

Goondiwindi Monthly Report

January 2022



Key Points from January 2022



Goondiwindi's average occupancy level for December was 59% which is a 7% increase month on month.



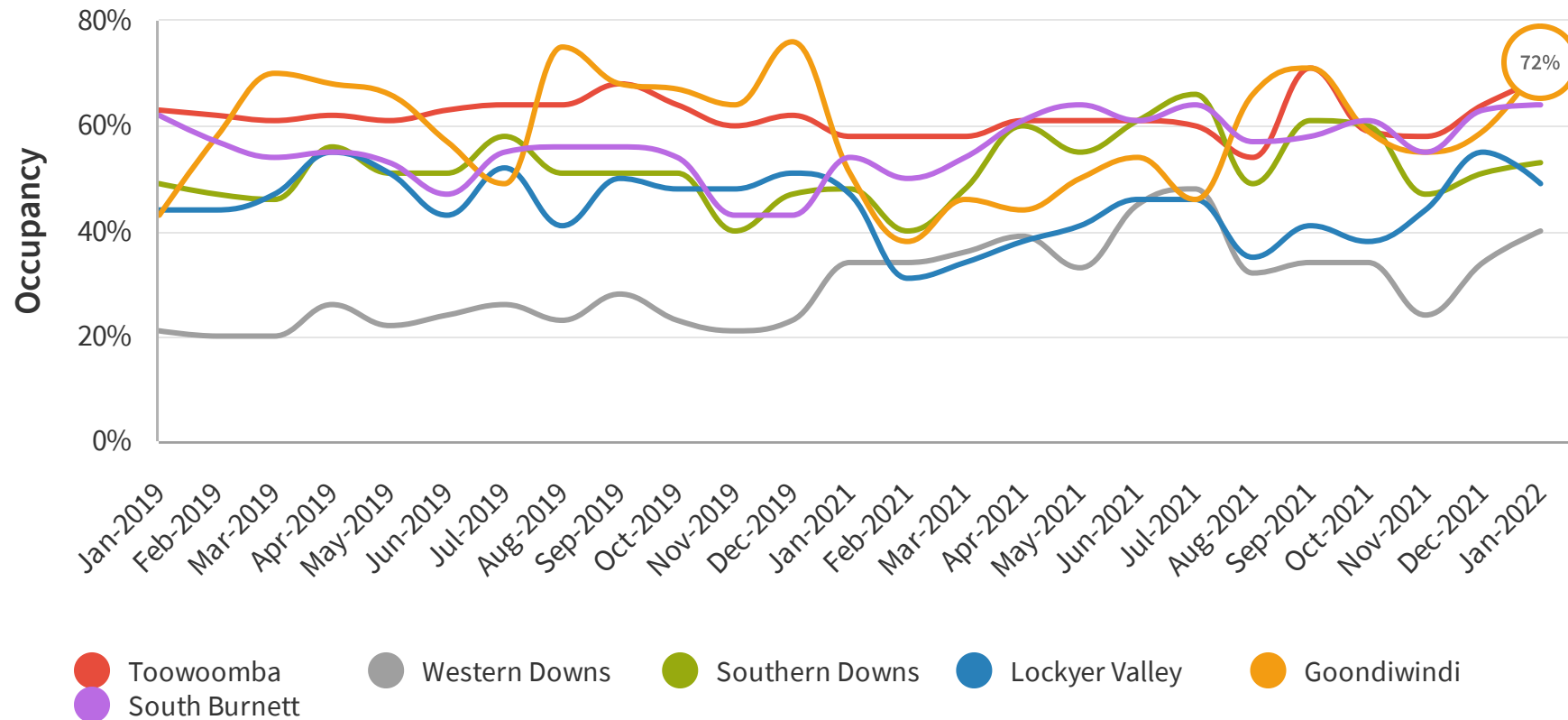
The Reservation Window for December 2021 was 26 days which is a considerable increase of 136% when compared to last month. An increase in the reservation window is experienced every year in December, but 2021 had a much larger jump.



The average length of stay for December was 2 days, which is a 33% decrease when compared to 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.

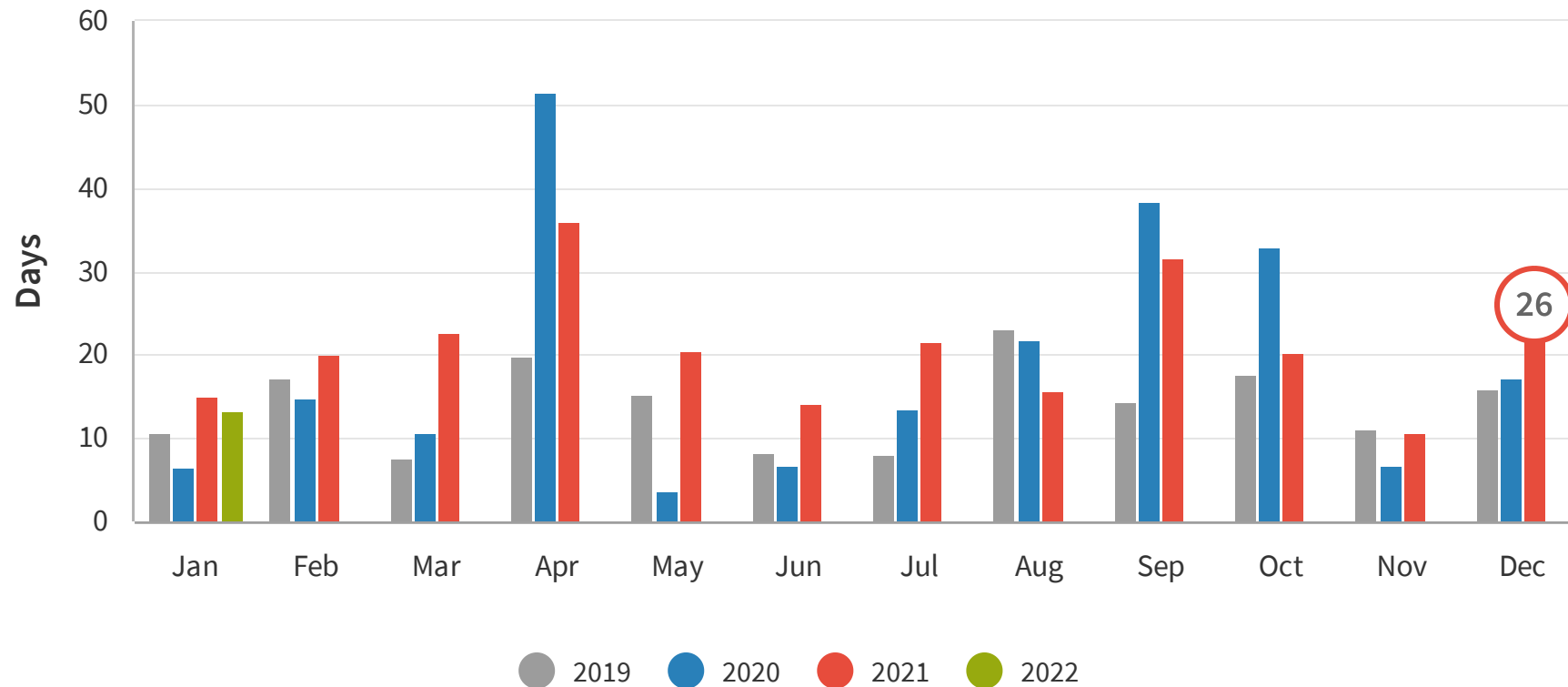


INSIGHT

Goondiwindi's average occupancy level for January 2022 was 72%, experiencing a 56% increase since November 2021.

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.

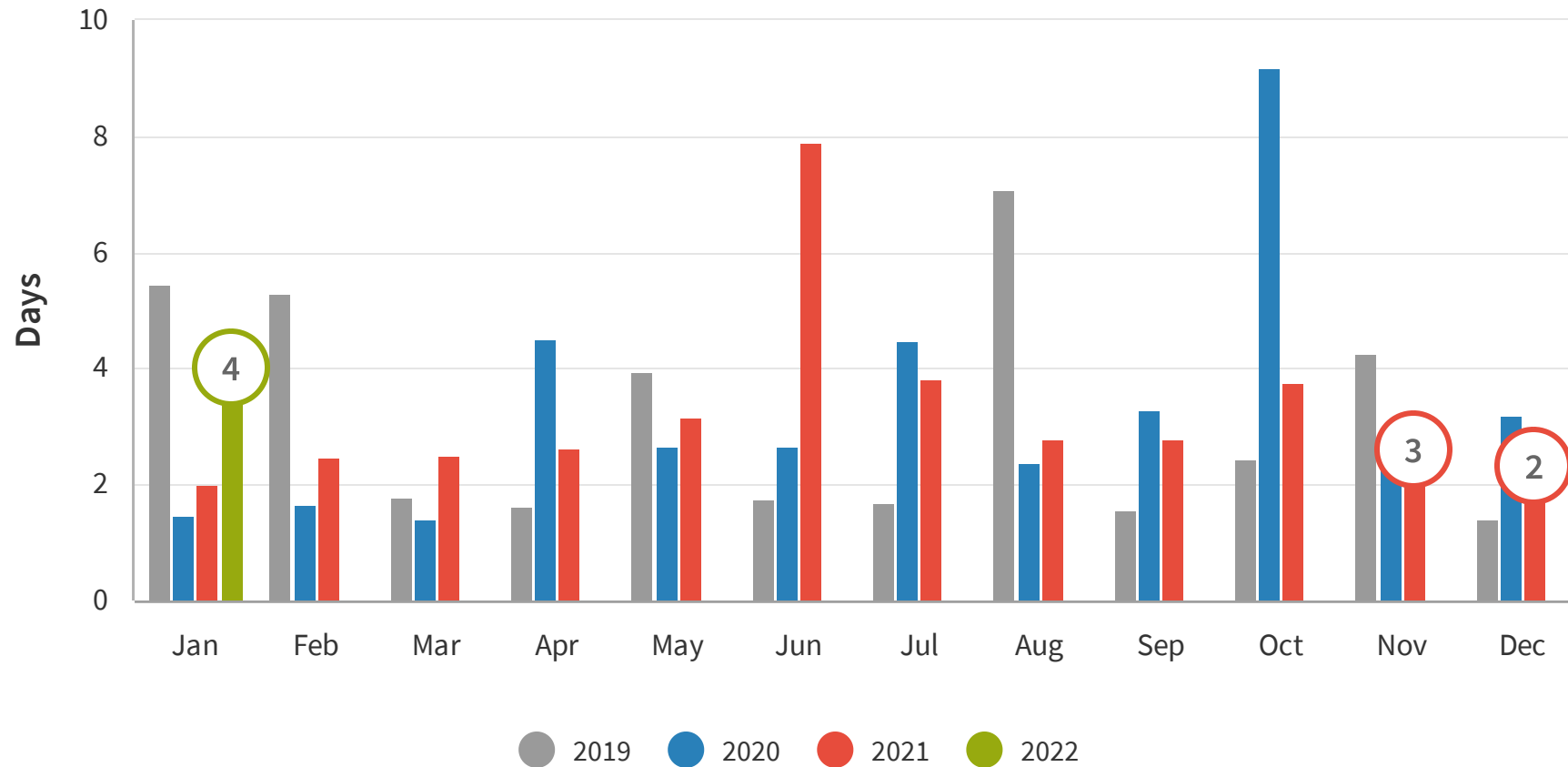


INSIGHT

The Reservation Window for January 2022 was 13, experiencing a seasonal decline of 50% since December.

Length of Stay

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

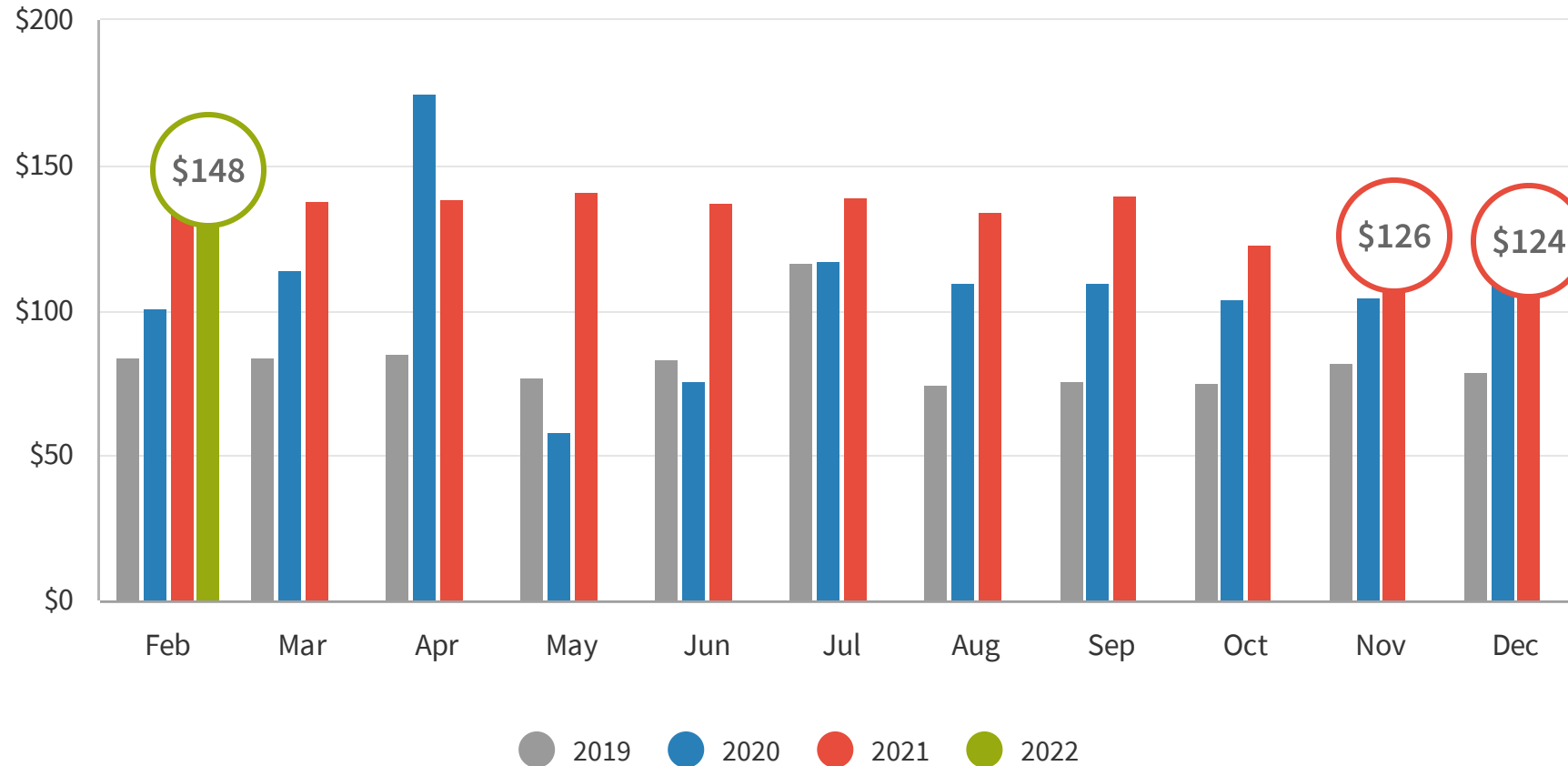


INSIGHT

The average length of stay for January 2022 was 4 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.

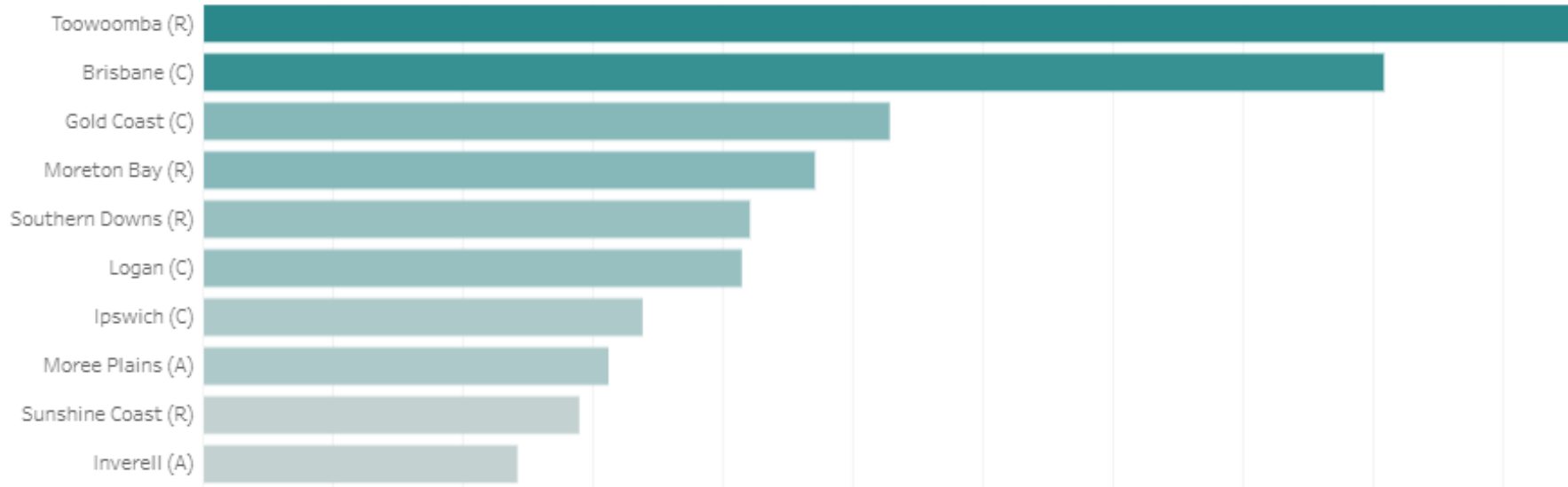


INSIGHT

The average daily rate for Goondiwindi in January 2022 is \$148, seeing an increase of 19% since December last year.

Source Market

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

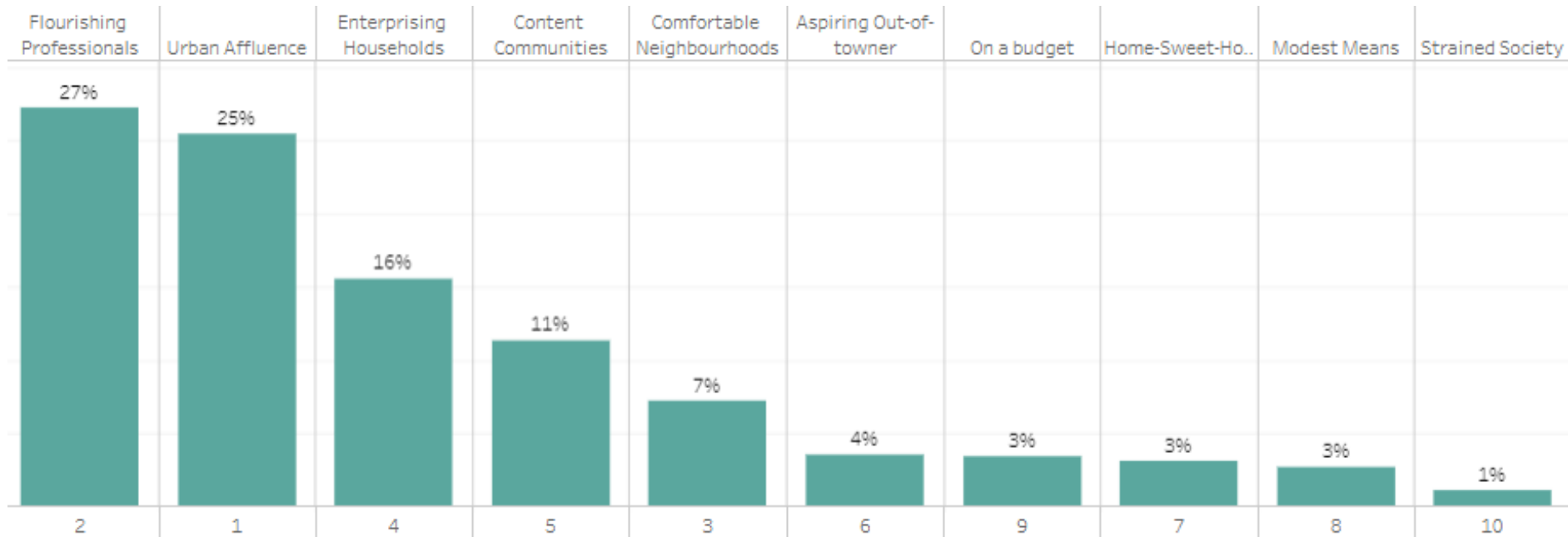


INSIGHT

The top 5 LGAs make up over 33% of all visitation to Goondiwindi with Toowoomba topping the visitation with 10.58% of all visitation.

Top Visitor Segments - Brisbane

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



INSIGHT

The top two visitors of Goondiwindi from Brisbane in the month of January were the two wealthiest segments, contributing to 52%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

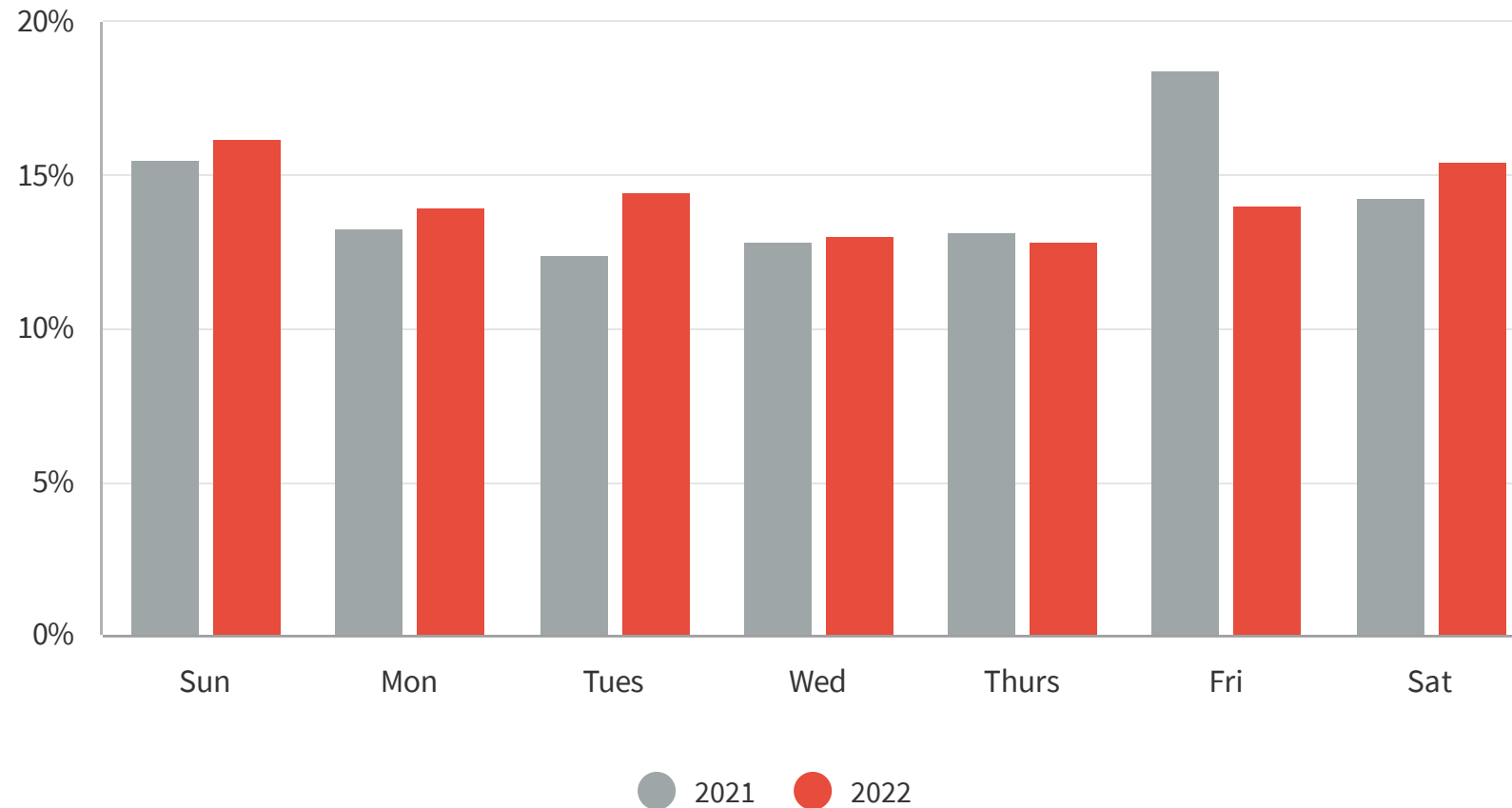
Top Suburb Visitors From Brisbane

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



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 January 2022 was Friday at 16.11% of visitation.