

# Goondiwindi Monthly Report

March 2022



# Key Points from March 2022



Goondiwindi's average occupancy level for March 2022 was 74%, which is an increase of 10% since February last month. 2022 has been a great year for occupancy in Goondiwindi, with the region leading all of SQC for the second time.



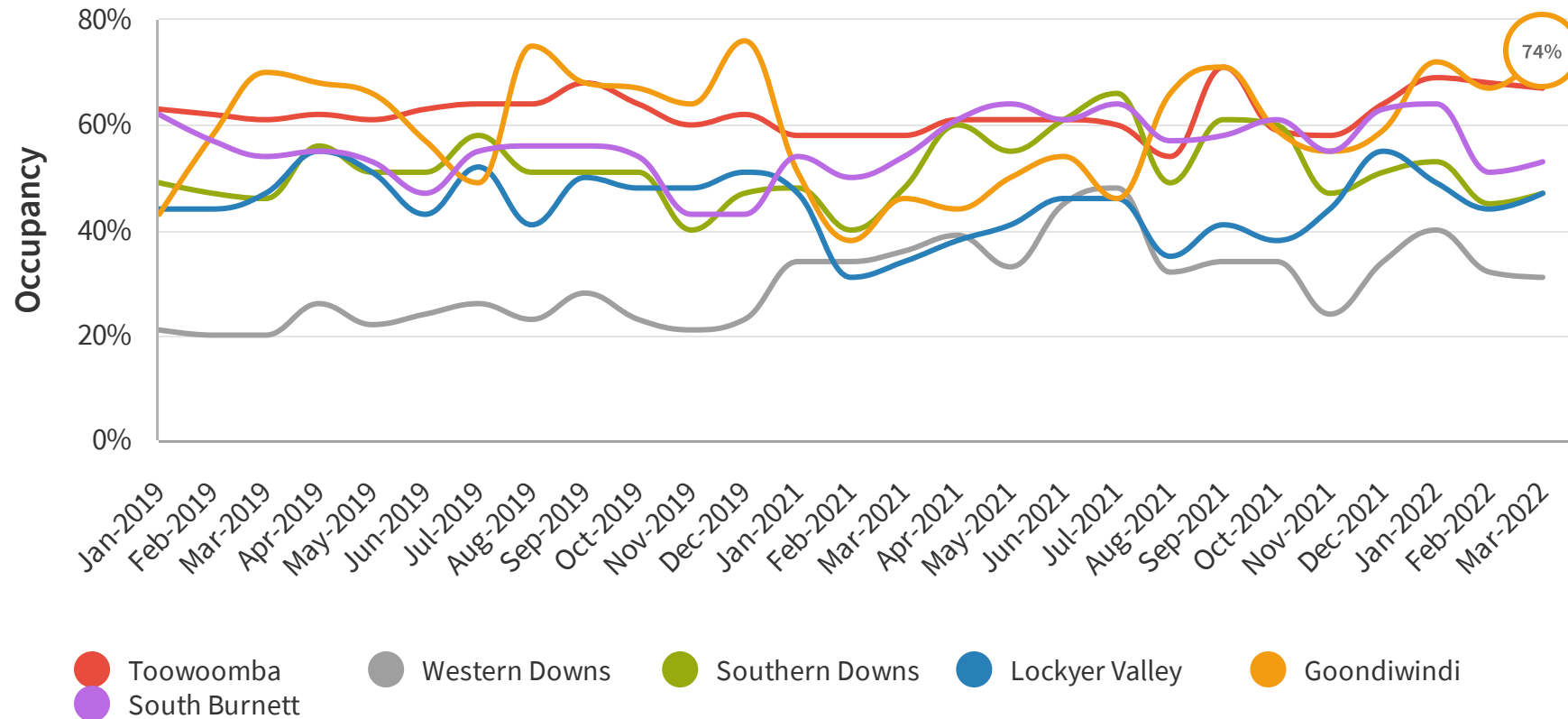
The Reservation Window for March 2022 was 28 days, which is a 3% decrease since February. When compared to March 2019 there has been an increase of 250%.



The average length of stay for March 2022 was 3 days, which is a 62% 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.

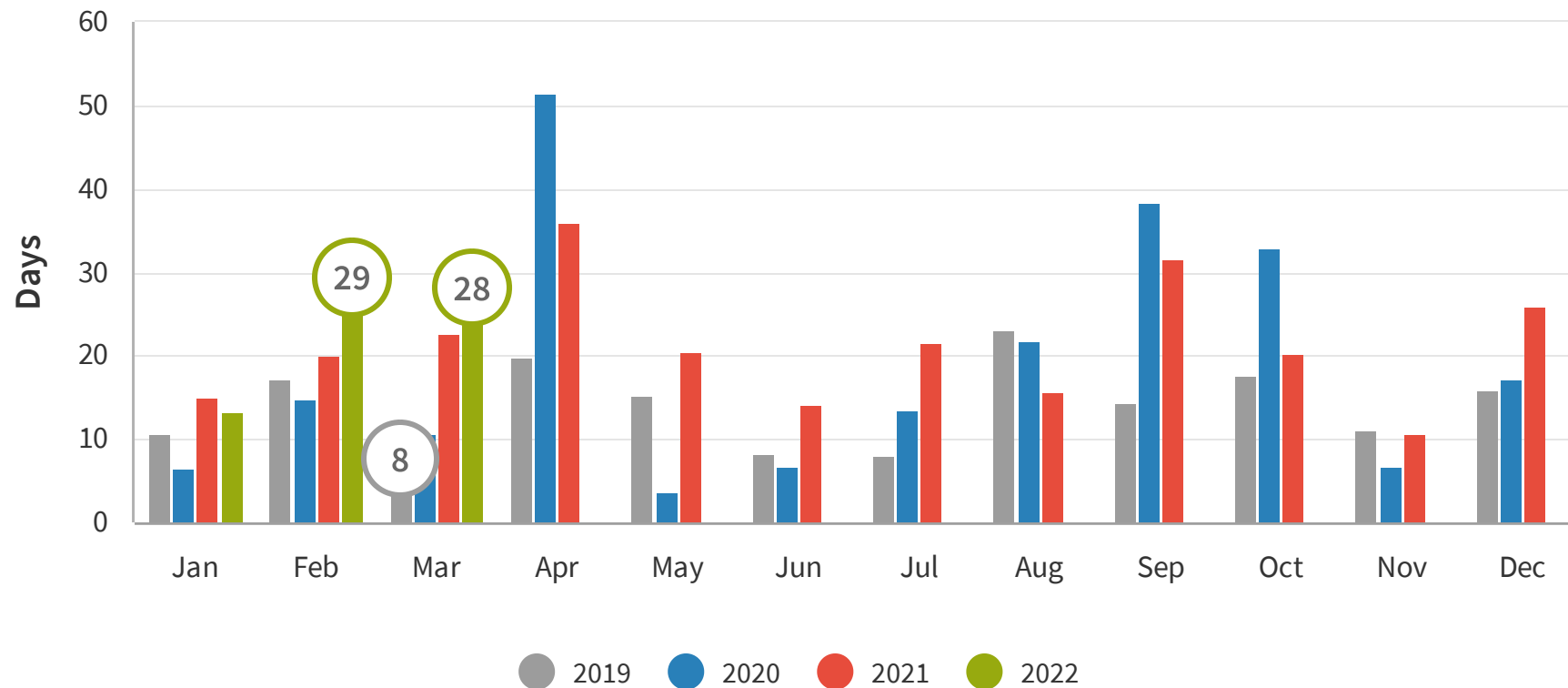


## INSIGHT

Goondiwindi's average occupancy level for March 2022 was 74%, which is an increase of 10% since February last month. 2022 has been a great year for occupancy in Goondiwindi, with the region leading all of SQC for the second time.

# 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.

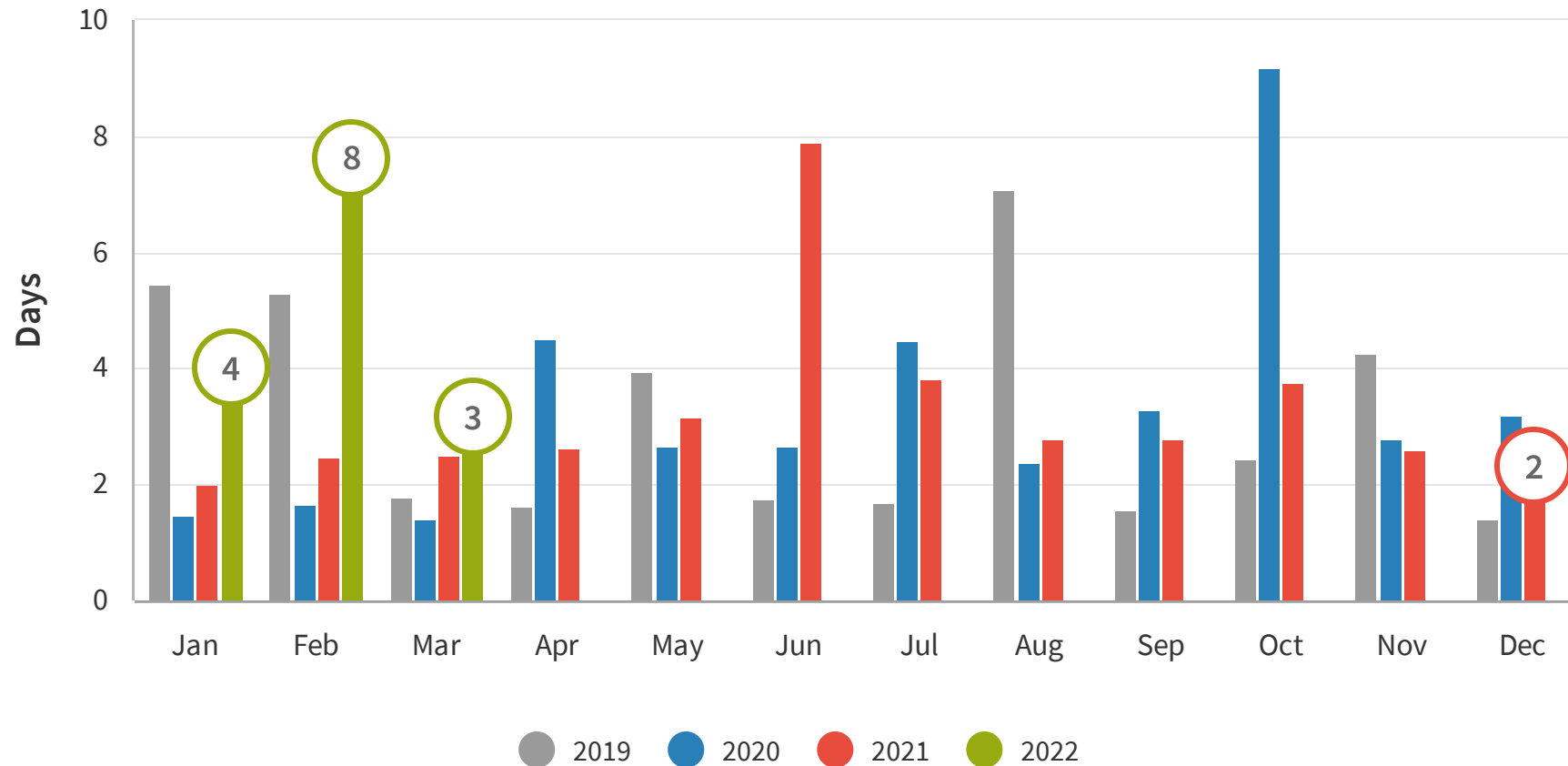


## INSIGHT

The Reservation Window for March 2022 was 28 days, which is a 3% decrease since February. When compared to March 2019 there has been increase of 250%.

# Length of Stay

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

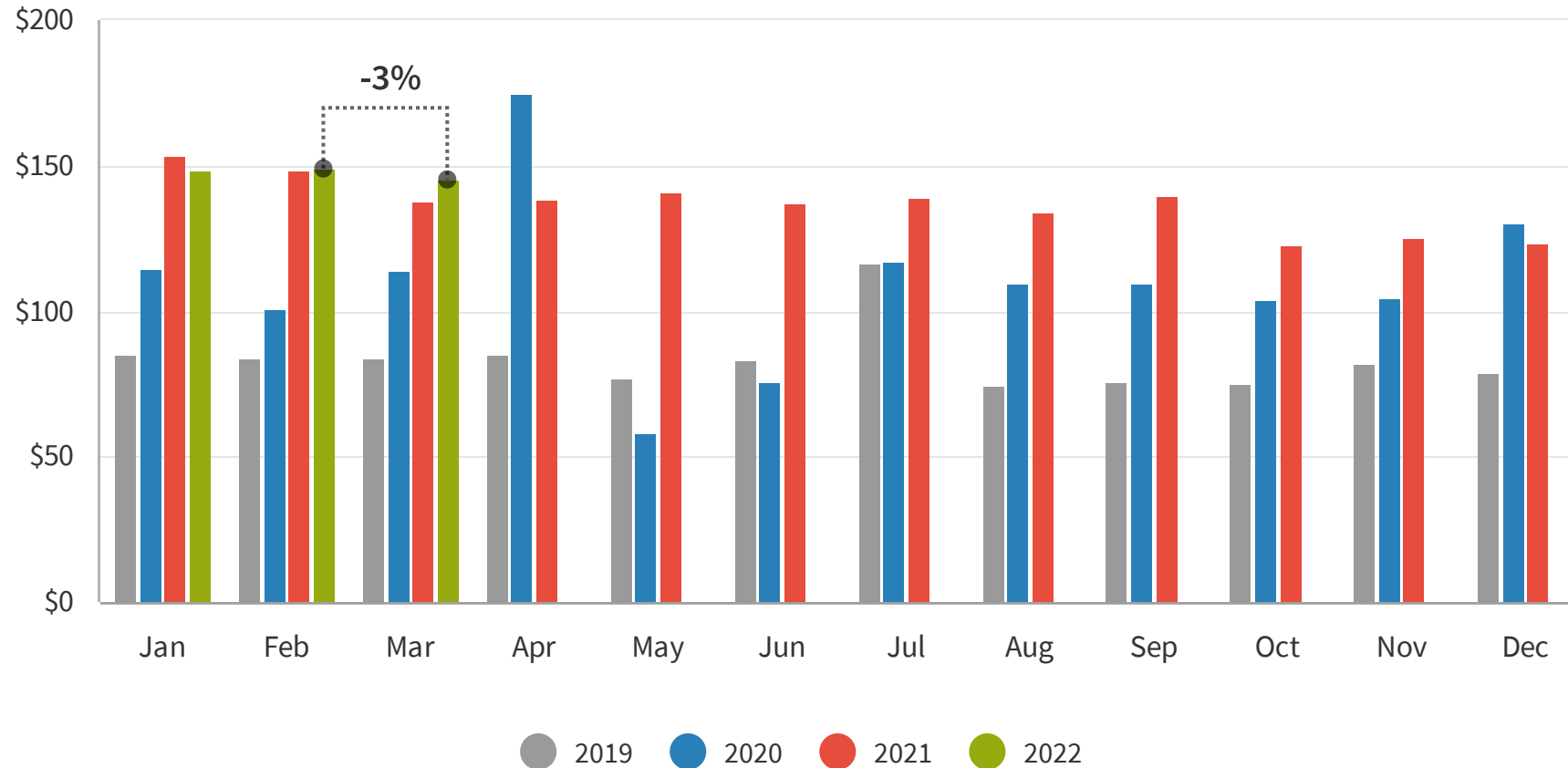


## INSIGHT

The average length of stay for March 2022 was 3 days, which is a 62% decrease 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.

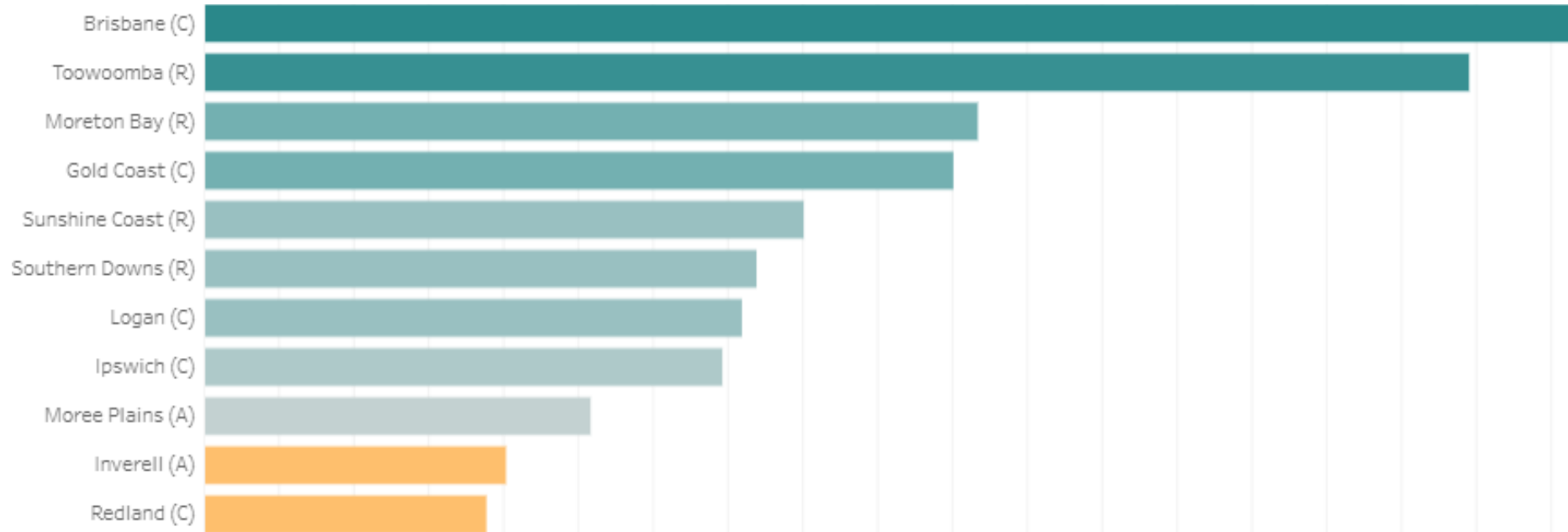


## INSIGHT

The average daily rate for Goondiwindi in February 2022 is \$148, experiencing a small decline of 3% since last month.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

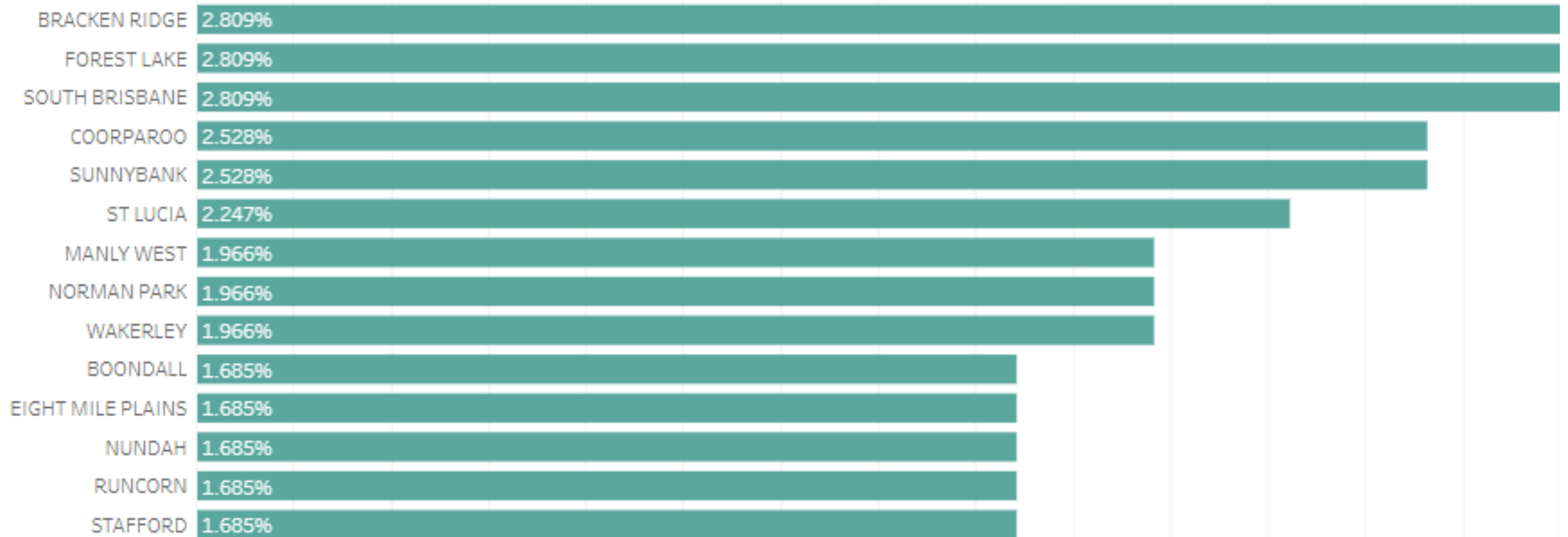


## INSIGHT

The top 5 LGAs make up over 31.74% of all visitation to Goondiwindi with Toowoomba topping the visitation with 9.8% of all visitation.

# Top Suburb Visitors From Brisbane

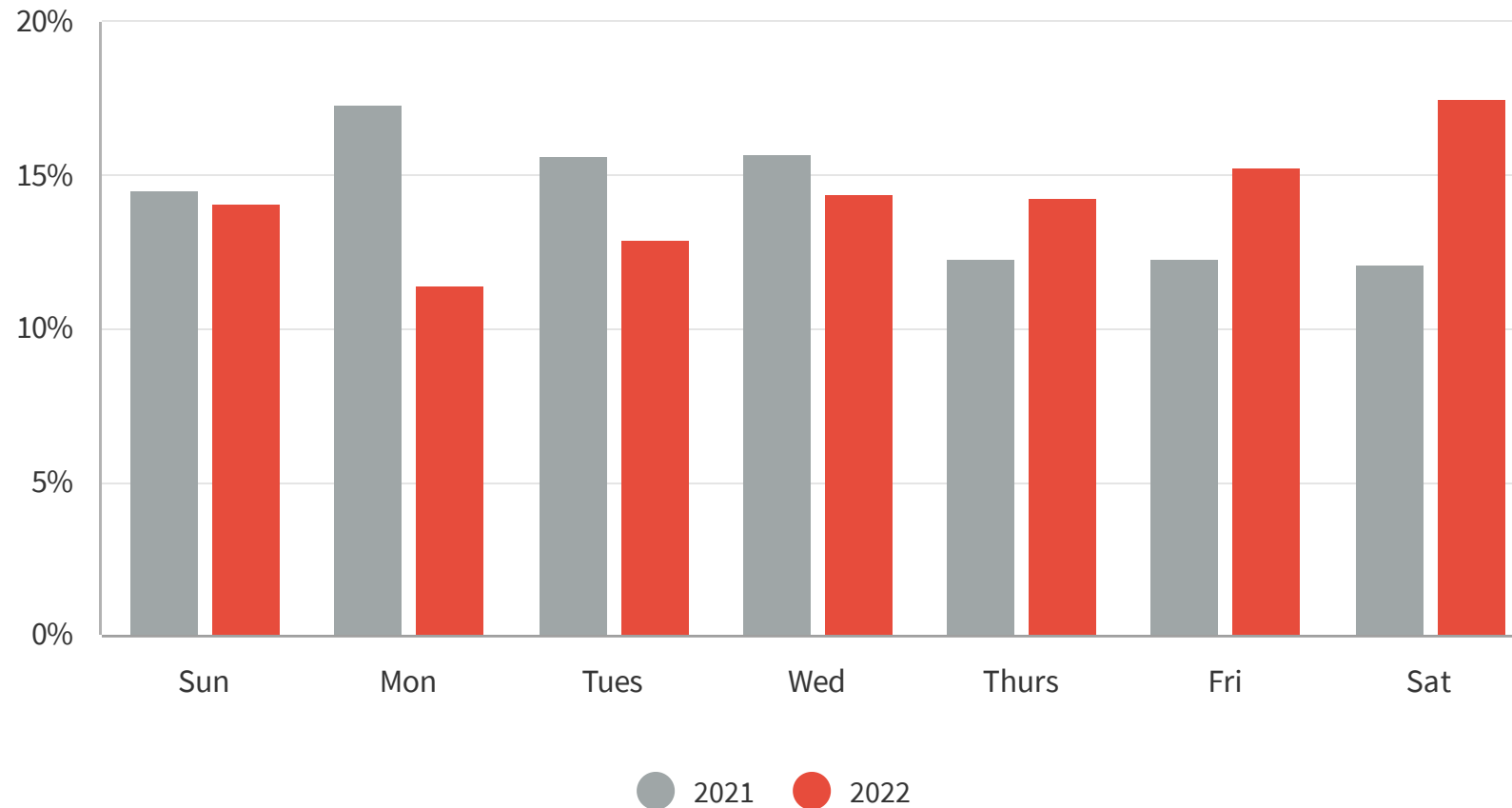
Top Suburbs from Brisbane shows the suburbs where the highest amount of people travelled from in Brisbane.





# 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 Saturday at 17.53% of visitation.