

Goondiwindi Monthly Report

May 2022



Key Points from May 2022



Goondiwindi's average occupancy level for May 2022 was 64%, which is an increase of 28% when compared to May 2021.



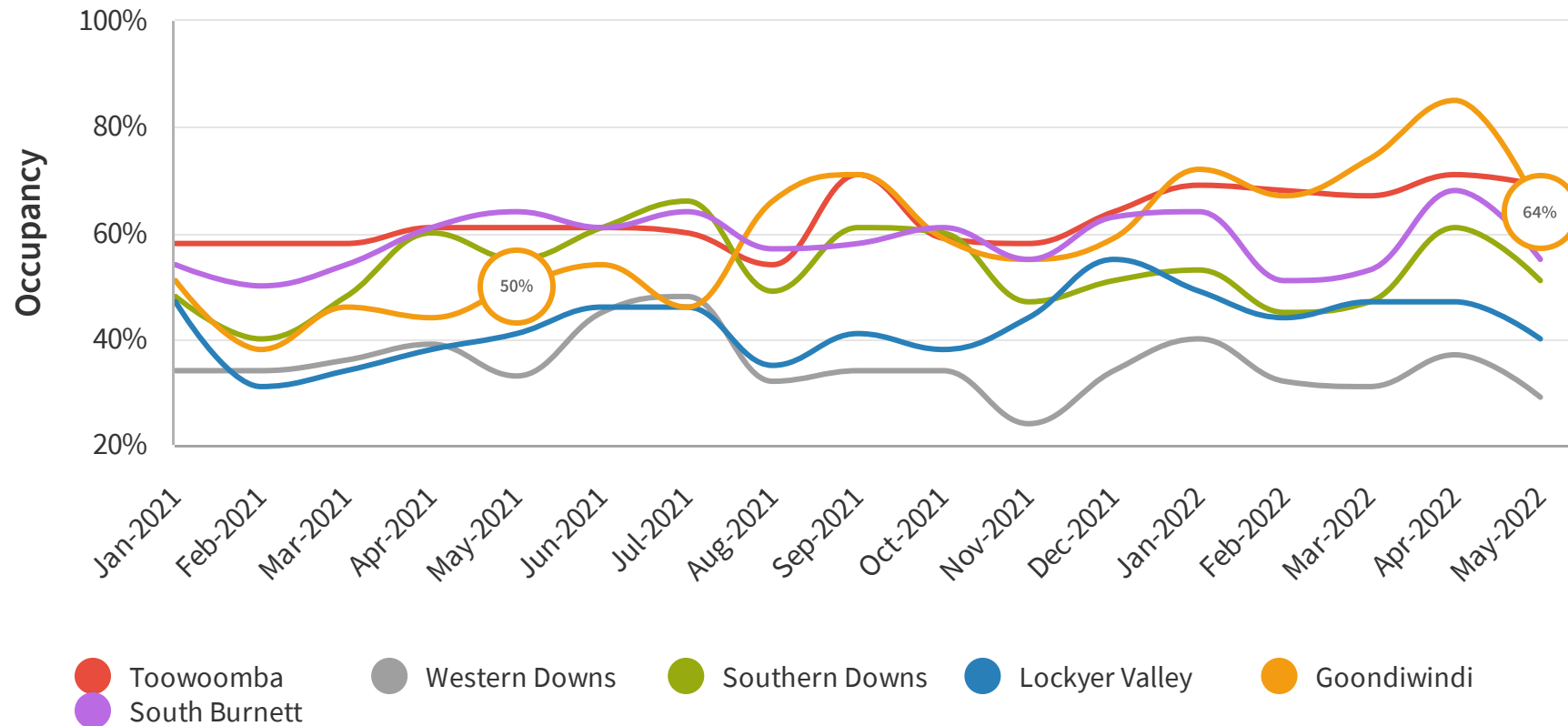
The Reservation Window for May 2022 was 26 days, which is a 49% decrease since April last month. This large drop was to be expected as it is experienced each year after the Easter holidays.



The top 5 LGAs make up over 35.18% of all visitation to Goondiwindi with Brisbane topping the visitation with 10.07% 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.

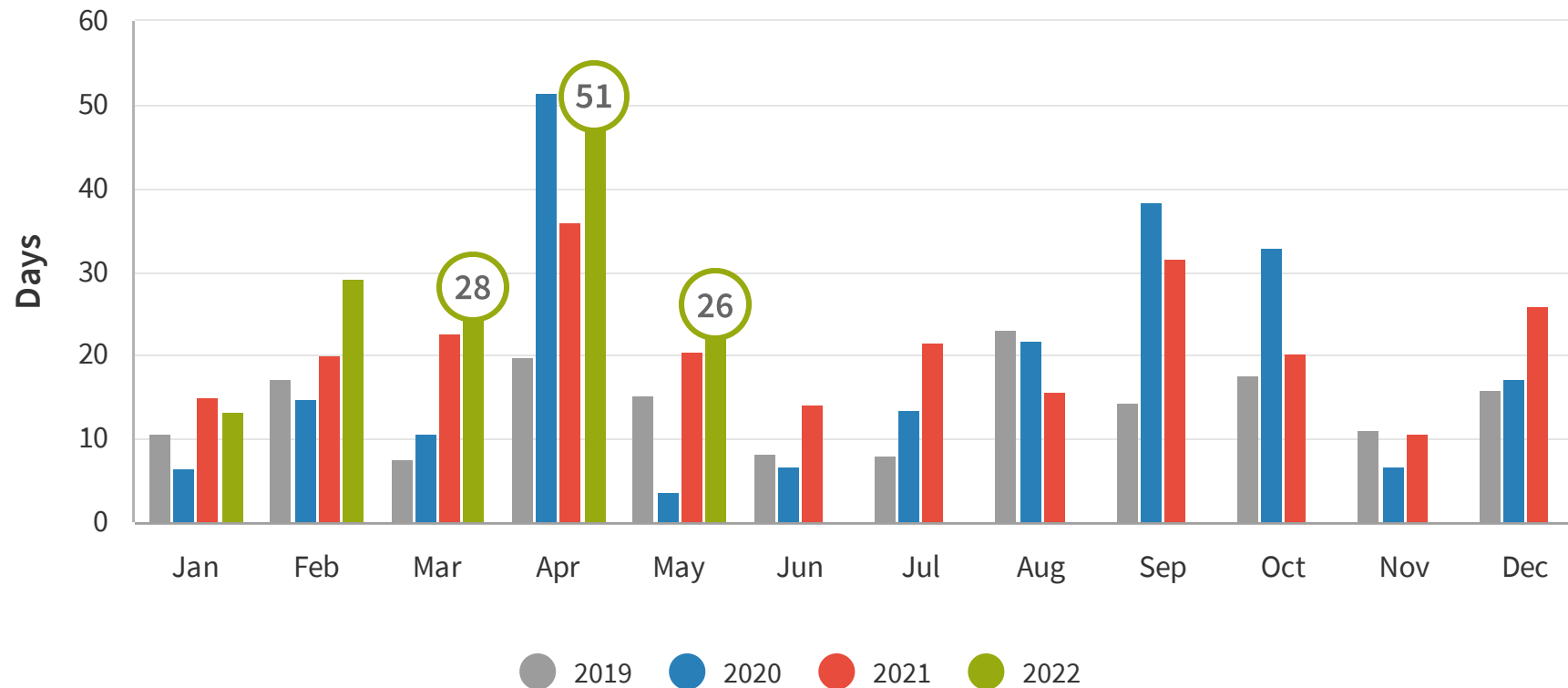


INSIGHT

Goondiwindi's average occupancy level for May 2022 was 64%, which is an increase of 28% when compared to May 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.

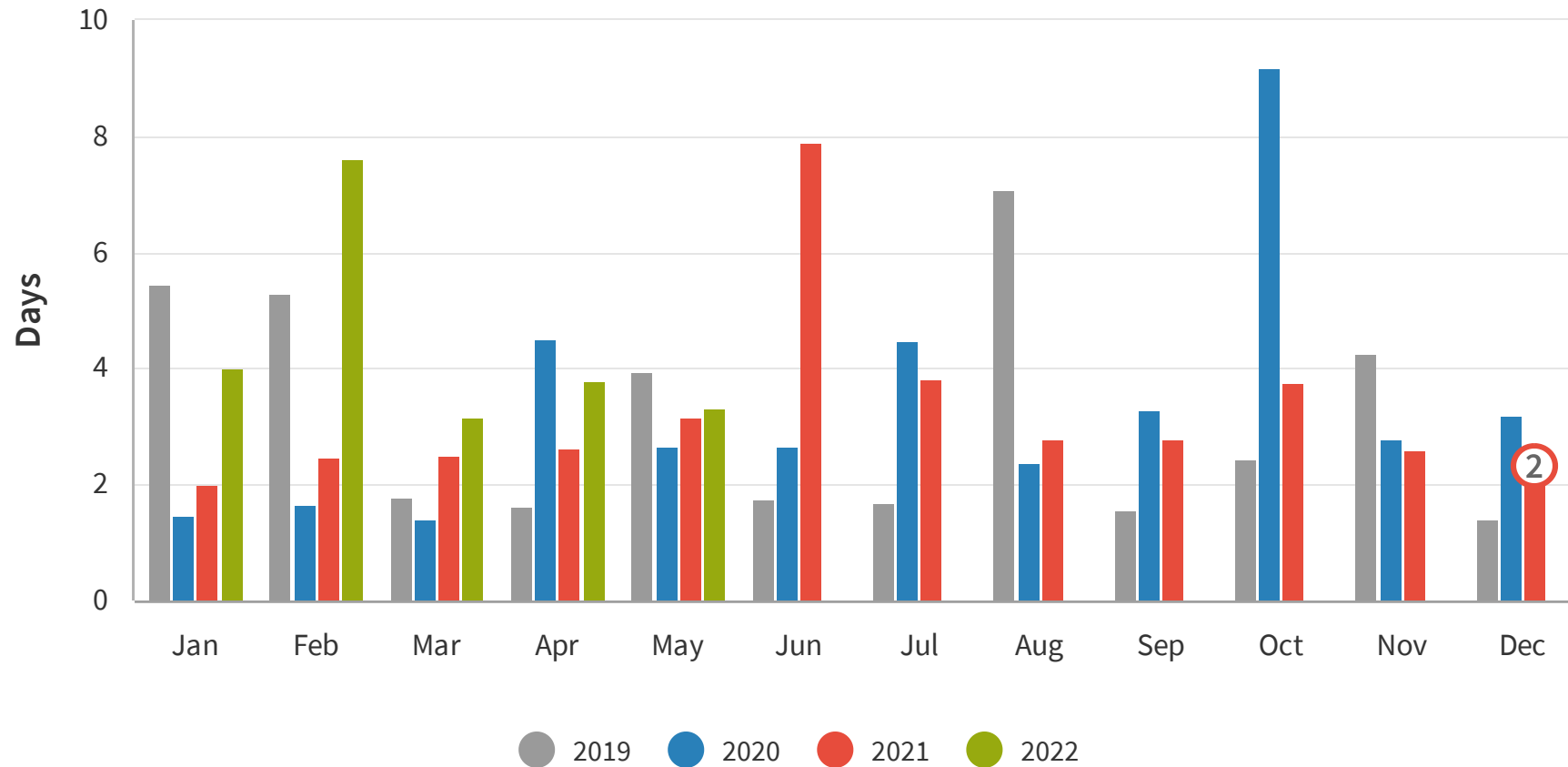


INSIGHT

The Reservation Window for May 2022 was 26 days, which is a 49% decrease since April last month. This large drop was to be expected as it is experienced each year after the Easter holidays.

Length of Stay

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

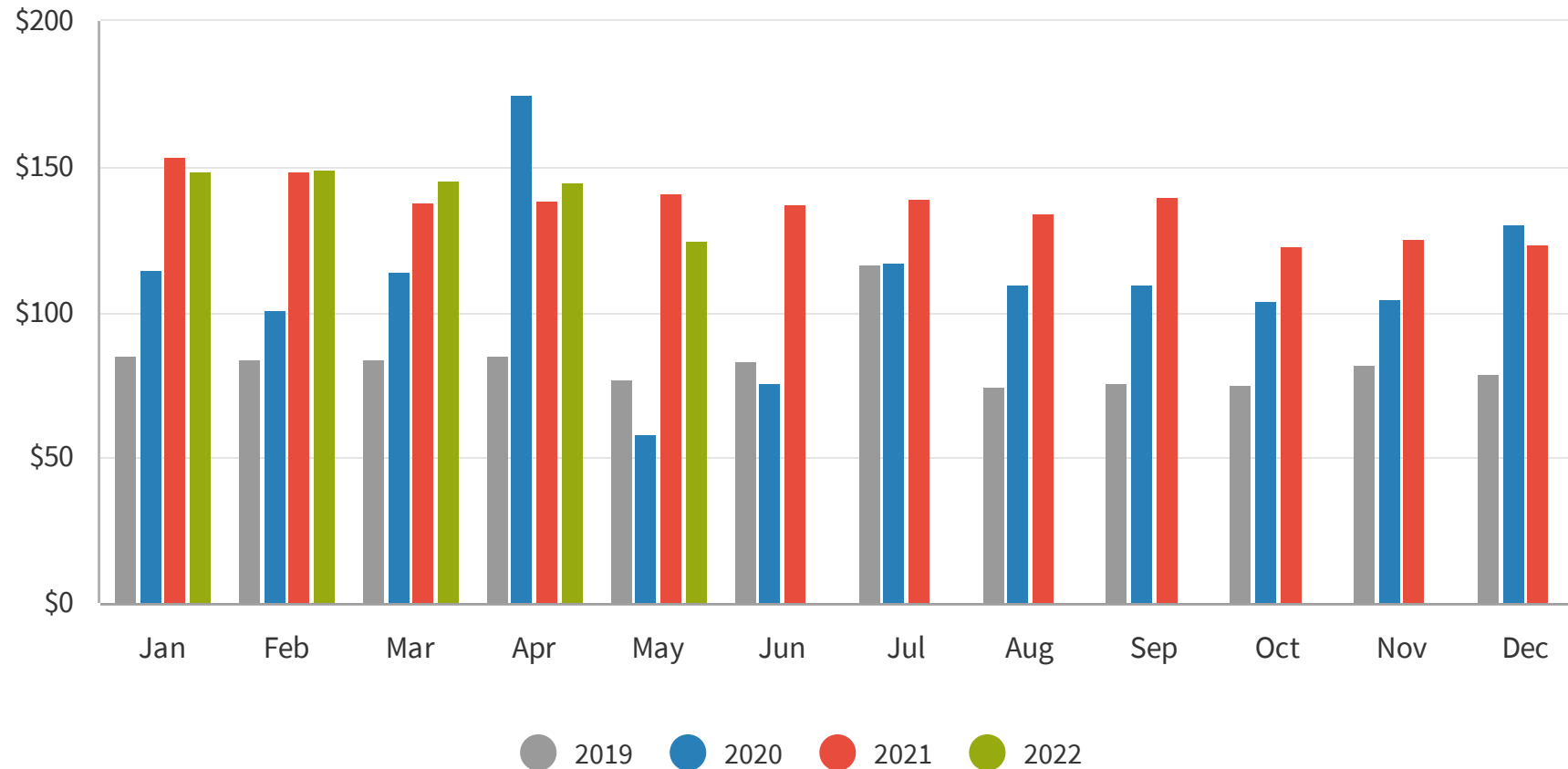


INSIGHT

The average length of stay for May 2022 was 3.31 days, experiencing a very similar level to May 2021.

Average Daily Rate

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

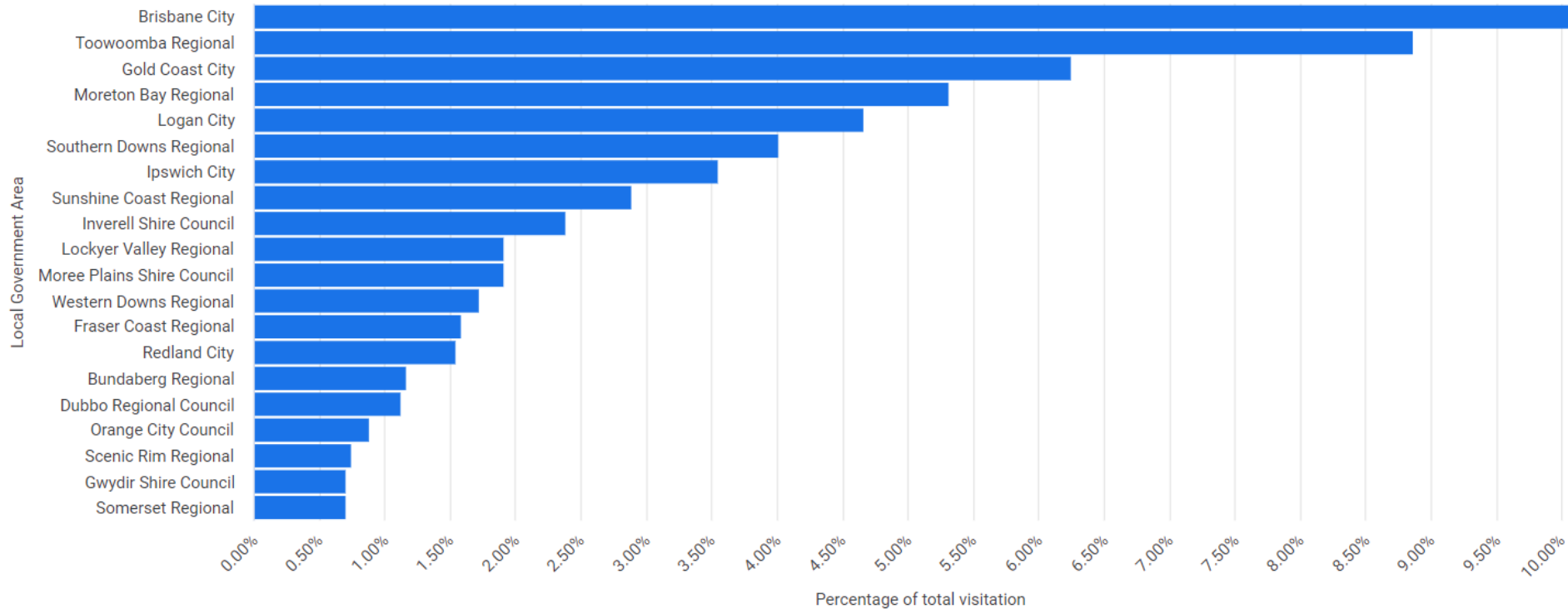


INSIGHT

The average daily rate for Goondiwindi May 2022 was \$125.05, which is a 13% increase when compared to 2021.

Source Market

The source market demonstrates which LGA visitors are travelling from.

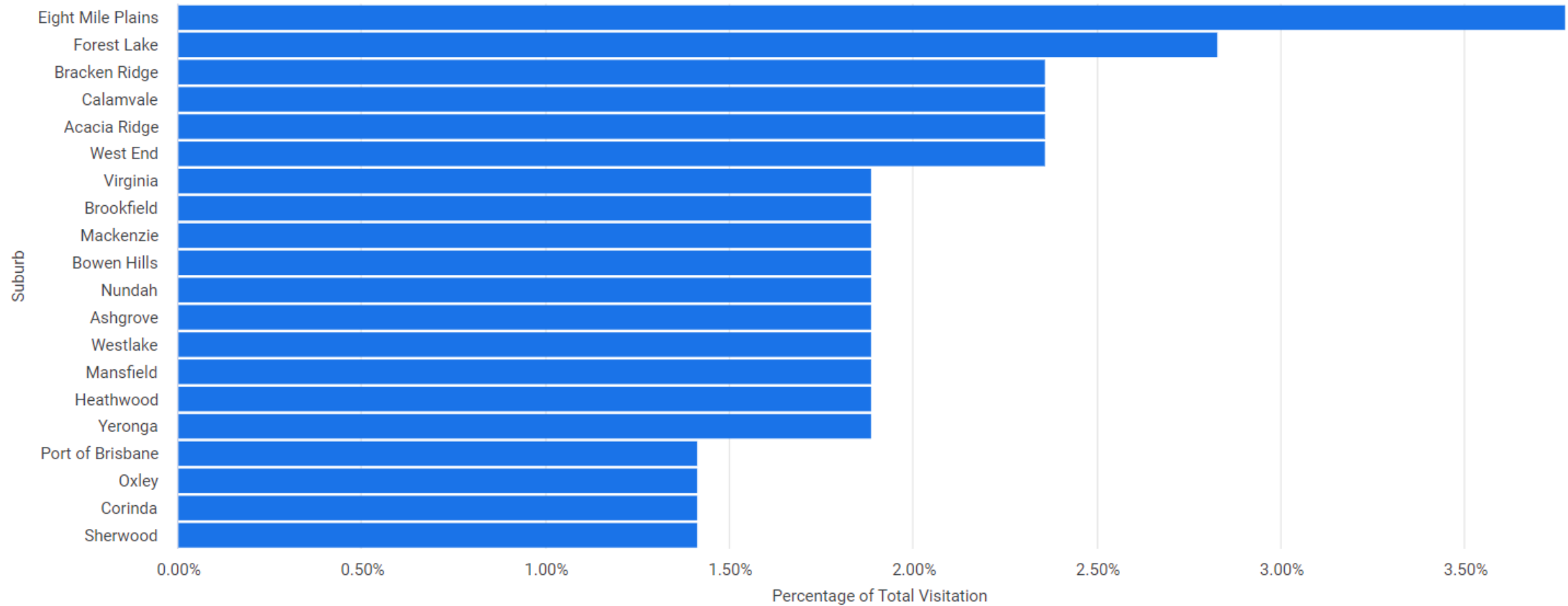


INSIGHT

The top 5 LGAs make up over 35.18% of all visitation to Goondiwindi with Brisbane topping the visitation with 10.07% of all visitation.

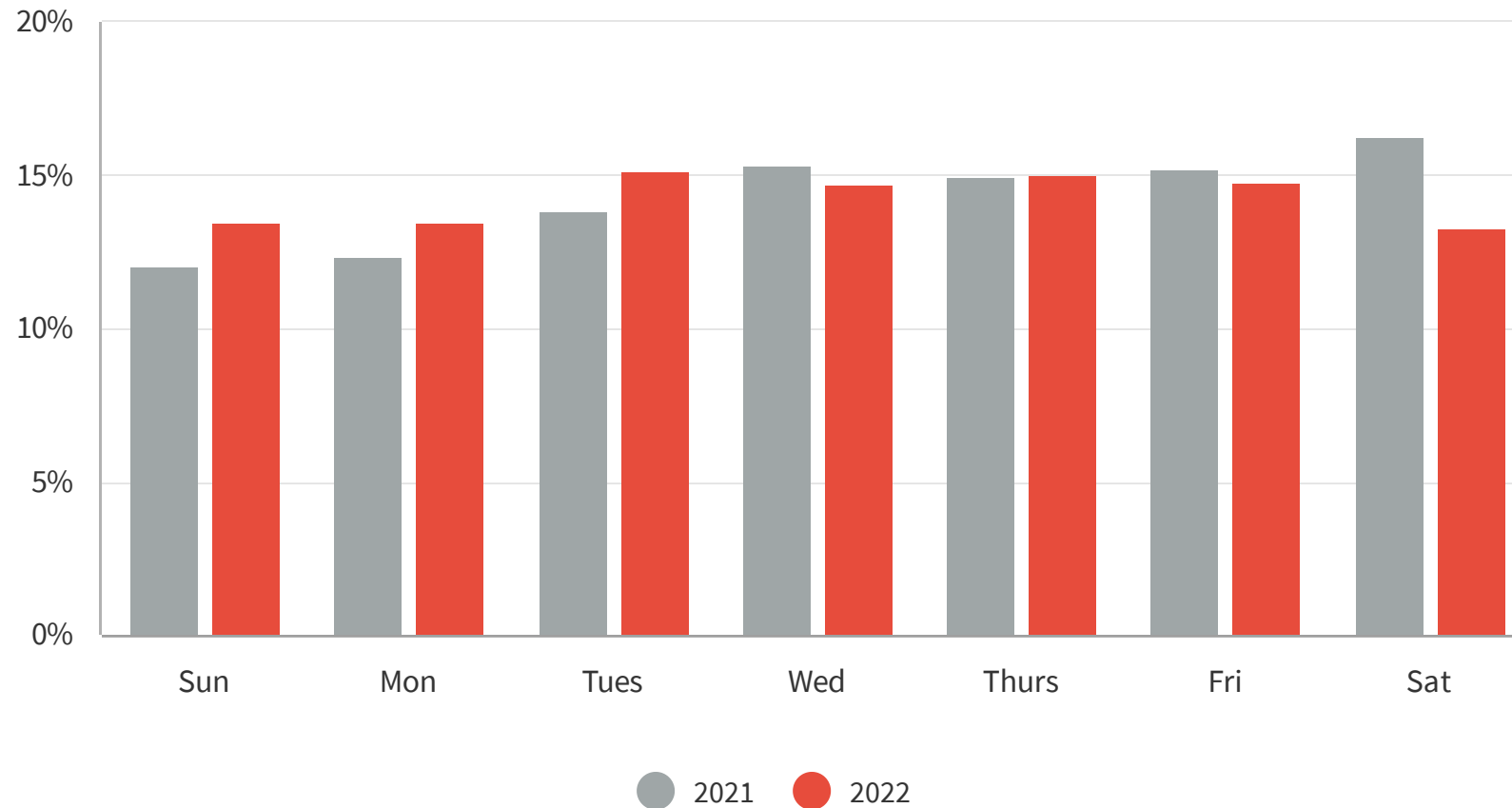
Top Suburb Visitors From Brisbane

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 May 2022 was Tuesday at 15.13% of visitation.