

# Goondiwindi Monthly Report

July 2022



# Key Points from July 2022



Goondiwindi's average occupancy level for July 2022 was 56%, which is a 22% increase when compared to July 2021.



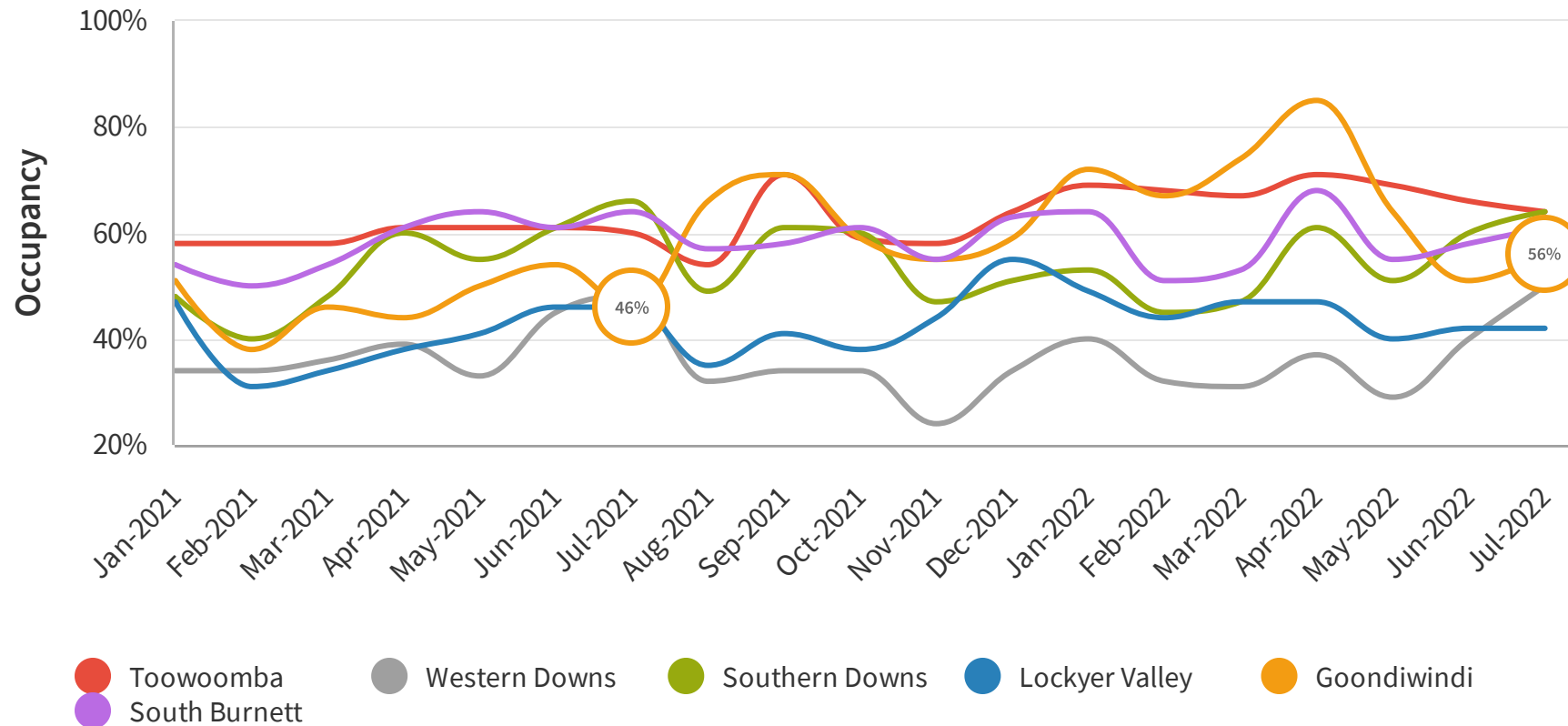
The average length of stay for June 2022 was 2.43 days, which is a 36% decrease when compared 2021.



The top 5 LGAs make up over 36.51% of all visitation to Goondiwindi with Brisbane topping the visitation at 10.38% 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.

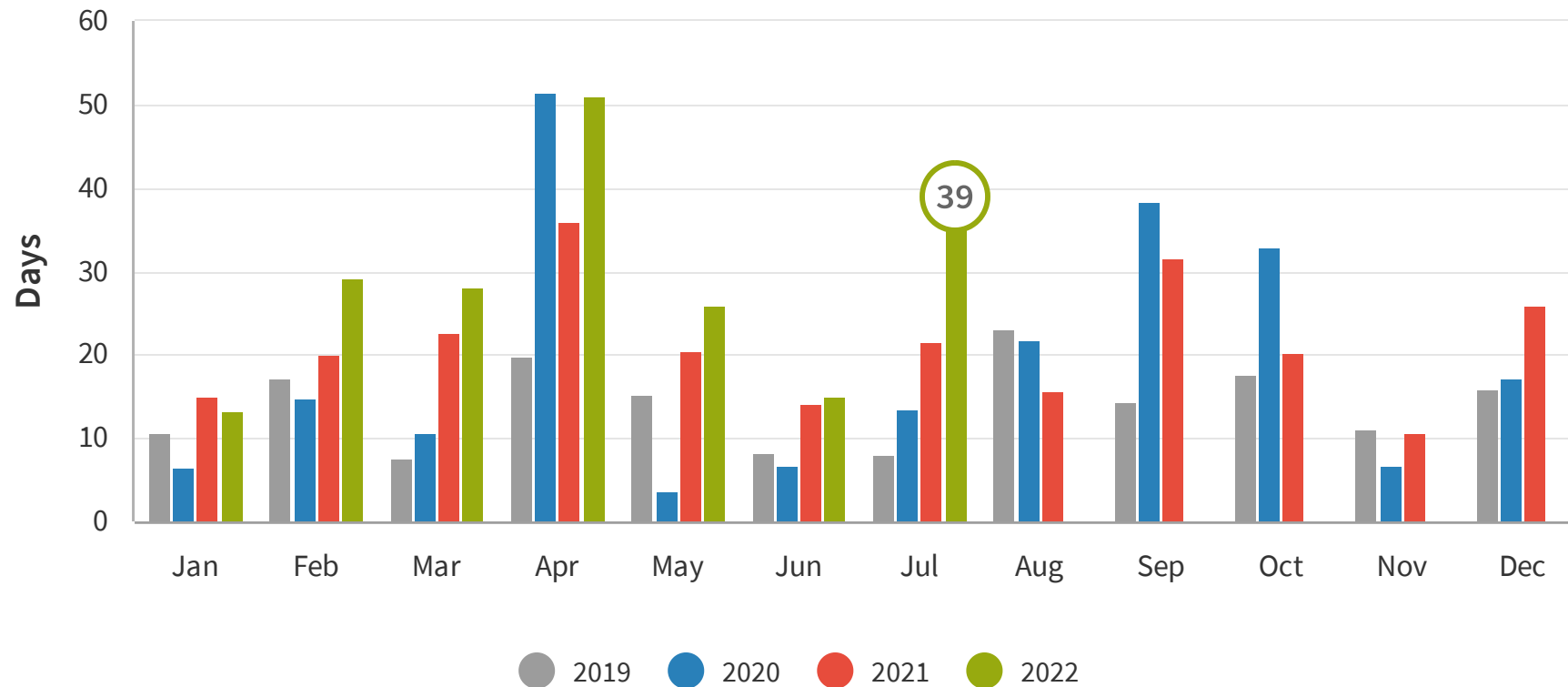


## INSIGHT

Goondiwindi's average occupancy level for July 2022 was 56%, which is a 22% increase when compared to July 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.

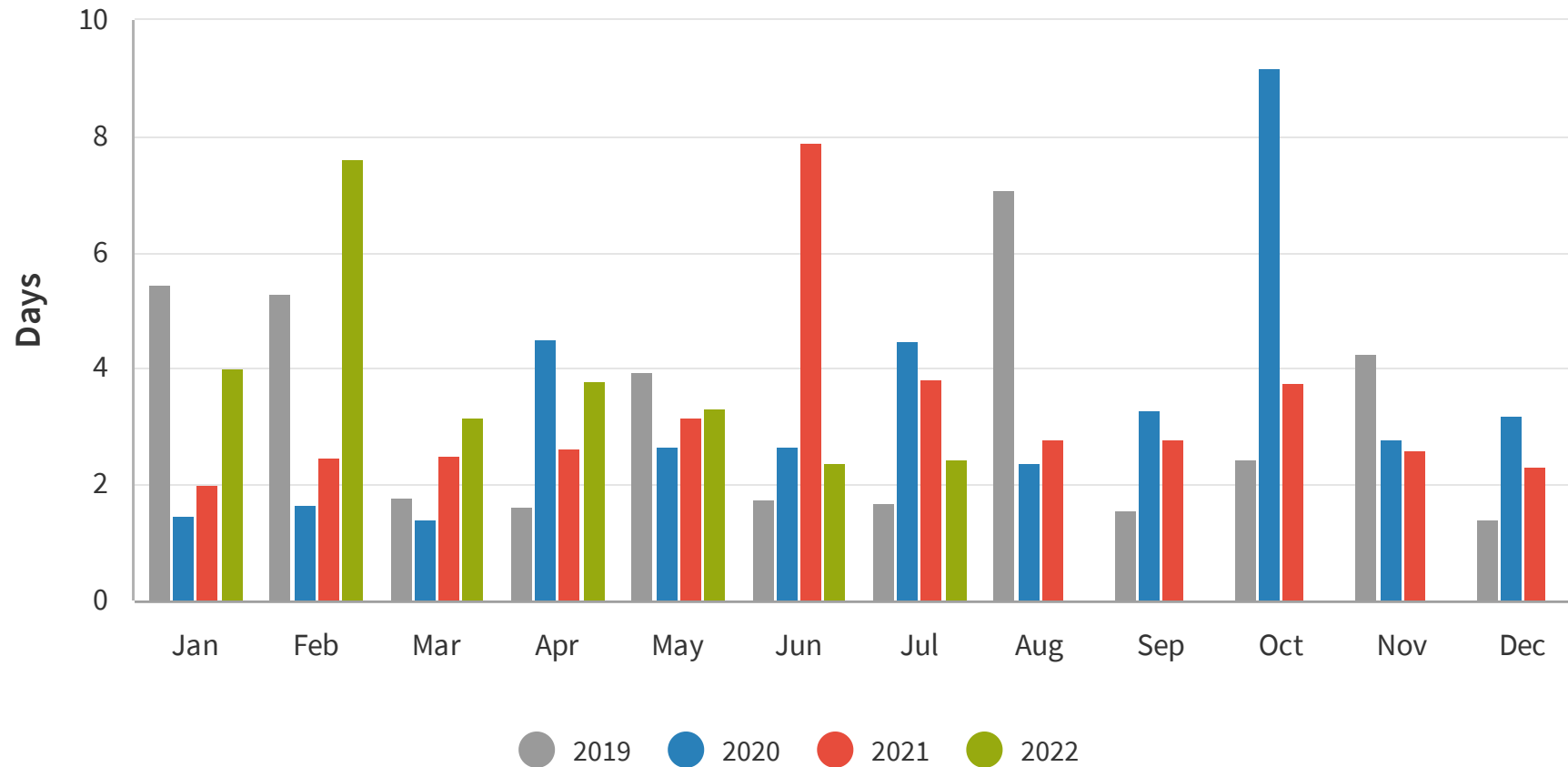


## INSIGHT

The Reservation Window for July 2022 was 39 days, experiencing similar levels to July 2021.

# Length of Stay

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

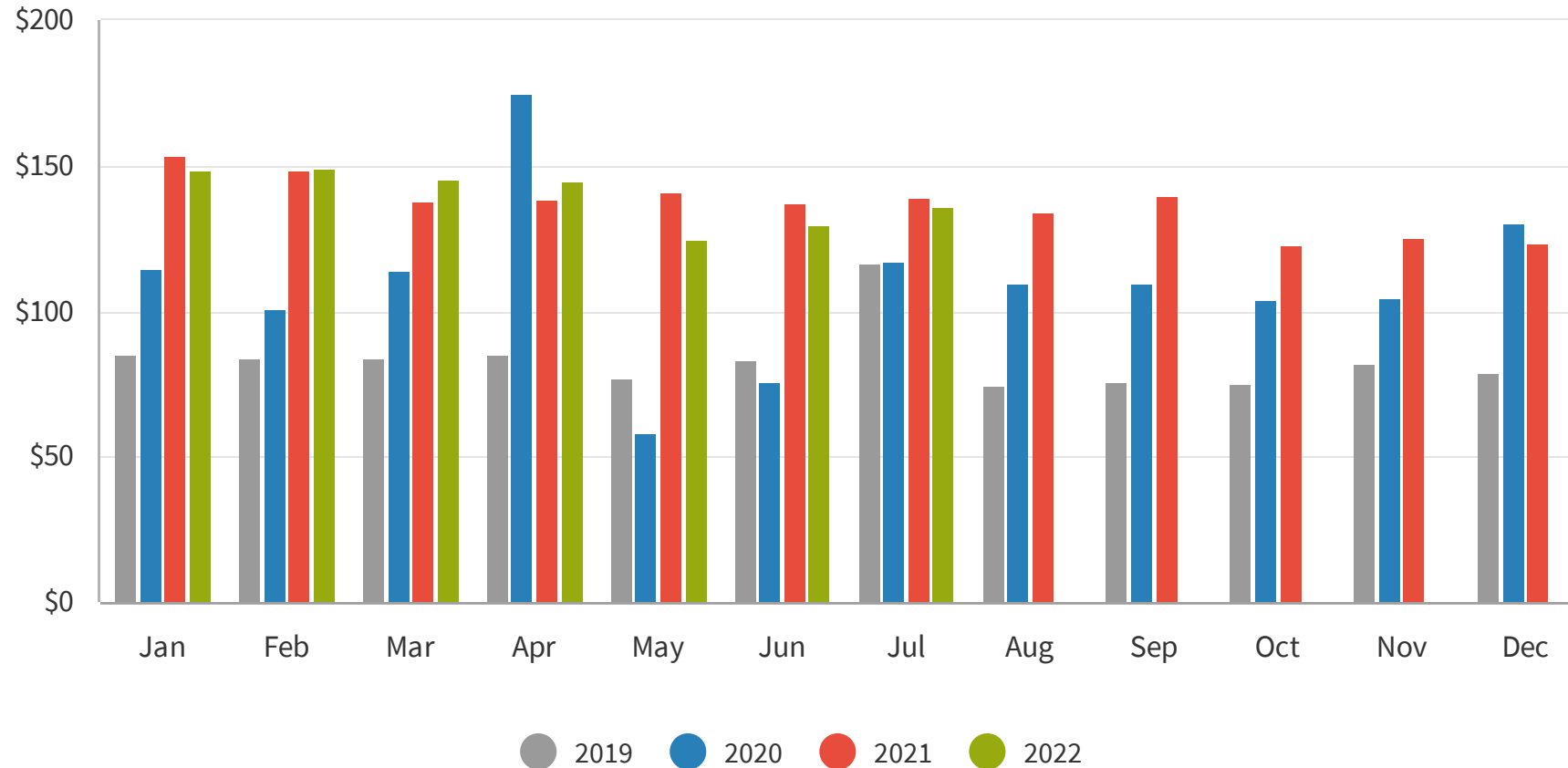


## INSIGHT

The average length of stay for July 2022 was 2.43 days, which is a 36% decrease when compared 2021.

# Average Daily Rate

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

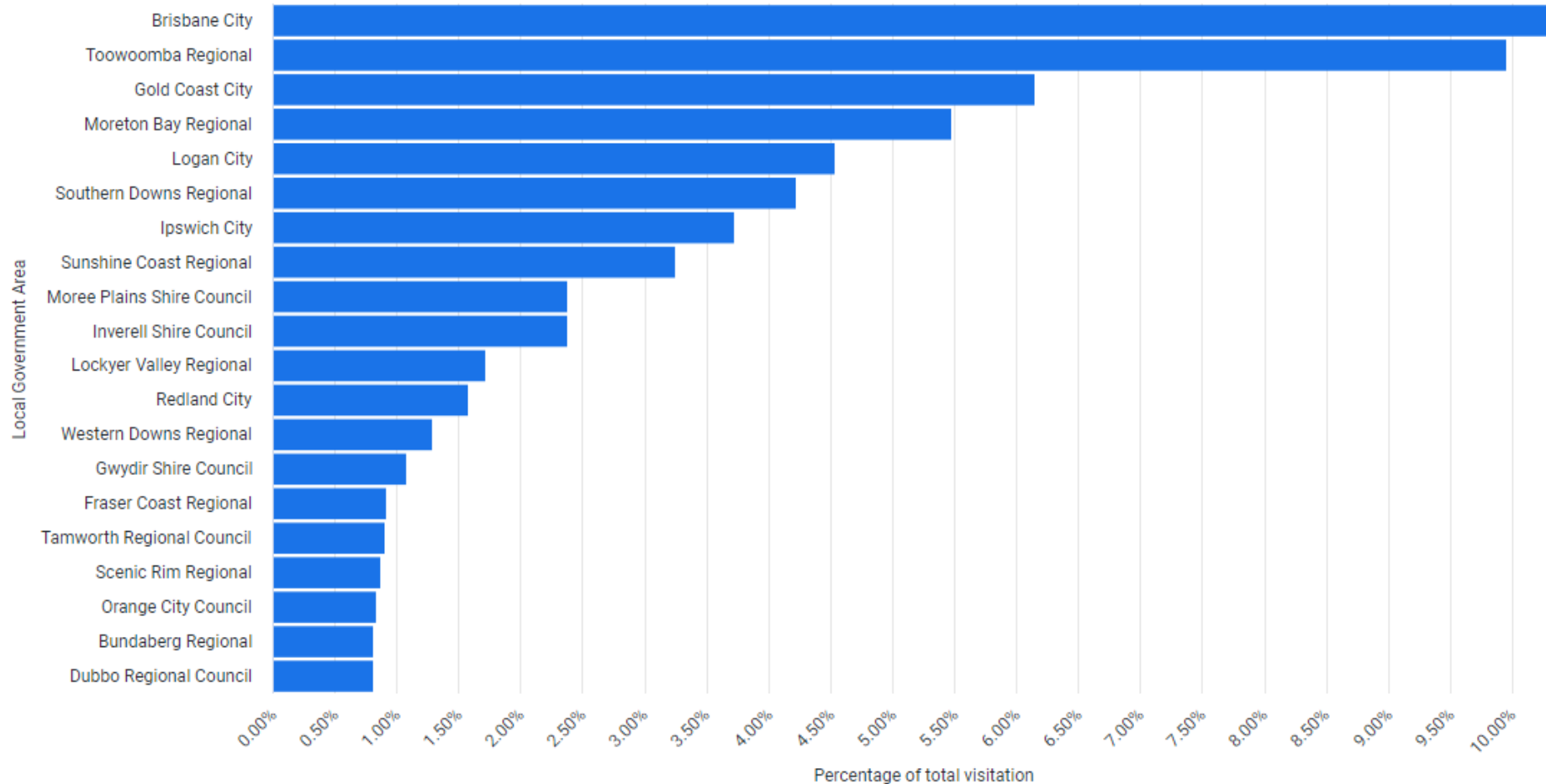


## INSIGHT

The average daily rate for Goondiwindi June 2022 was \$135.94, experiencing a similar level to 2021.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

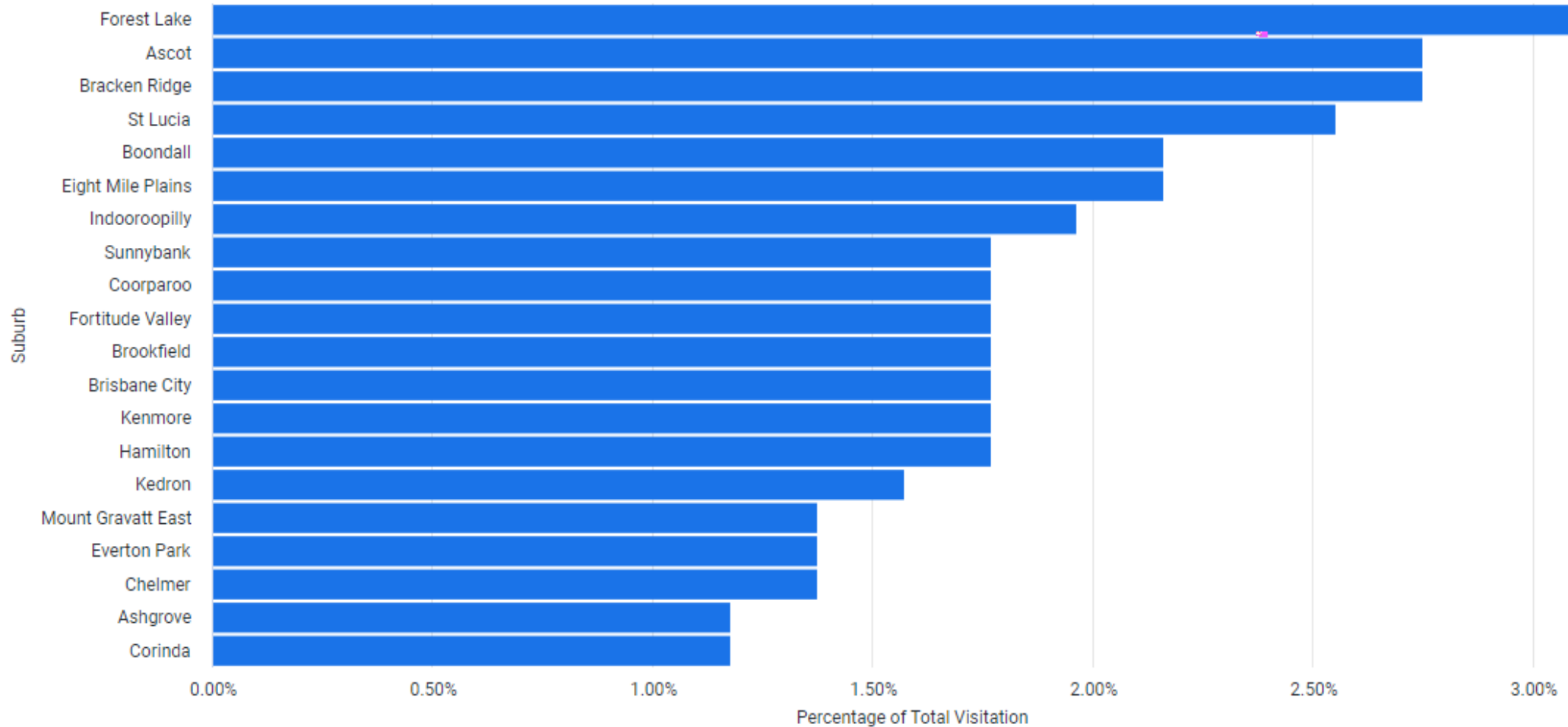


## INSIGHT

The top 5 LGAs make up over 36.51% of all visitation to Goondiwindi with Brisbane topping the visitation at 10.38% of all visitation.

# Top Suburb Visitors From Brisbane

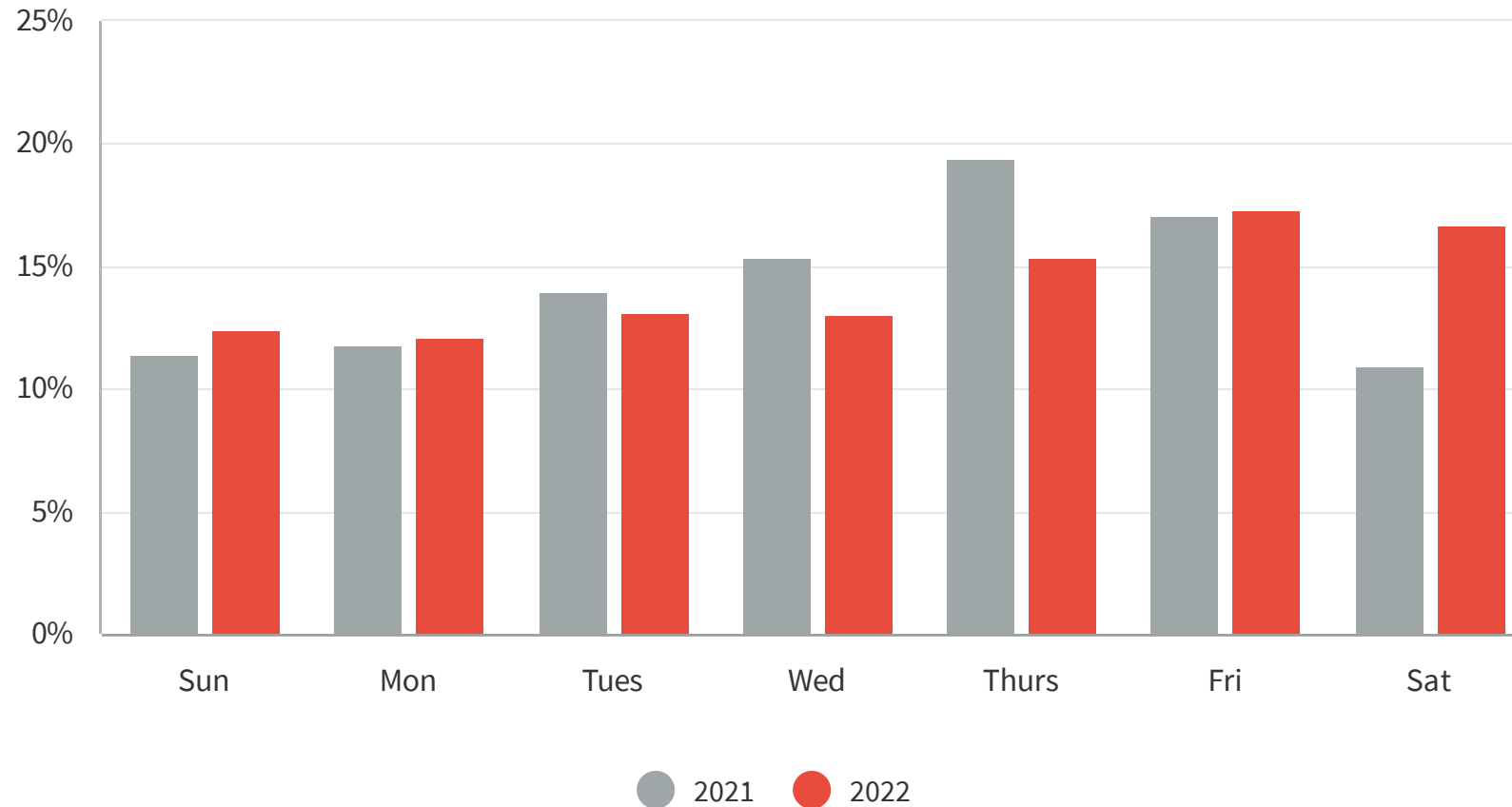
This section shows the top visiting suburbs from Brisbane.





# 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 July 2022 was Friday with 17.35% of visitation.