

South Burnett Monthly Report

December 2021



Key Points from December 2021



South Burnett's average occupancy level for December was 63% which is a 34% increase month on month.



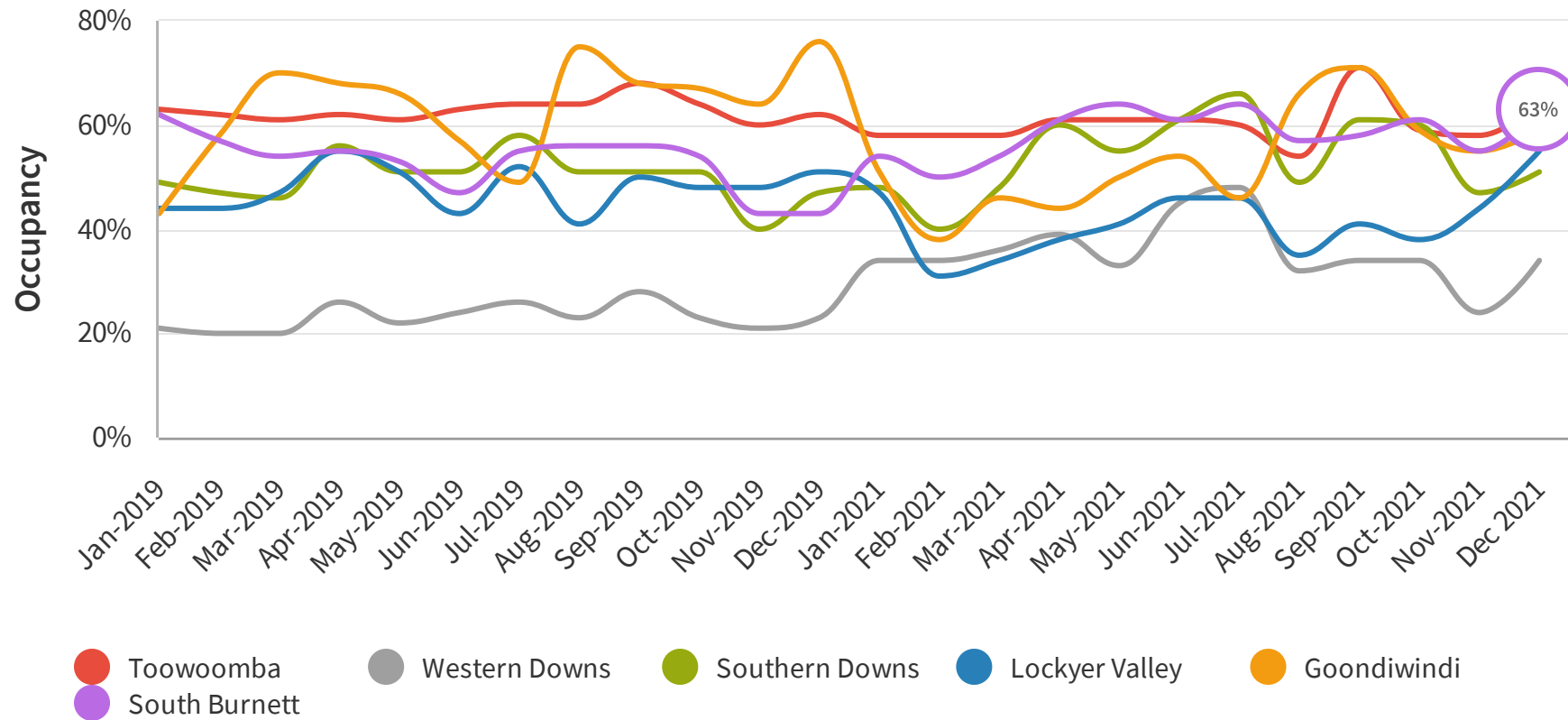
The average reservation window for December was 46 days which is a 39% increase month on month and inline with the annual increase in reservation which happens every December.



ADR dropped 5.5% which is a missed opportunity for operators to capitalise on demand. With the reservation window and occupancy levels being higher in Dec than Nov, ADR could have increased with no affect on demand.

Average Occupancy Rate

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.

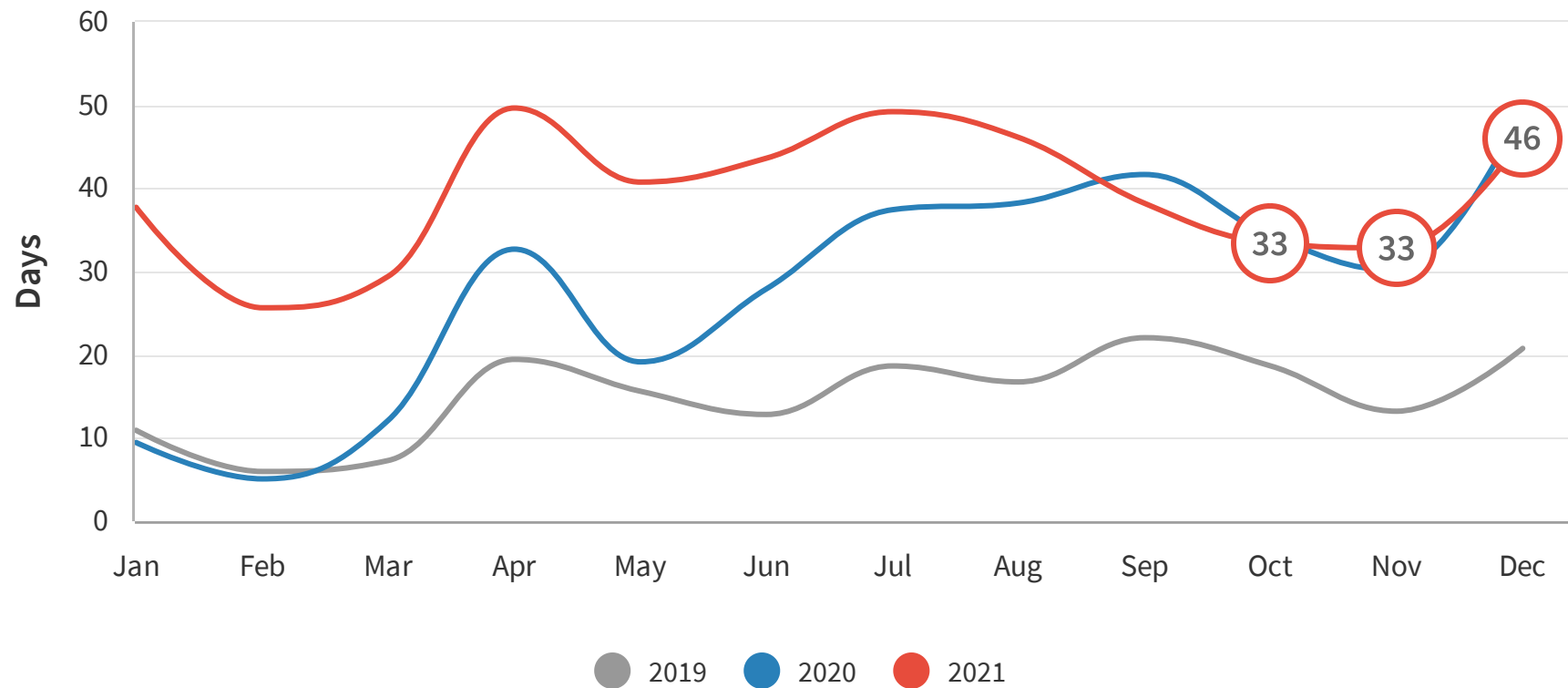


INSIGHT

South Burnett's average occupancy level for December was 63% which is a 10% increase month on month.

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 of 40 days means that people are booking accommodation on average 40 days before they arrive at the destination.

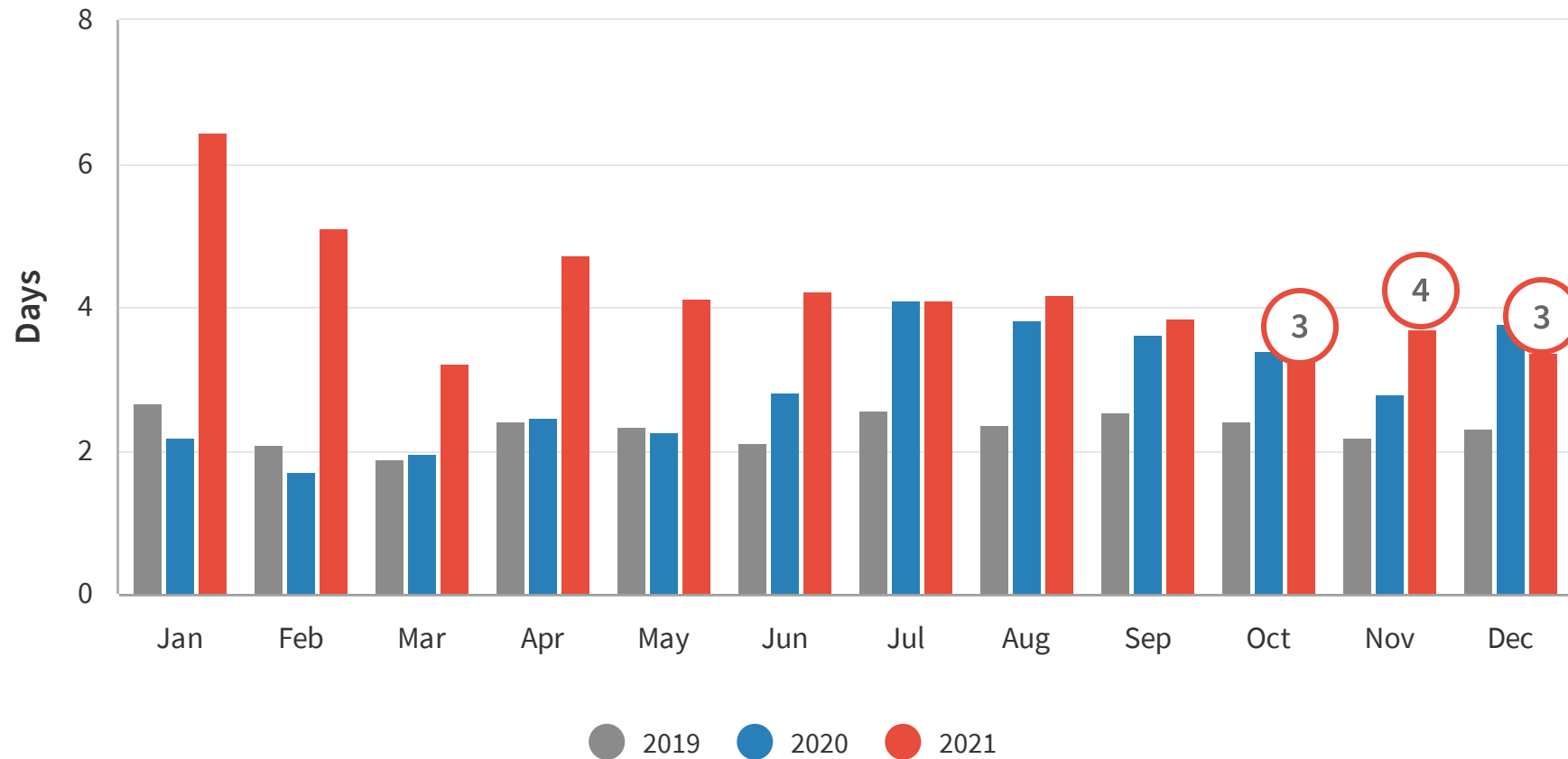


INSIGHT

The average reservation window for December was 46 days which is a 39% increase month on month and inline with the annual increase in reservation which happens every December.

Length of Stay

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

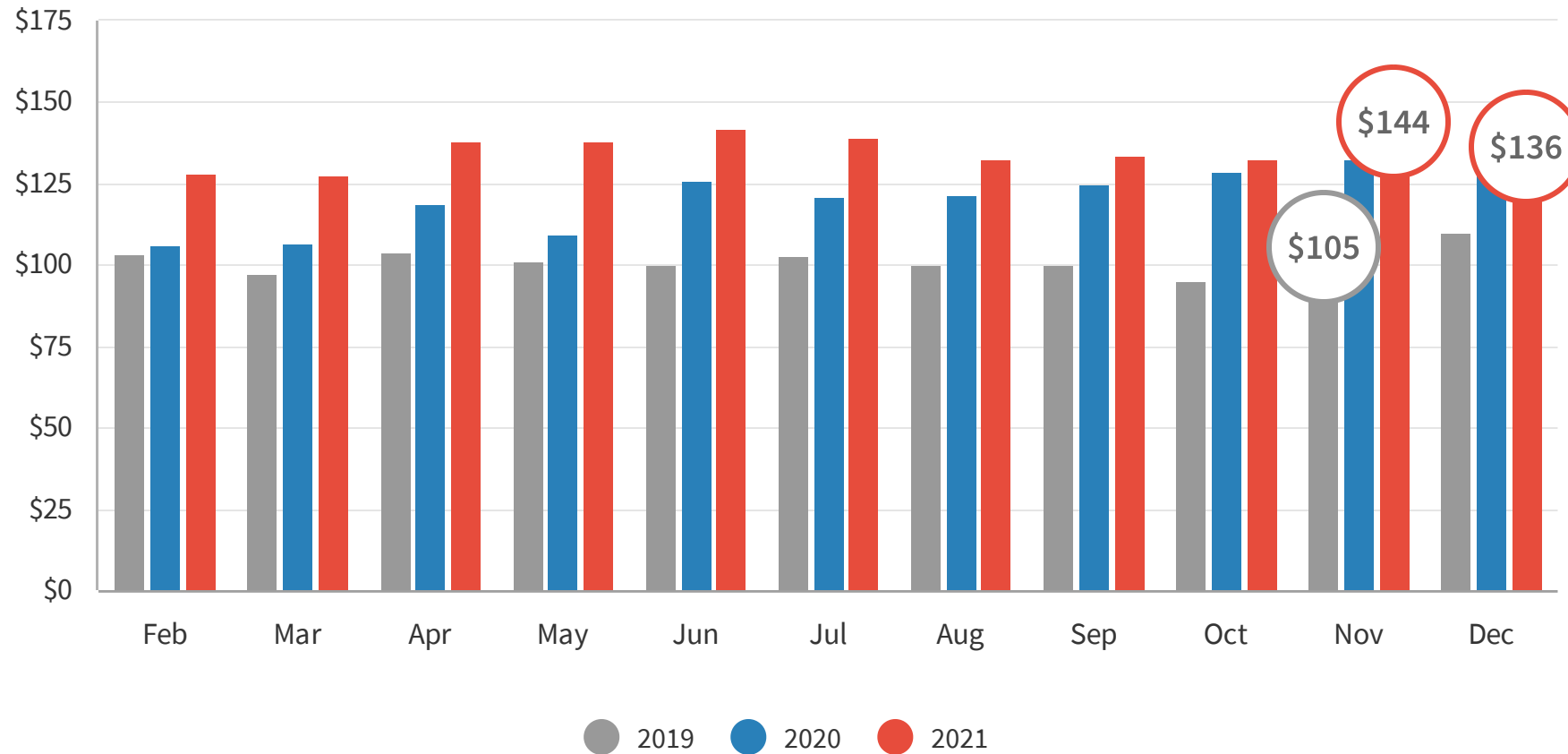


INSIGHT

Length of Stay in December 2021 was 3 days which was a decrease on November but very much inline with the average length of stay for the quarter.

Average Daily Rate

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

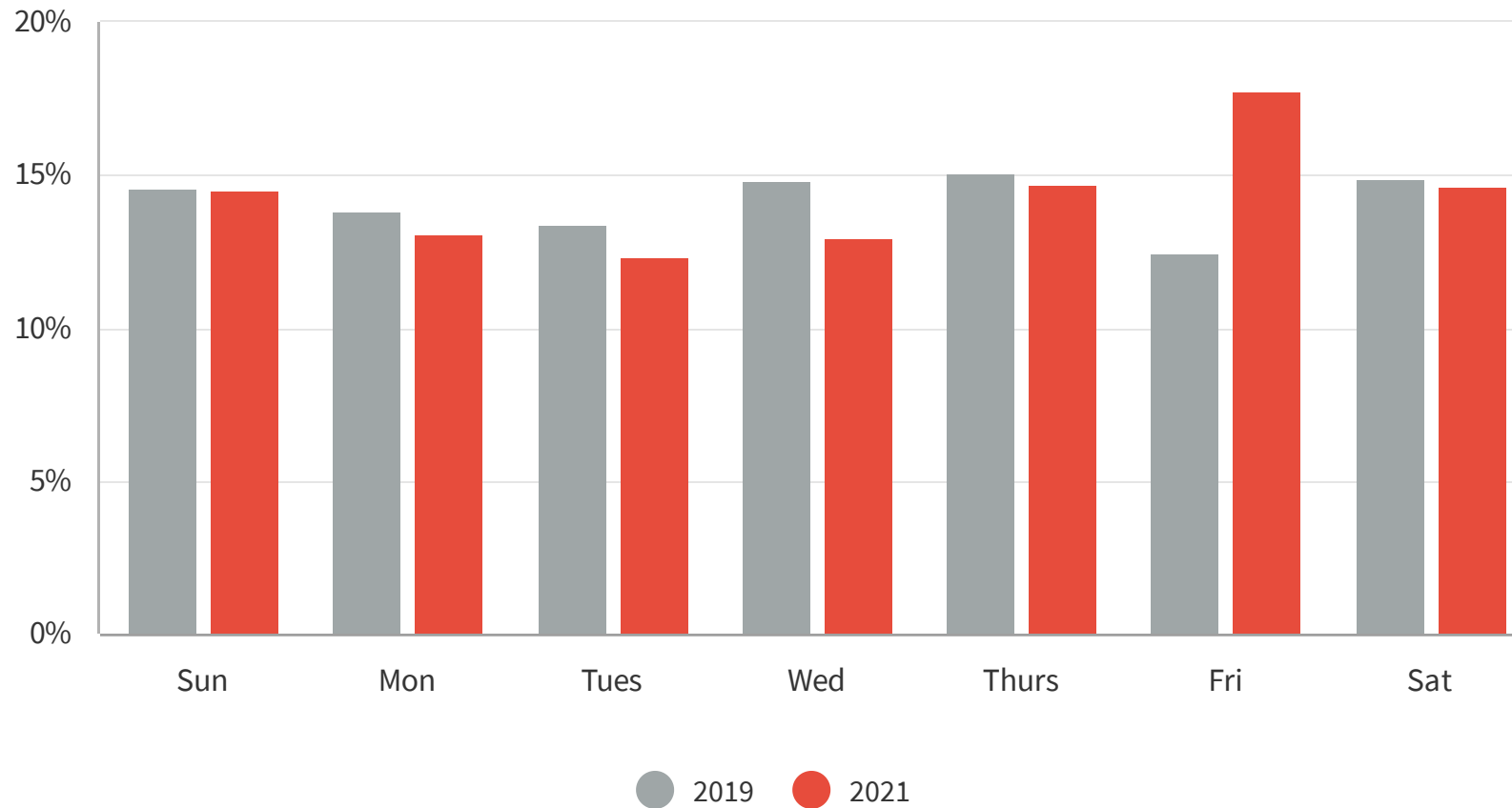


INSIGHT

ADR dropped 5.5% which is a missed opportunity for operators to capitalise on demand. With the reservation window and occupancy levels being higher in Dec than Nov, ADR could have increased with no affect on demand.

Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.



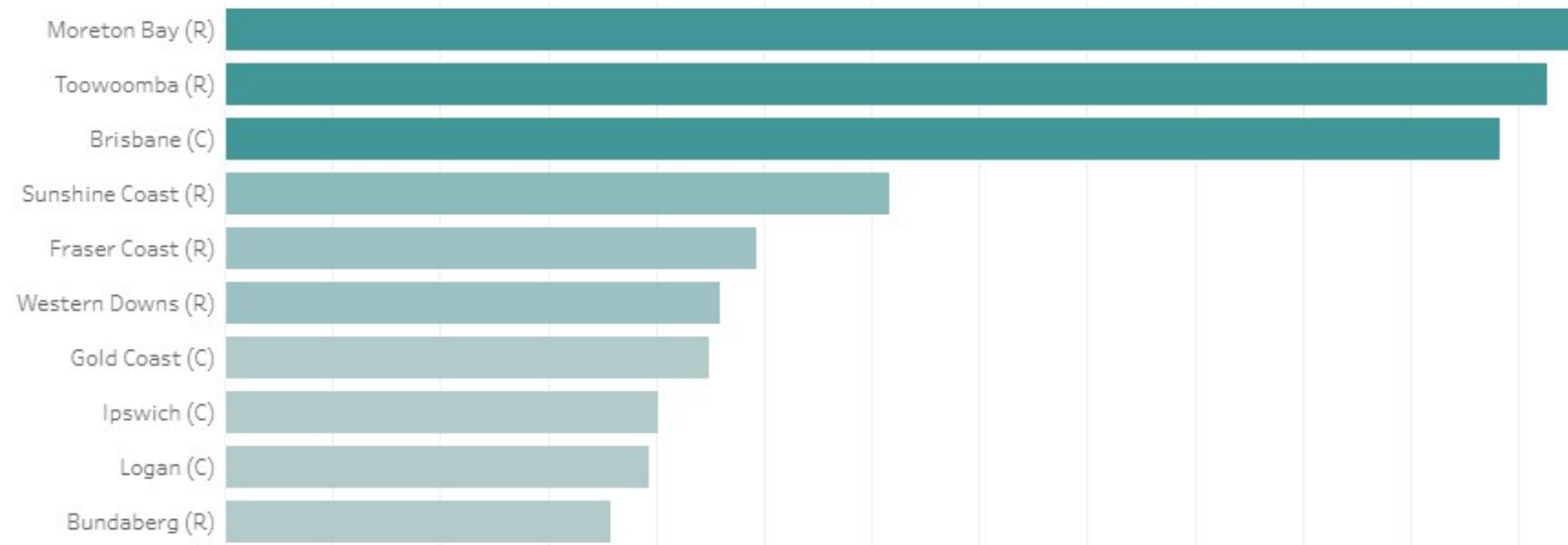
INSIGHT

Weekends continue to be the most highly visited time of the week for South Burnett with Friday being the most visited day.

Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data. Focusing on the top 10 for the month.

Which LGA are people coming from?

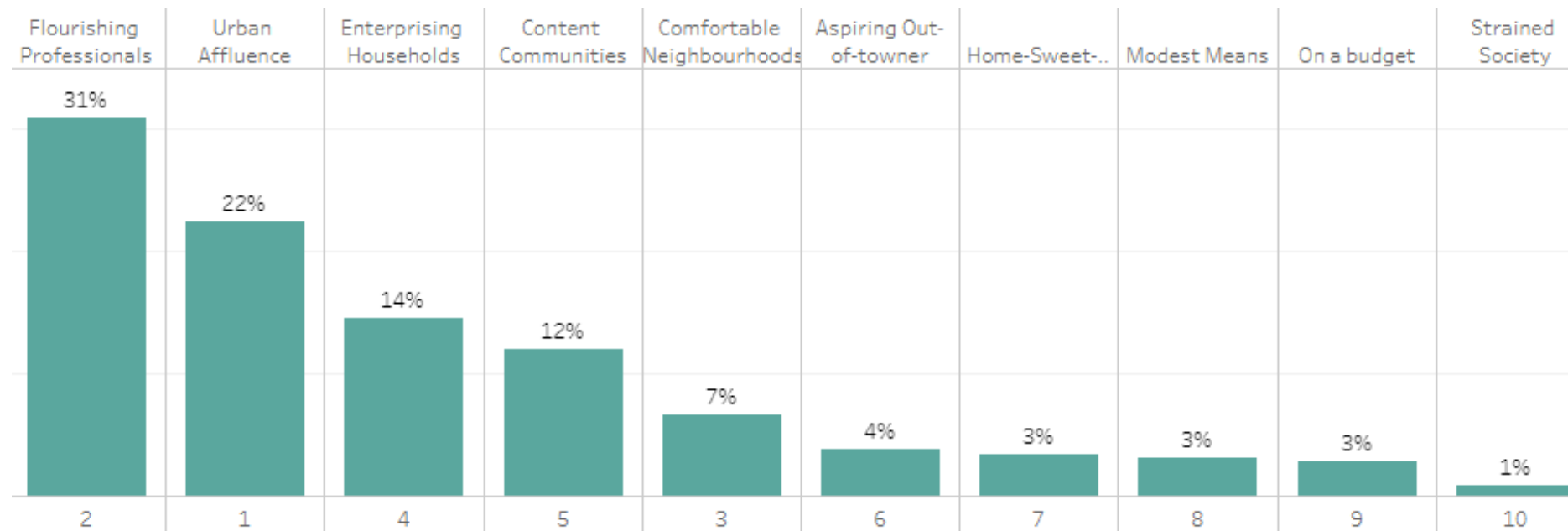


INSIGHT

Brisbane dropped from 1st to 3rd in December with more people coming from Moreton Bay and Toowoomba.

Top Visitor Segments - Brisbane

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



INSIGHT

The top two visitor segments of South Burnett, from Brisbane in the month of December were the two wealthiest segments, contributing to 53%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

Top Visitor Suburbs Brisbane

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

