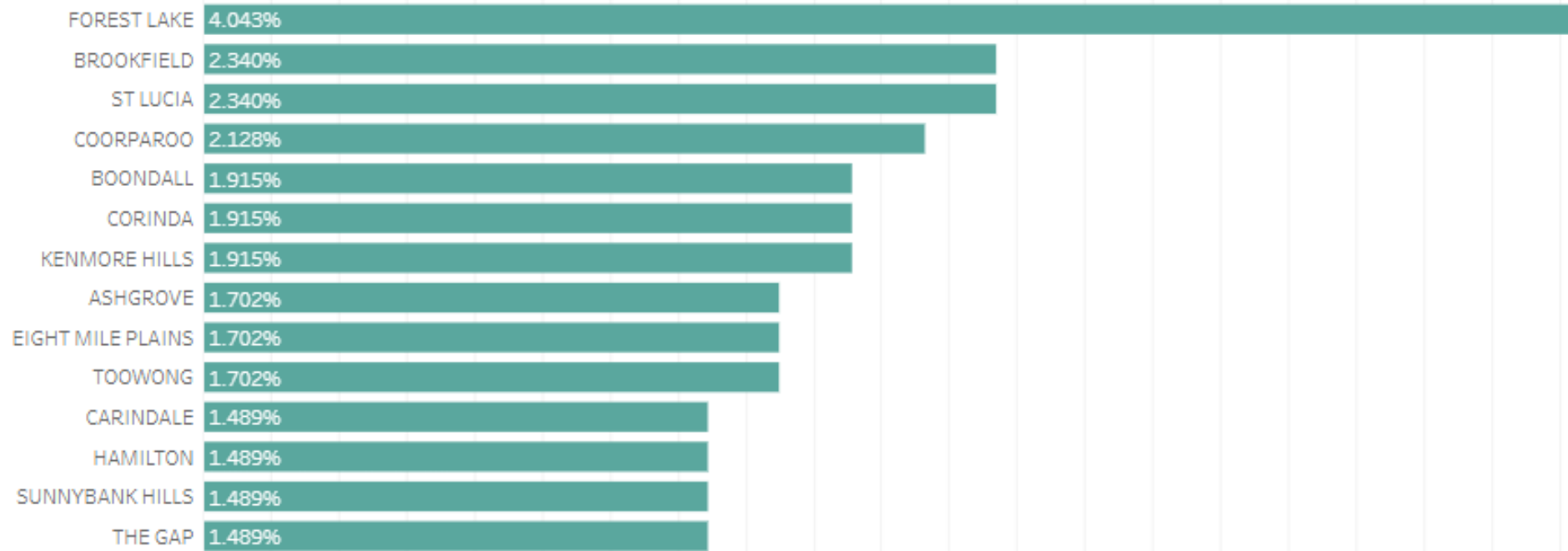


## INSIGHT

The top 5 LGAs make up over 37% of all visitation to Goondiwindi with Brisbane topping the visitation with 10.81% of all visitation.

# Top Suburb Visitors From Brisbane

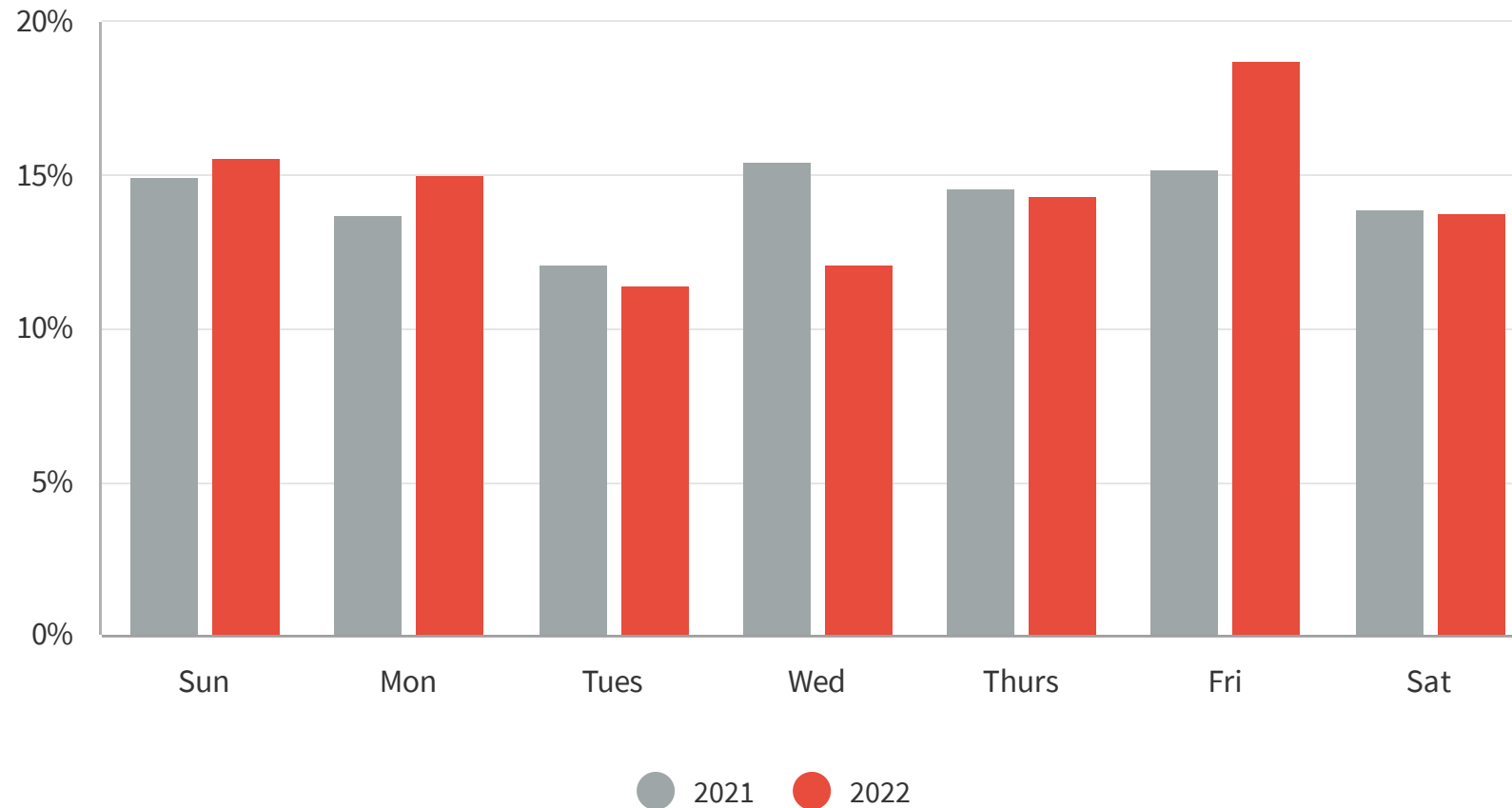
Top Suburbs from Brisbane shows the suburbs where the highest amount of people travelled from in Brisbane.





# 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 February 2022 was Friday at 18.77% of visitation.