

Goondiwindi Monthly Report

February 2022



Key Points from February 2022



Goodiwindi's average occupancy level for February 2022 was 68%, experiencing a small decline of 5% since last month. Goodiwindi and Toowoomba led the month for occupancy levels.



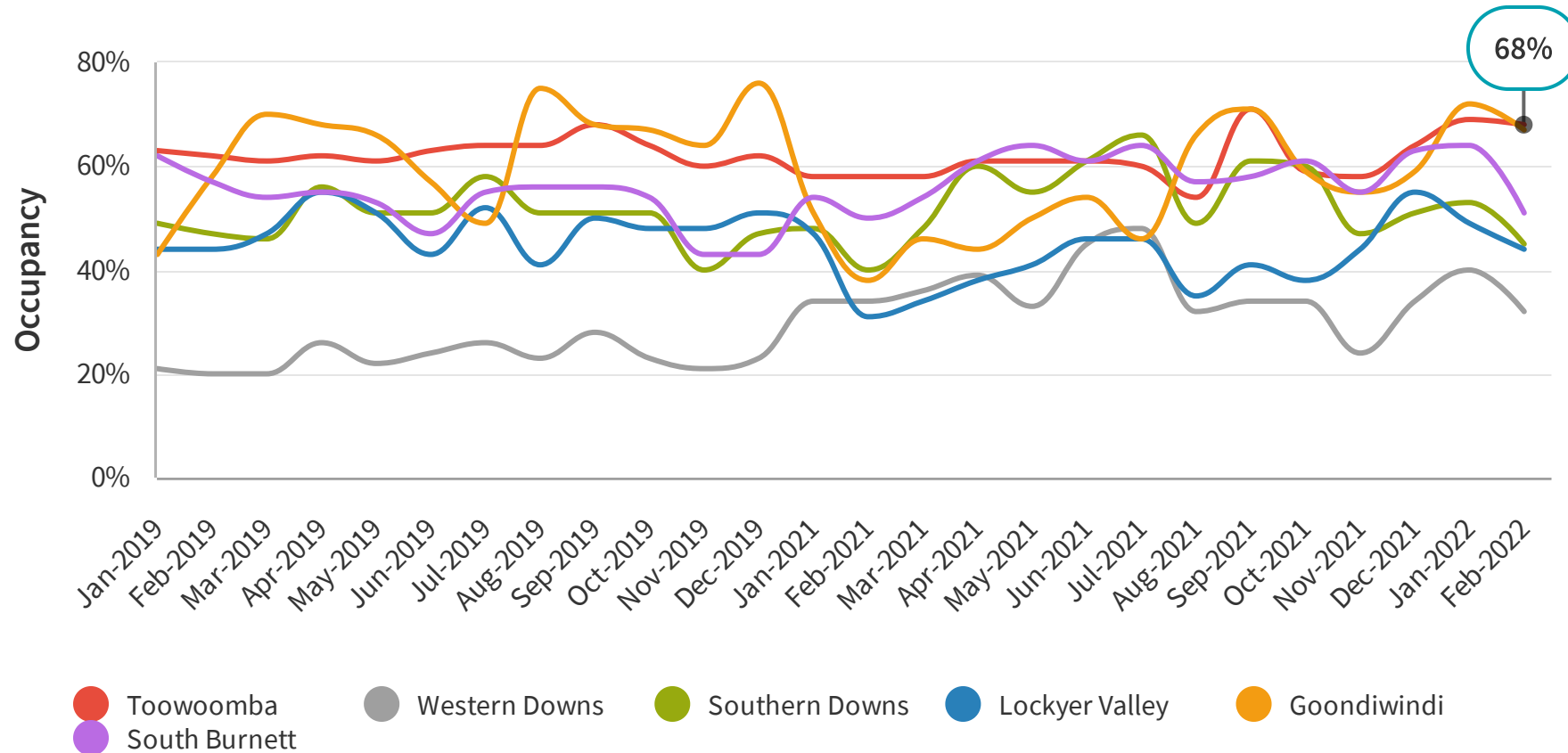
The Reservation Window for February 2022 was 29 days, which is a 123% increase since January.



The average daily rate for Goondiwindi in January 2022 is \$149, experiencing no change since last month.

Average Occupancy Rate

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

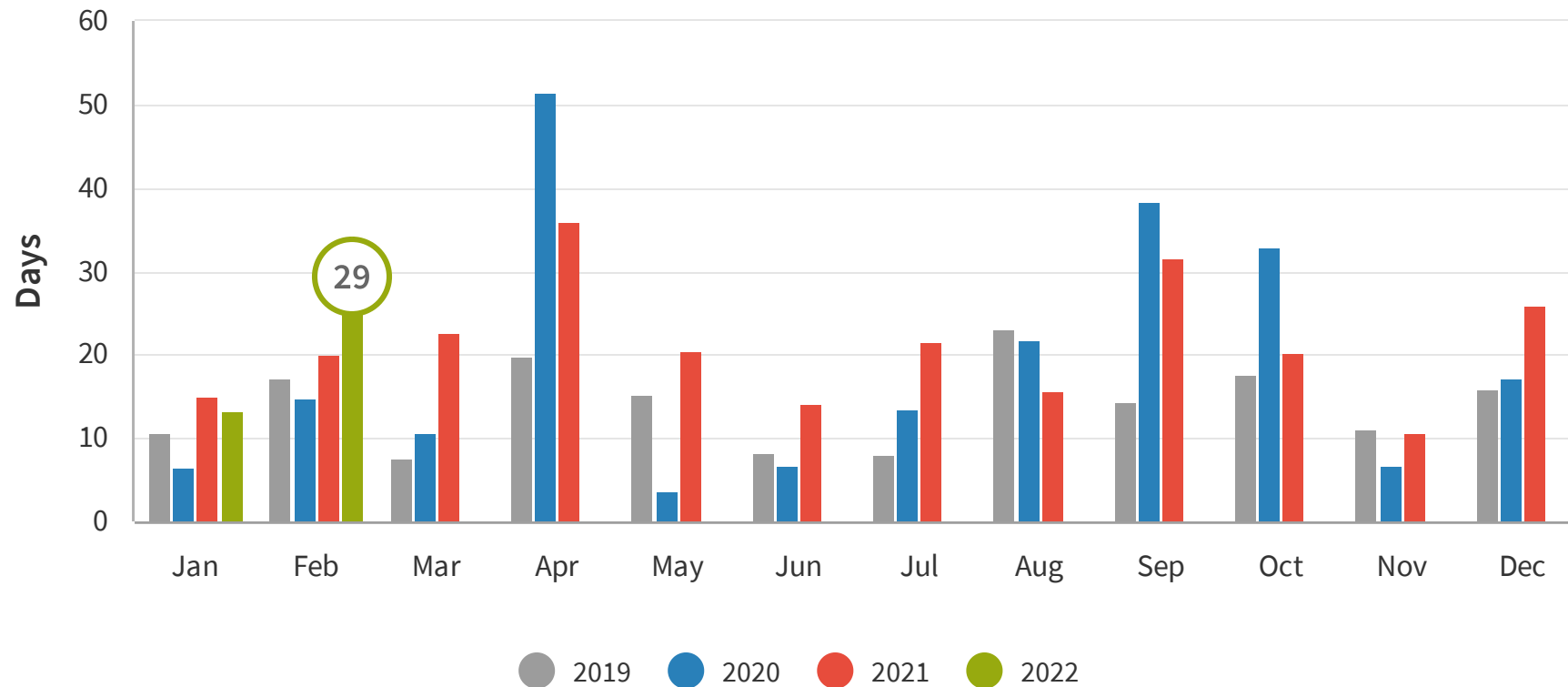


INSIGHT

Goondiwindi's average occupancy level for February 2022 was 68%, experiencing a small decline of 5% since last month. Goondiwindi and Toowoomba led the month for occupancy levels.

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.

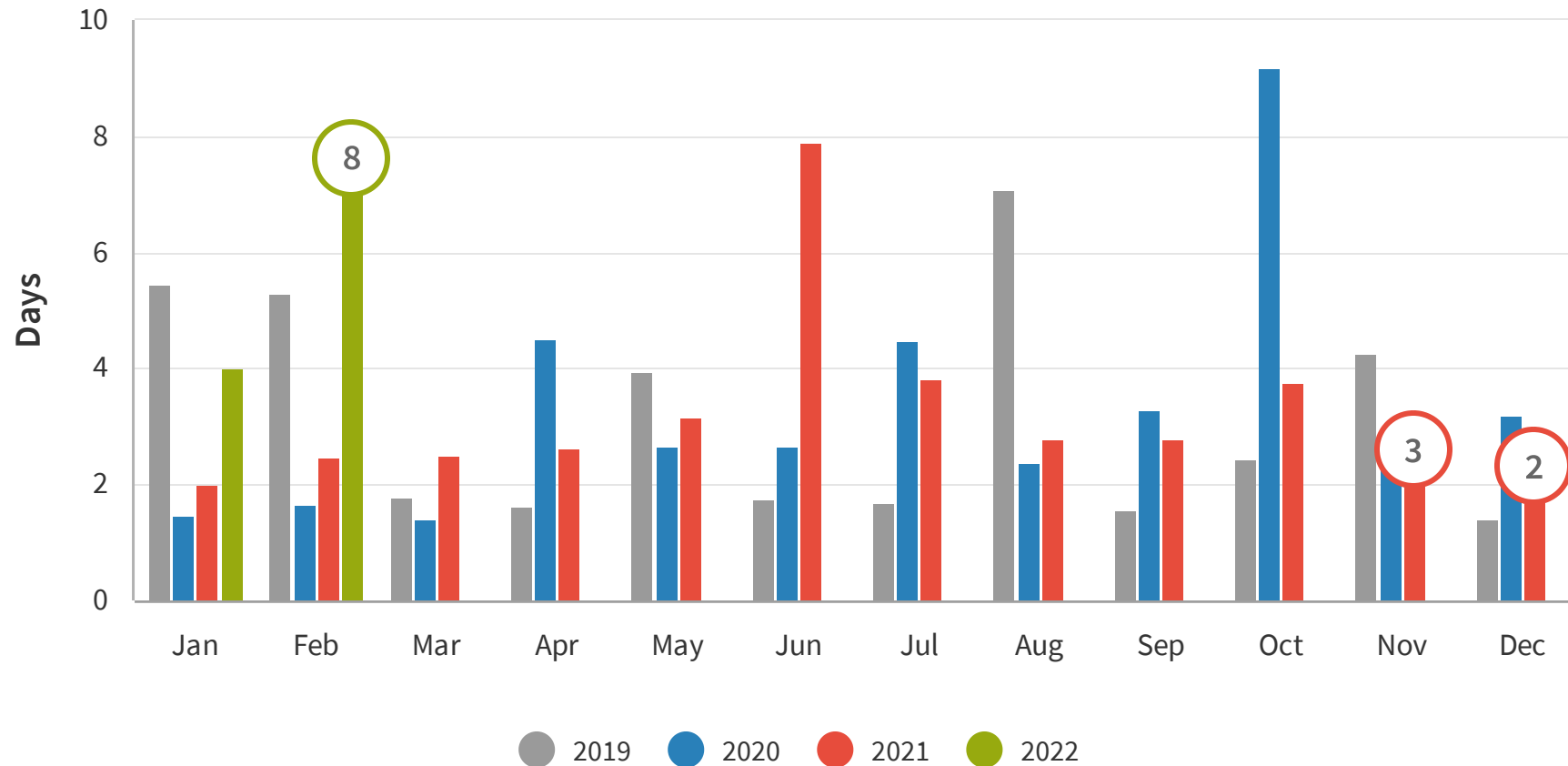


INSIGHT

The Reservation Window for February 2022 was 29 days, which is a 123% increase since January.

Length of Stay

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

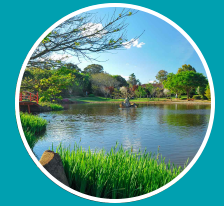
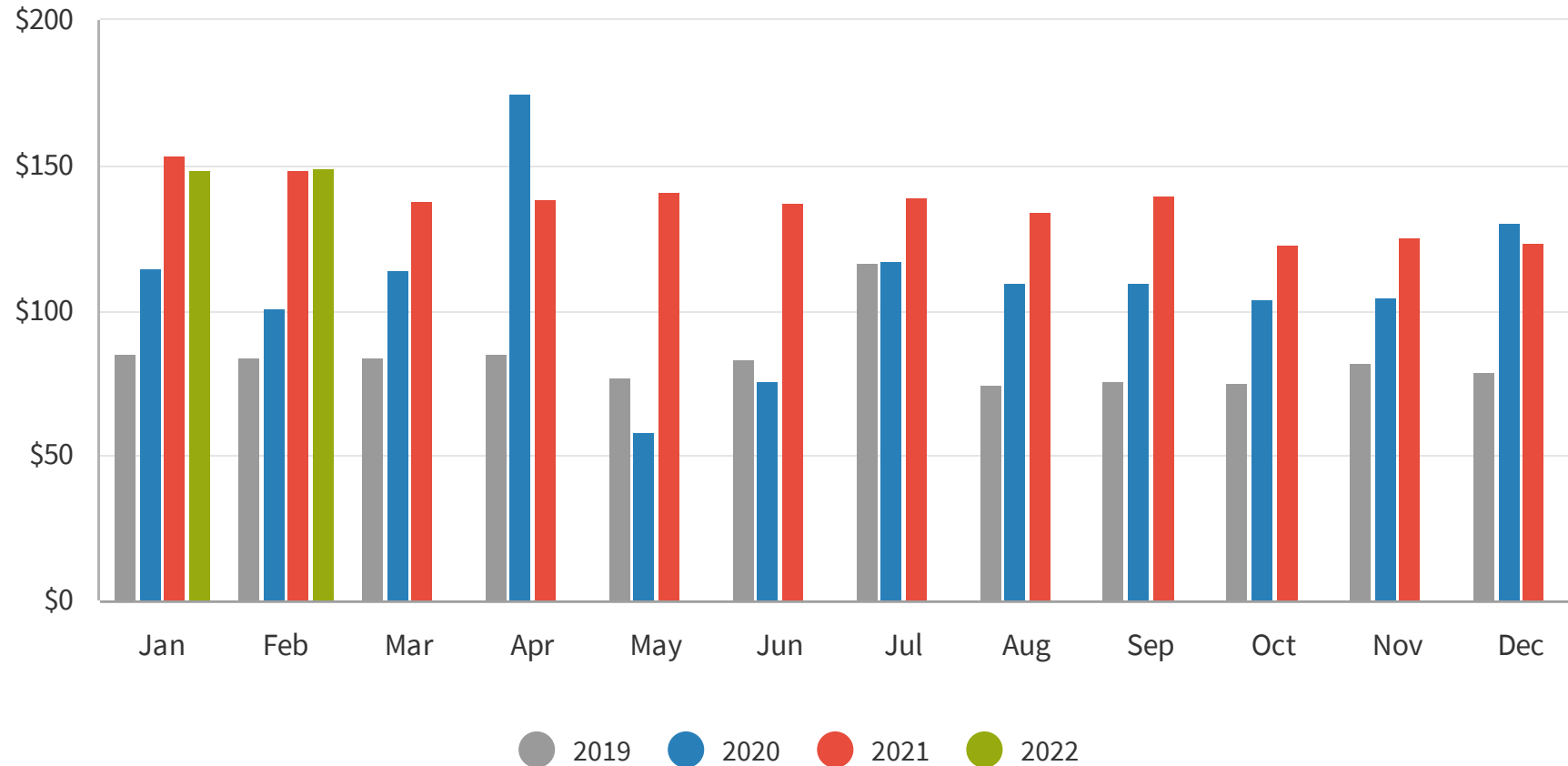


INSIGHT

The average length of stay for February 2022 was 8 days, which is a 100% 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.

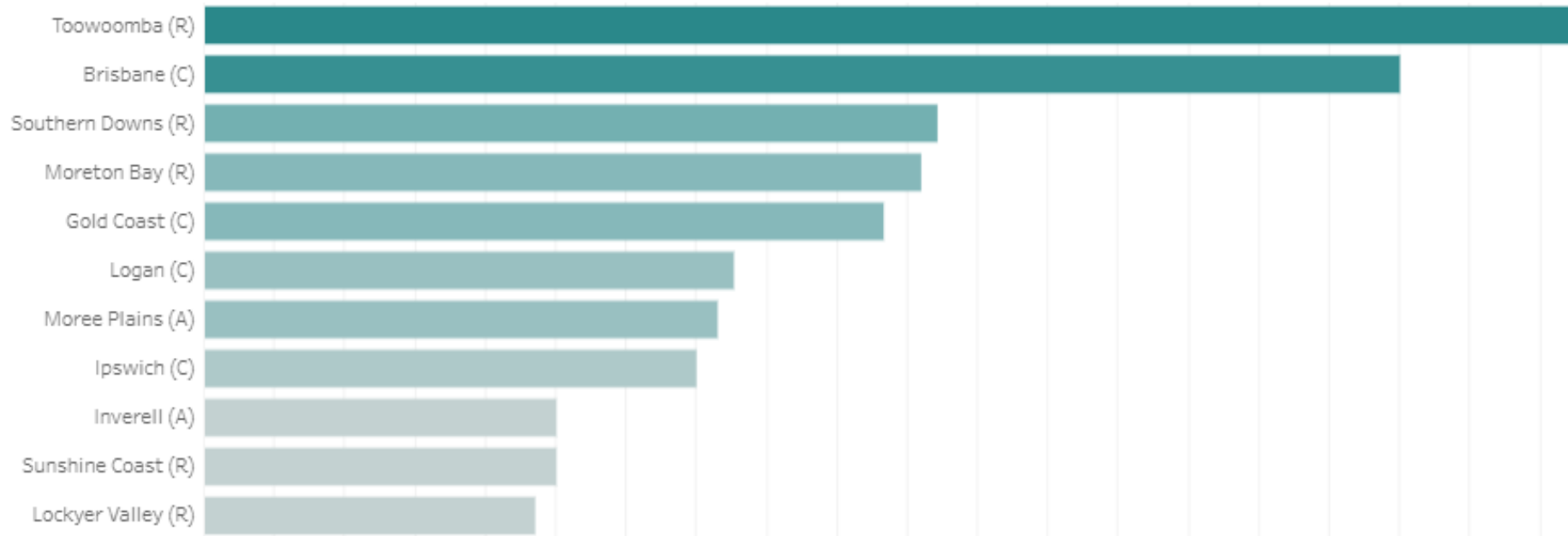


INSIGHT

The average daily rate for Goondiwindi in February 2022 is \$149, experiencing no change since last month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

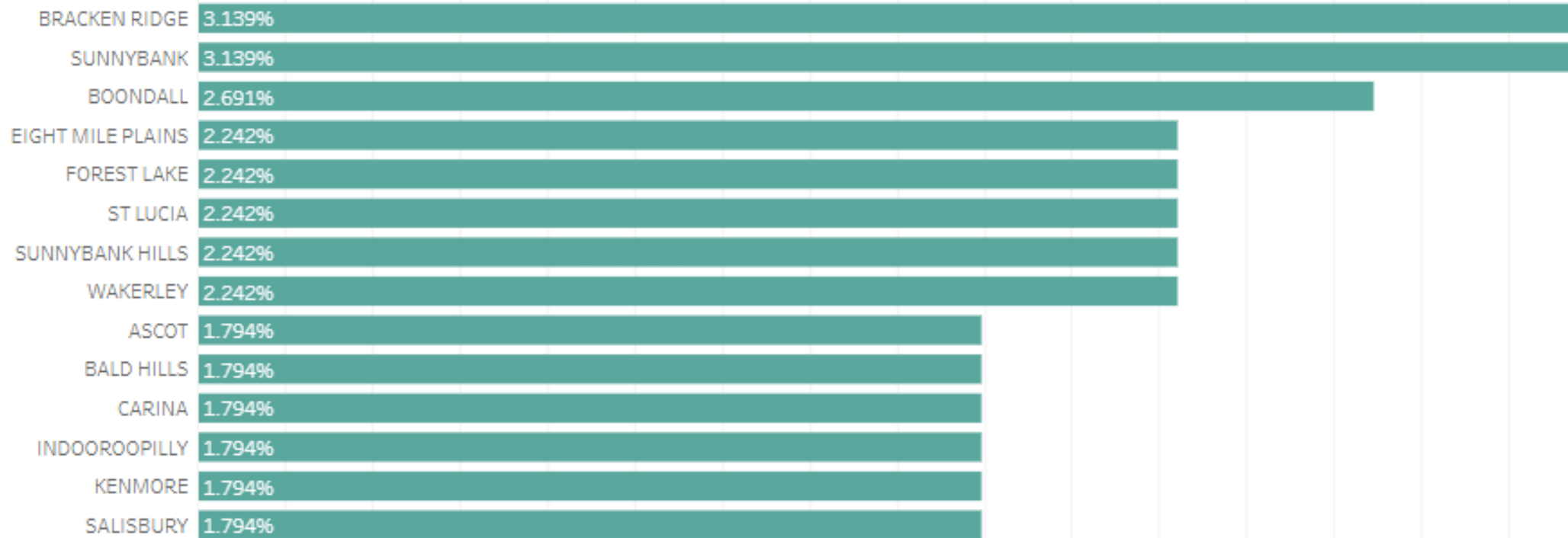


INSIGHT

The top 5 LGAs make up over 28.64% of all visitation to Goondiwindi with Toowoomba topping the visitation with 9.8% of all visitation.

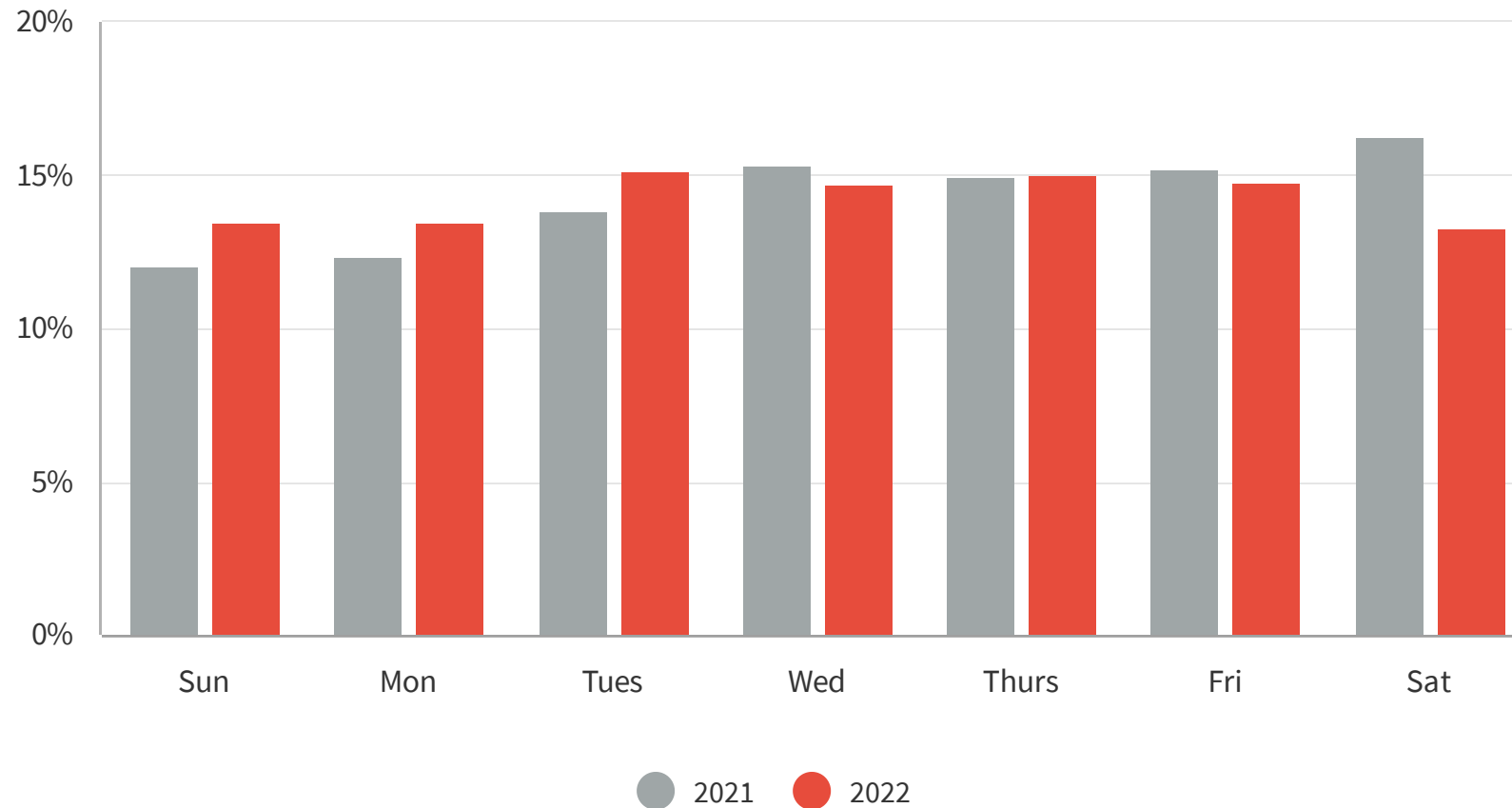
Top Suburb Visitors From Brisbane

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 Tuesday at 15.13% of visitation.