

Goondiwindi Monthly Report

June 2022



Key Points from June 2022



Goondiwindi's average occupancy level for June 2022 was 51%, which is a 6% decrease when compared to June 2021.



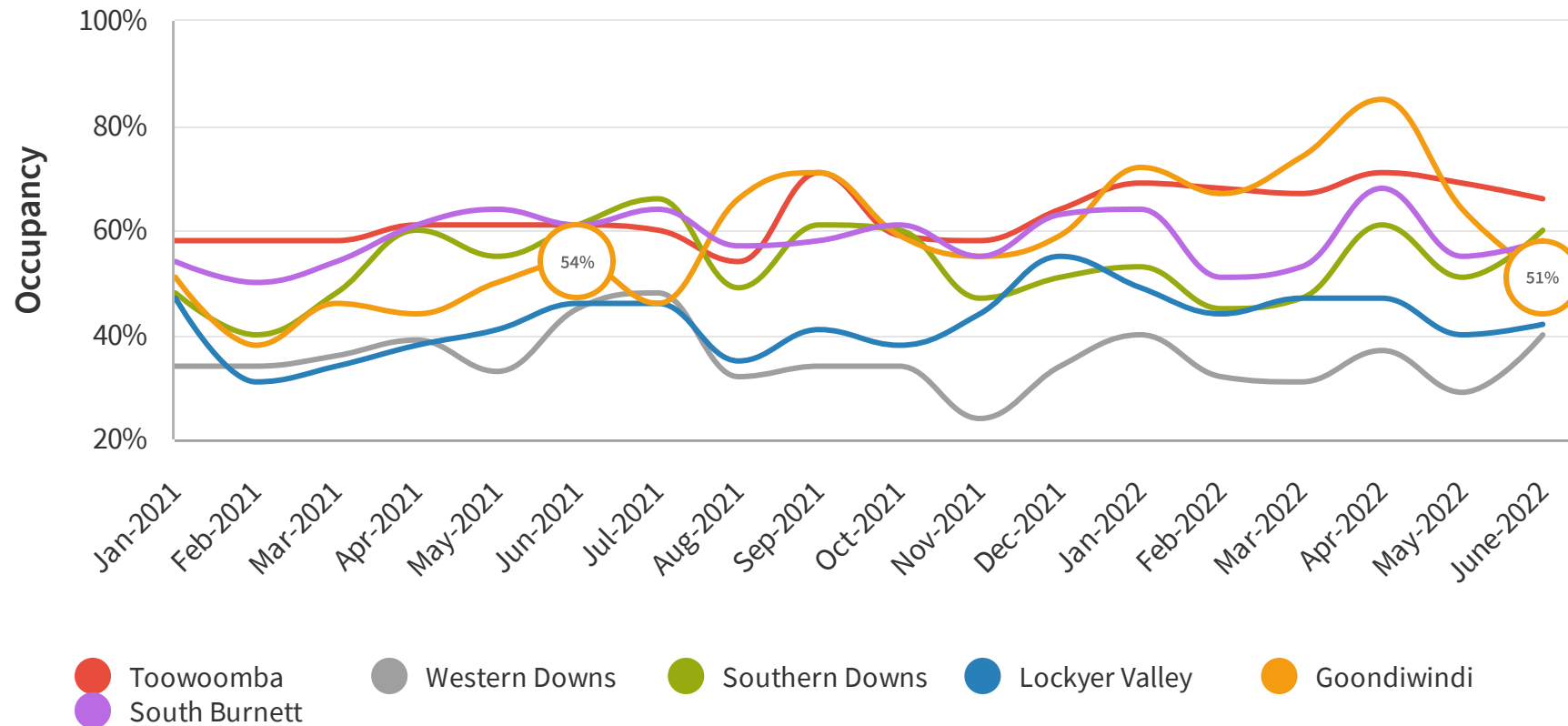
The Reservation Window for June 2022 was 15 days, experiencing similar levels to June 2021.



The top 5 LGAs make up over 36.63% of all visitation to Goondiwindi with Brisbane topping the visitation with 11.18% 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.

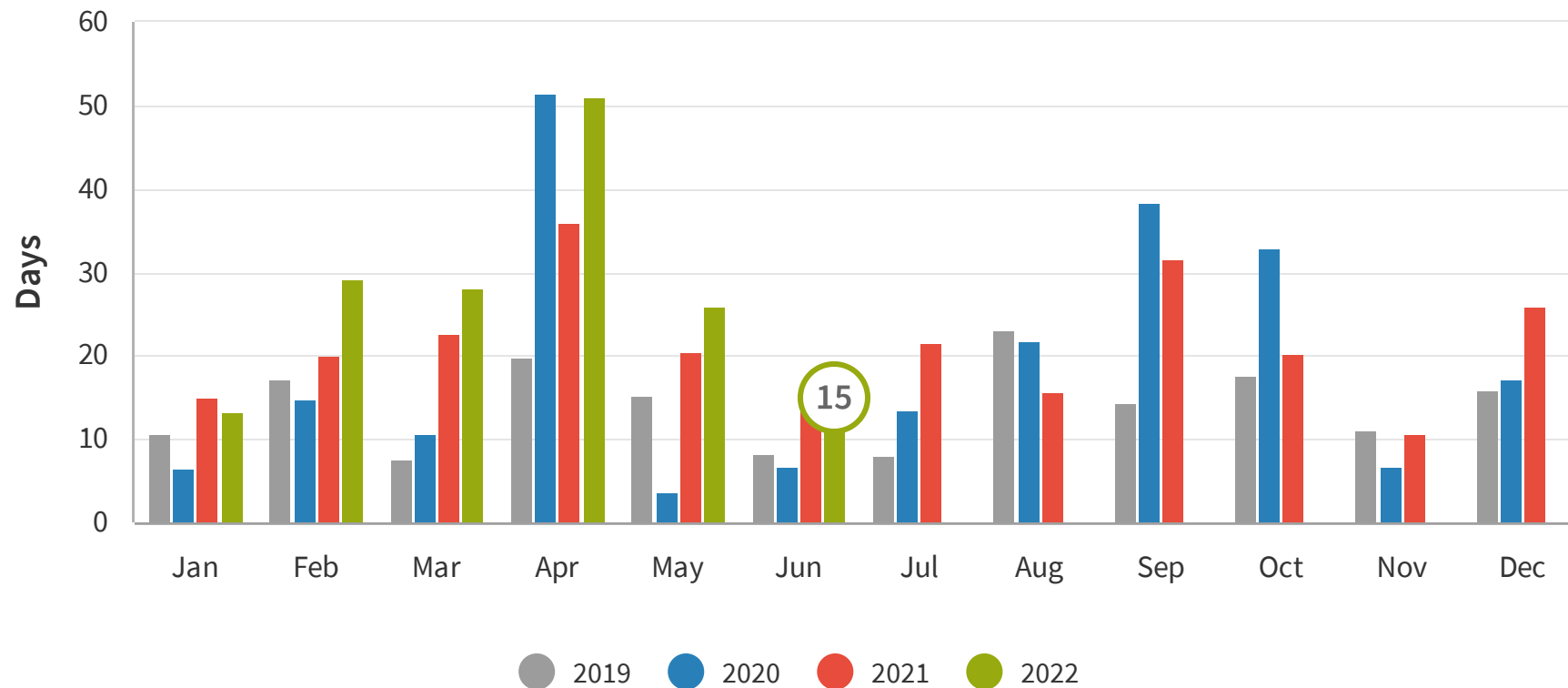


INSIGHT

Goondiwindi's average occupancy level for June 2022 was 51%, which is a 6% decrease when compared to June 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.

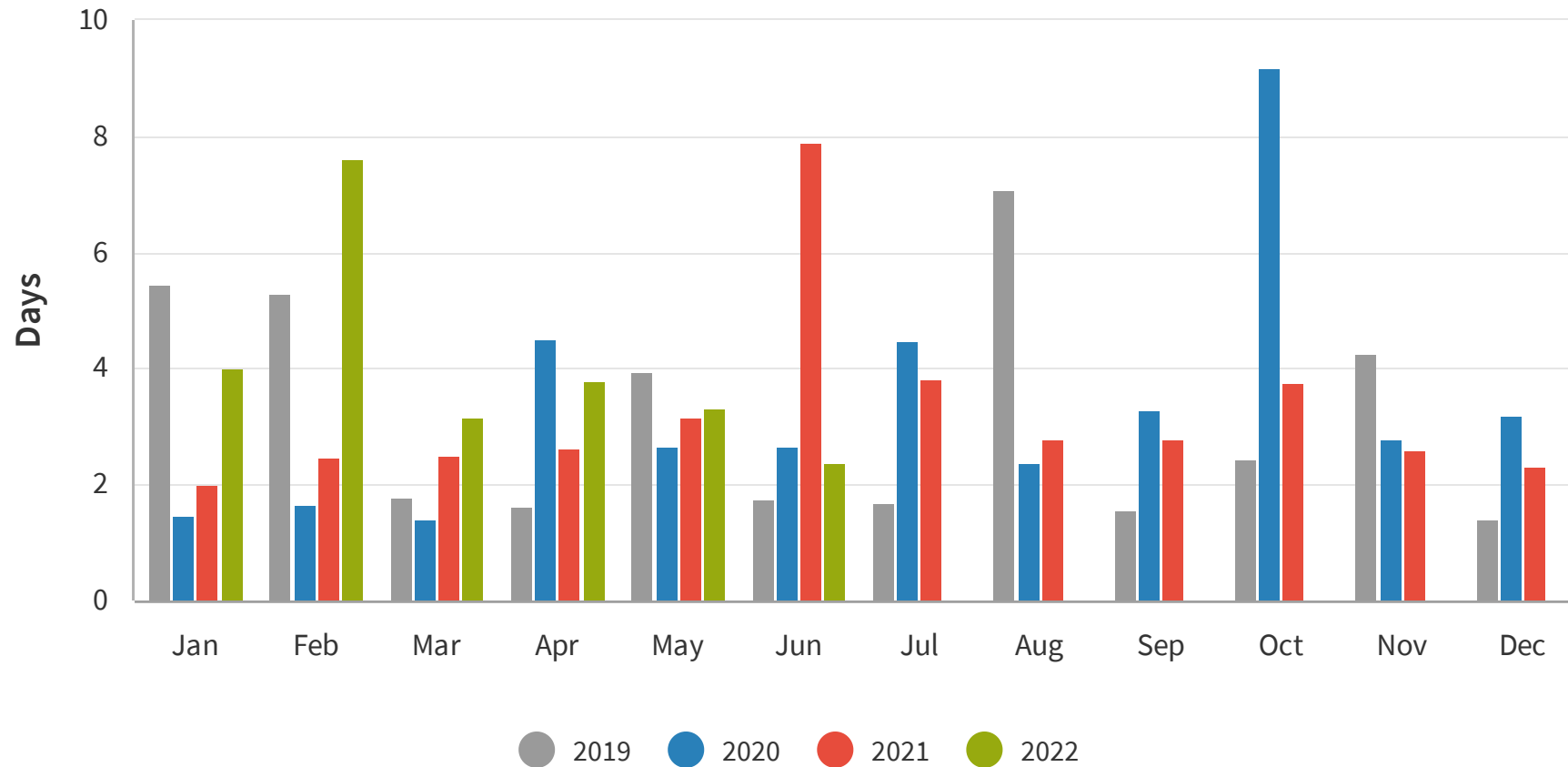


INSIGHT

The Reservation Window for June 2022 was 15 days, experiencing similar levels to June 2021.

Length of Stay

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

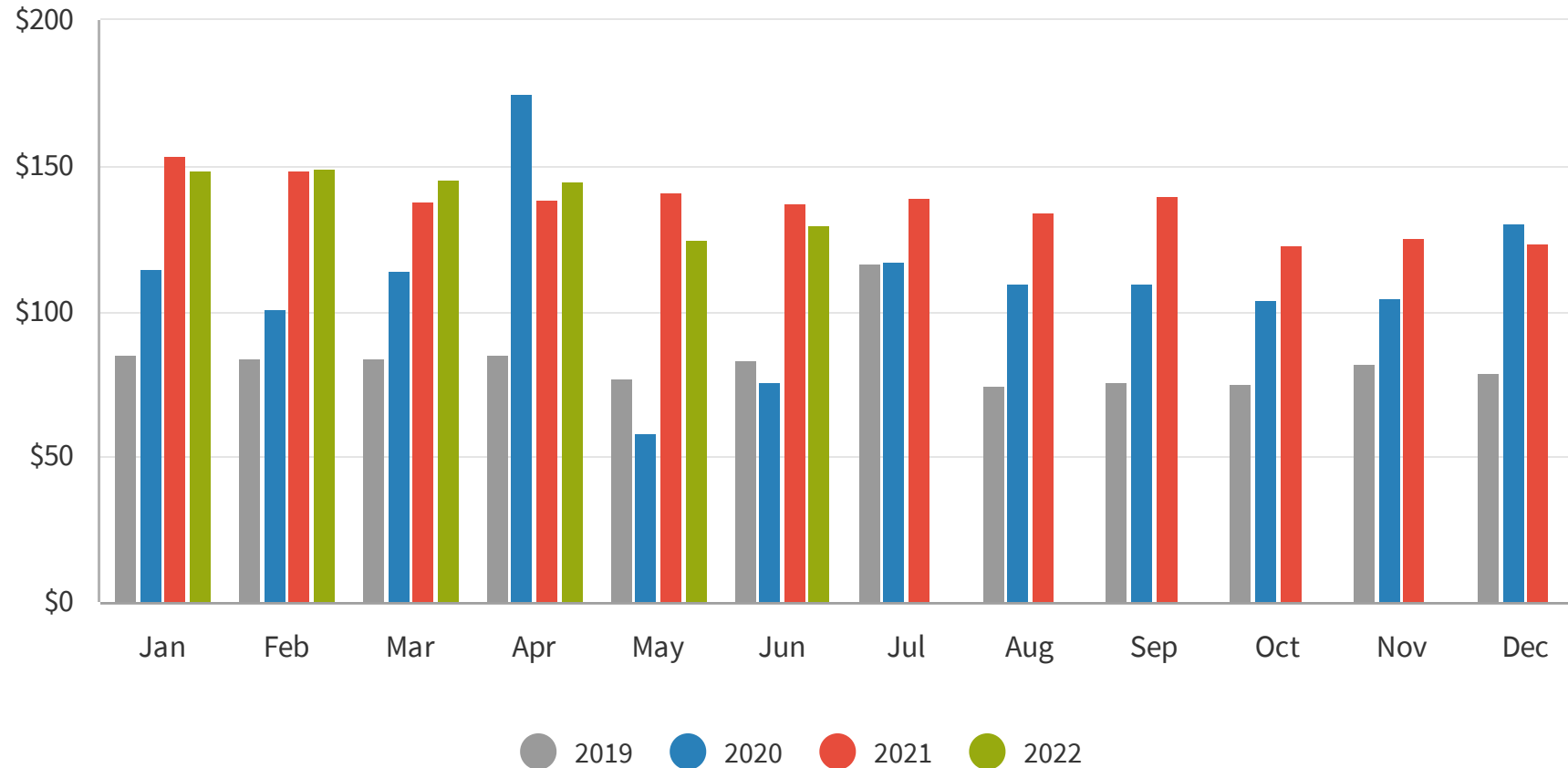


INSIGHT

The average length of stay for June 2022 was 2.37 days, which is a 70% decrease when compared 2021.

Average Daily Rate

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

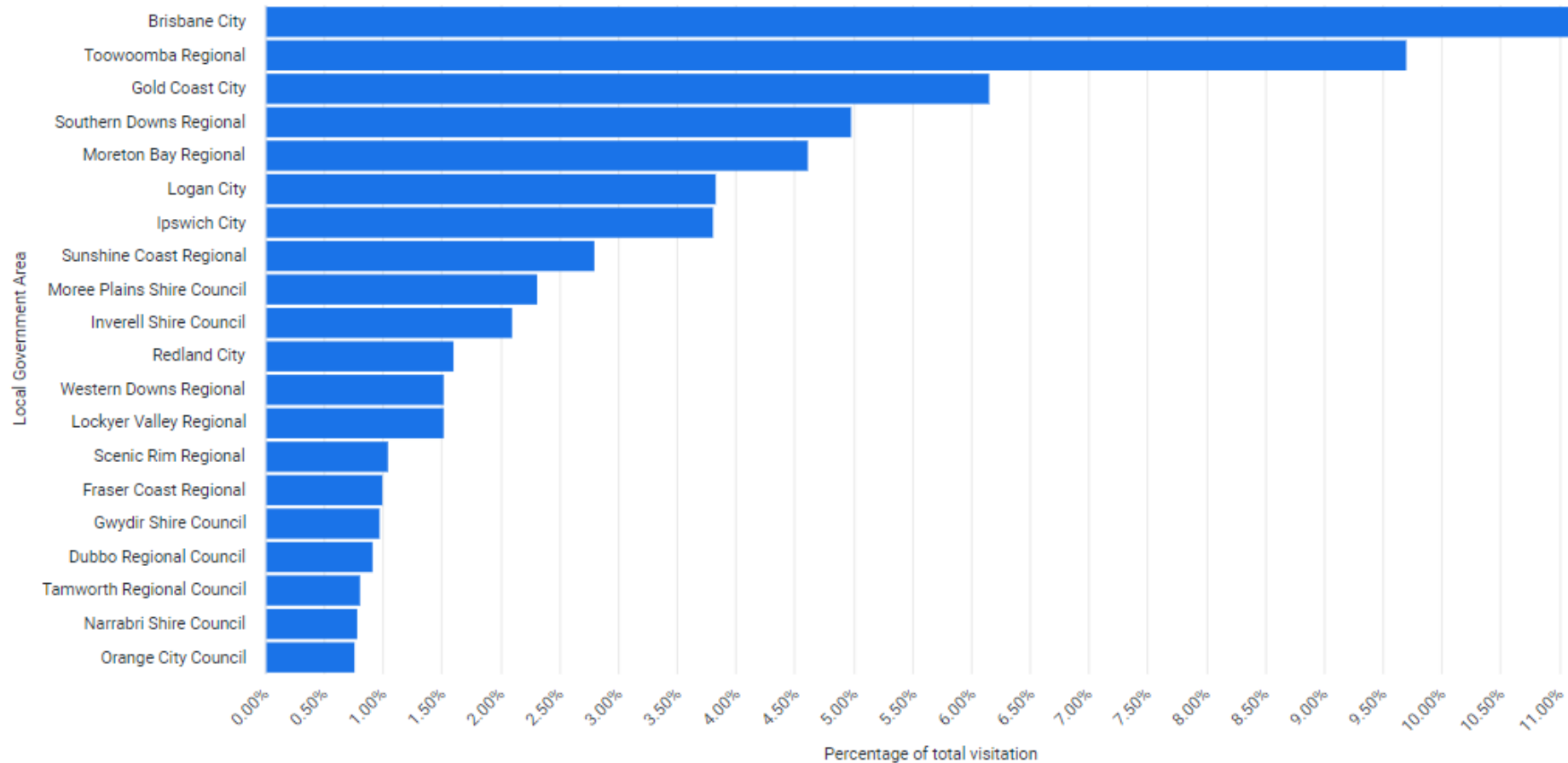


INSIGHT

The average daily rate for Goondiwindi June 2022 was \$129.82, which is a 5% decrease year on year.

Source Market

The source market demonstrates which LGA visitors are travelling from.

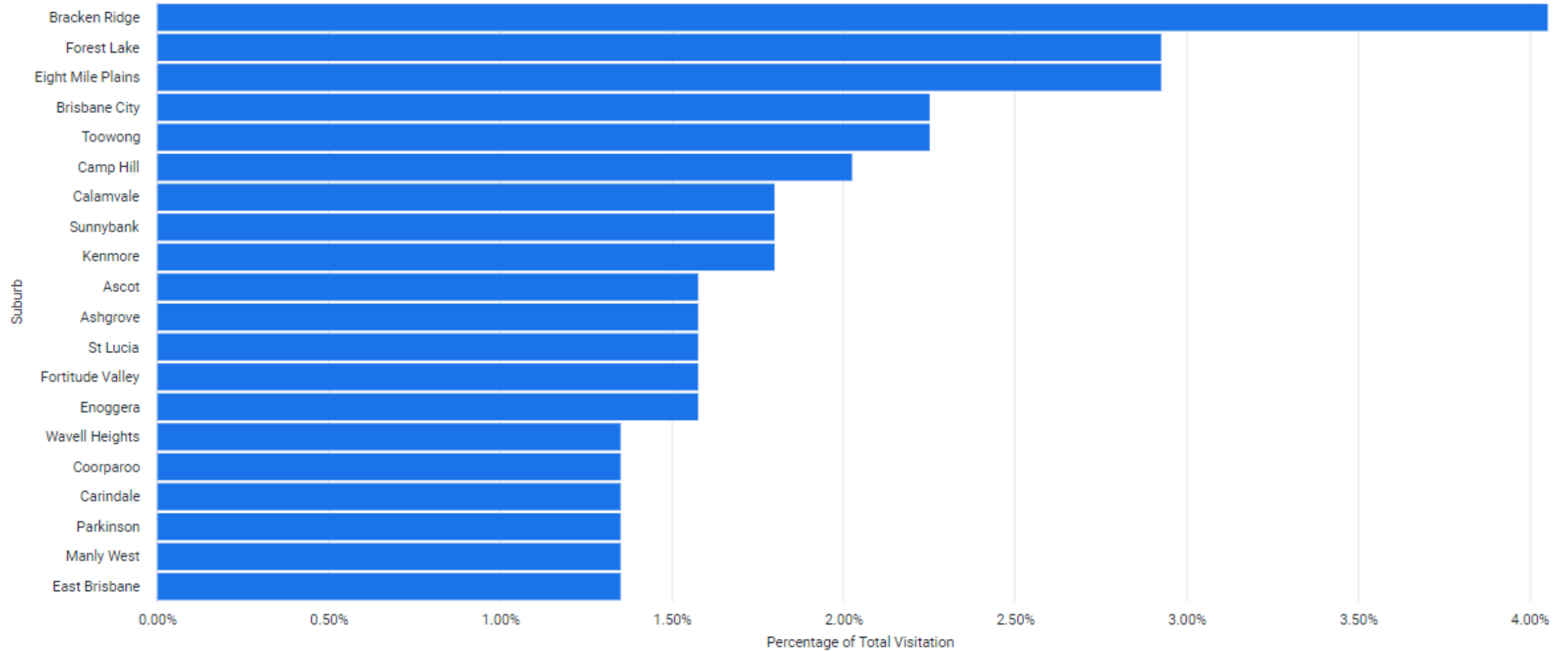


INSIGHT

The top 5 LGAs make up over 36.63% of all visitation to Goondiwindi with Brisbane topping the visitation with 11.18% of all visitation.

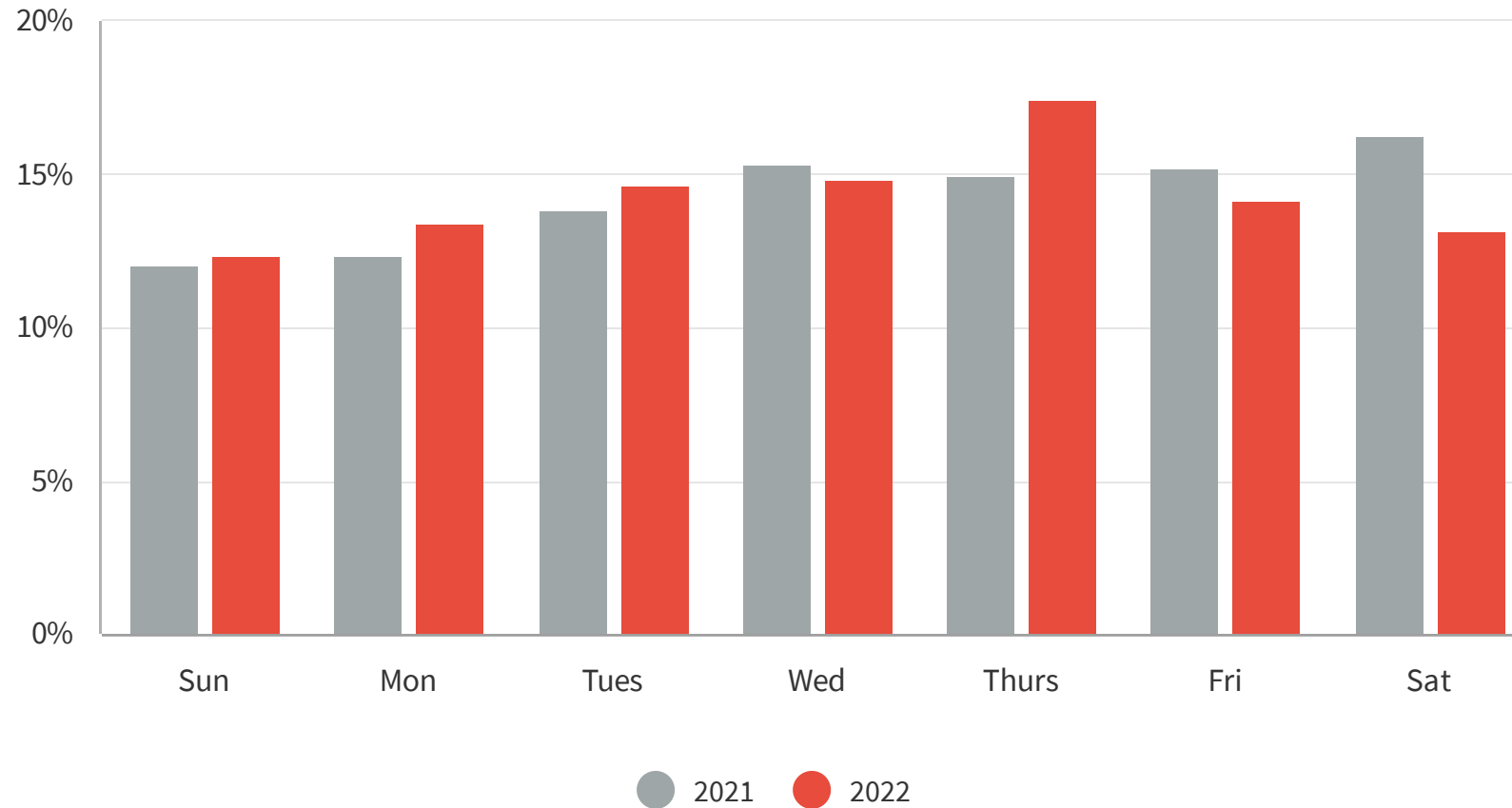
Top Suburb Visitors From Brisbane

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 June 2022
17.47% of visitation.