

South Burnett Monthly Report

July 2021



Key Points from July 2021



South Burnett Occupancy level for July was 64%, and has had a 16% increase when compared to July 2019. South Burnett is currently 2nd in occupancy levels when compared to the rest of the SQC regions.



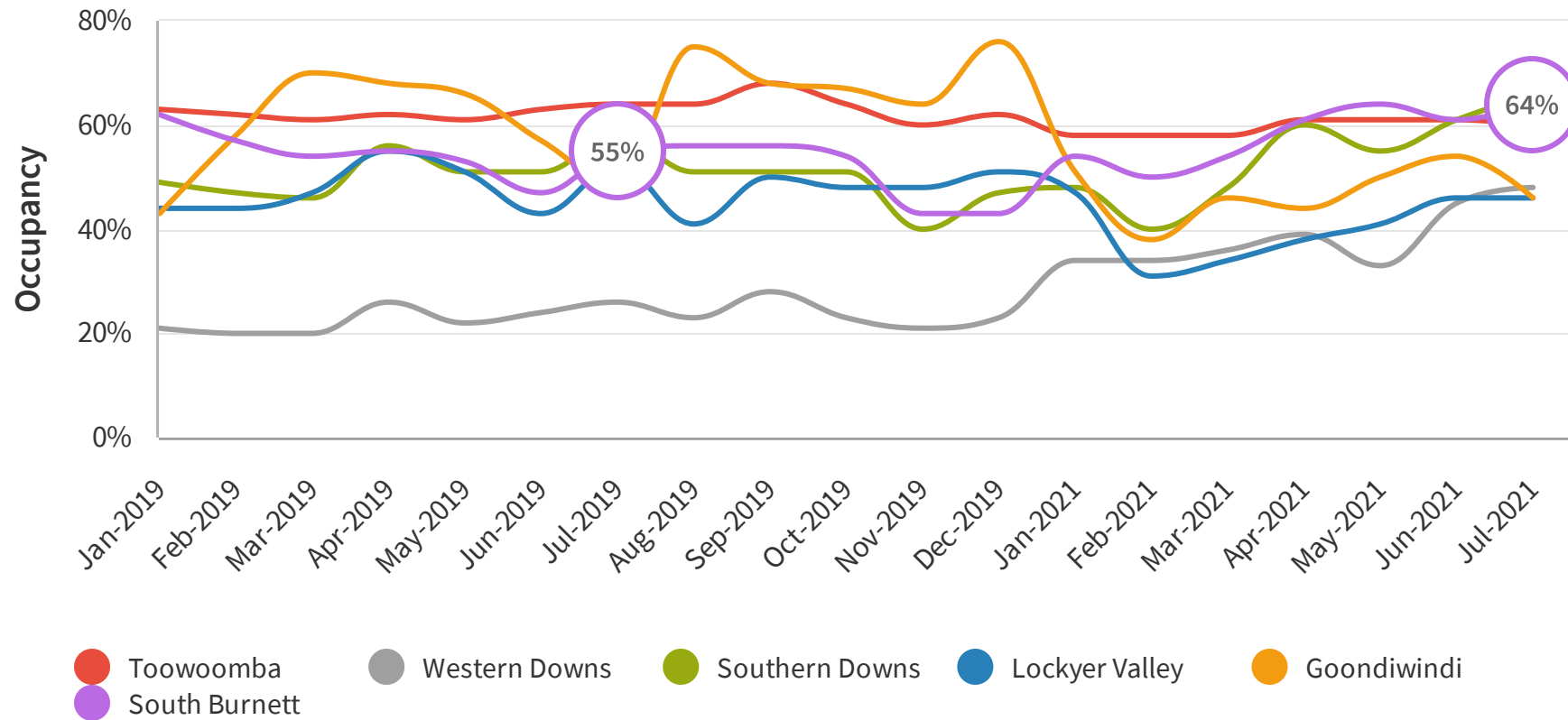
Length of Stay in July 2021 was 4 days and has had an increase of 33% when compared to 2019.



The LGAs with the most amount of devices seen within the South Burnett region in July 2021 were Brisbane with 12.19% of the total devices seen, Moreton Bay with 11.76% and Toowoomba with 11.23%.

Average Occupancy Rate

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

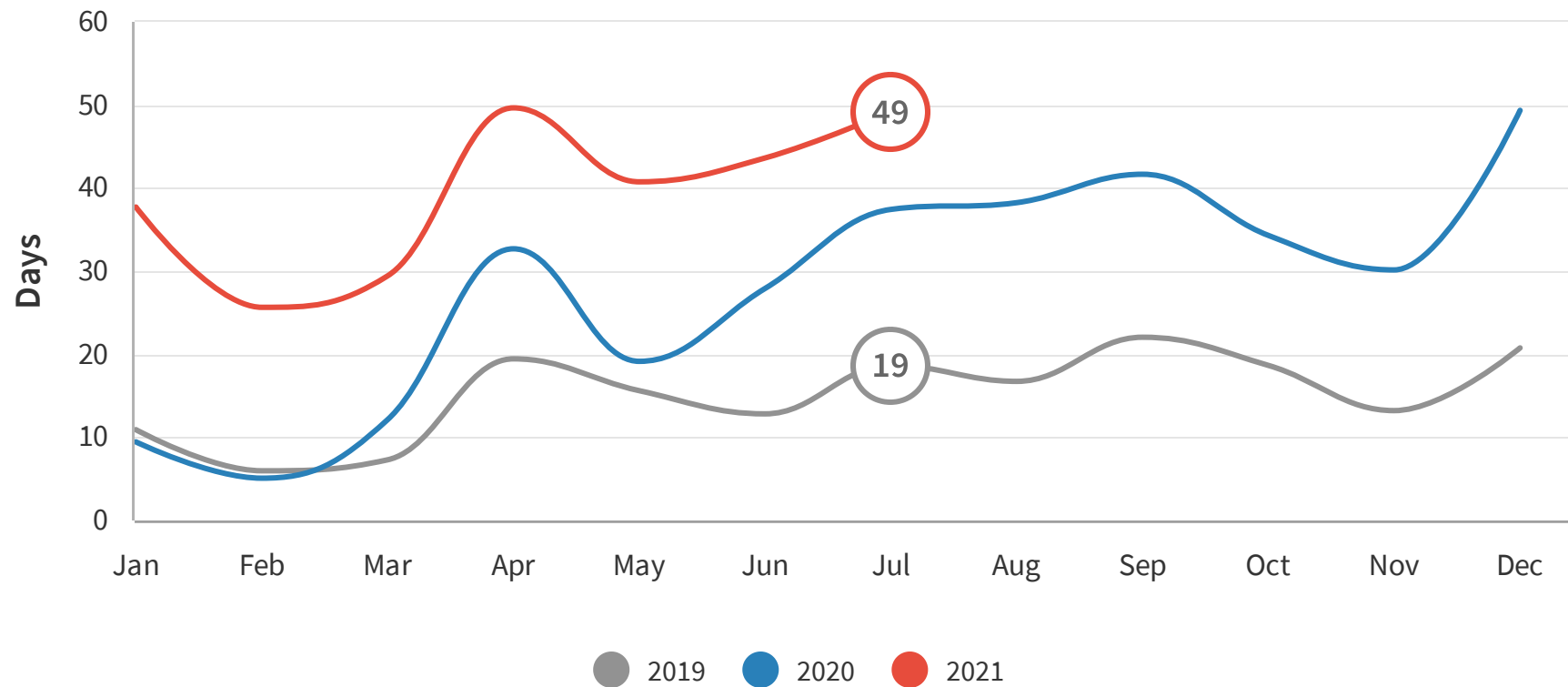


INSIGHT

South Burnett Occupancy level for July was 64%, and has had a 16% increase when compared to July 2019. South Burnett is currently 2nd in occupancy levels when compared to the rest of the SQC regions.

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.

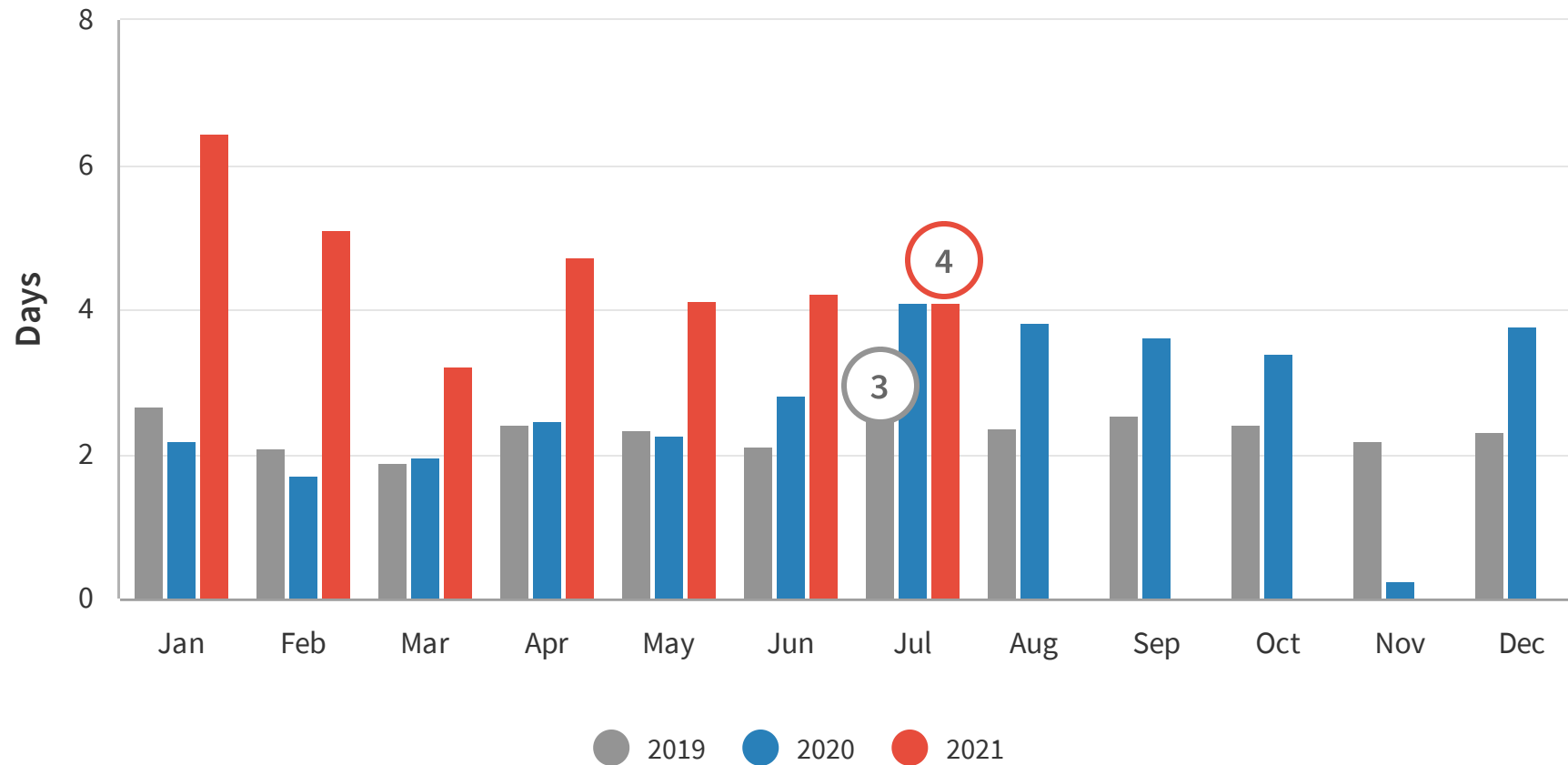


INSIGHT

The average Reservation Window has been looking very positive since the beginning of 2021 in comparison to previous years. This growth has continued into July with a reservation window of 49 days, which is an increase of 157% when comparing to 2019.

Length of Stay

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

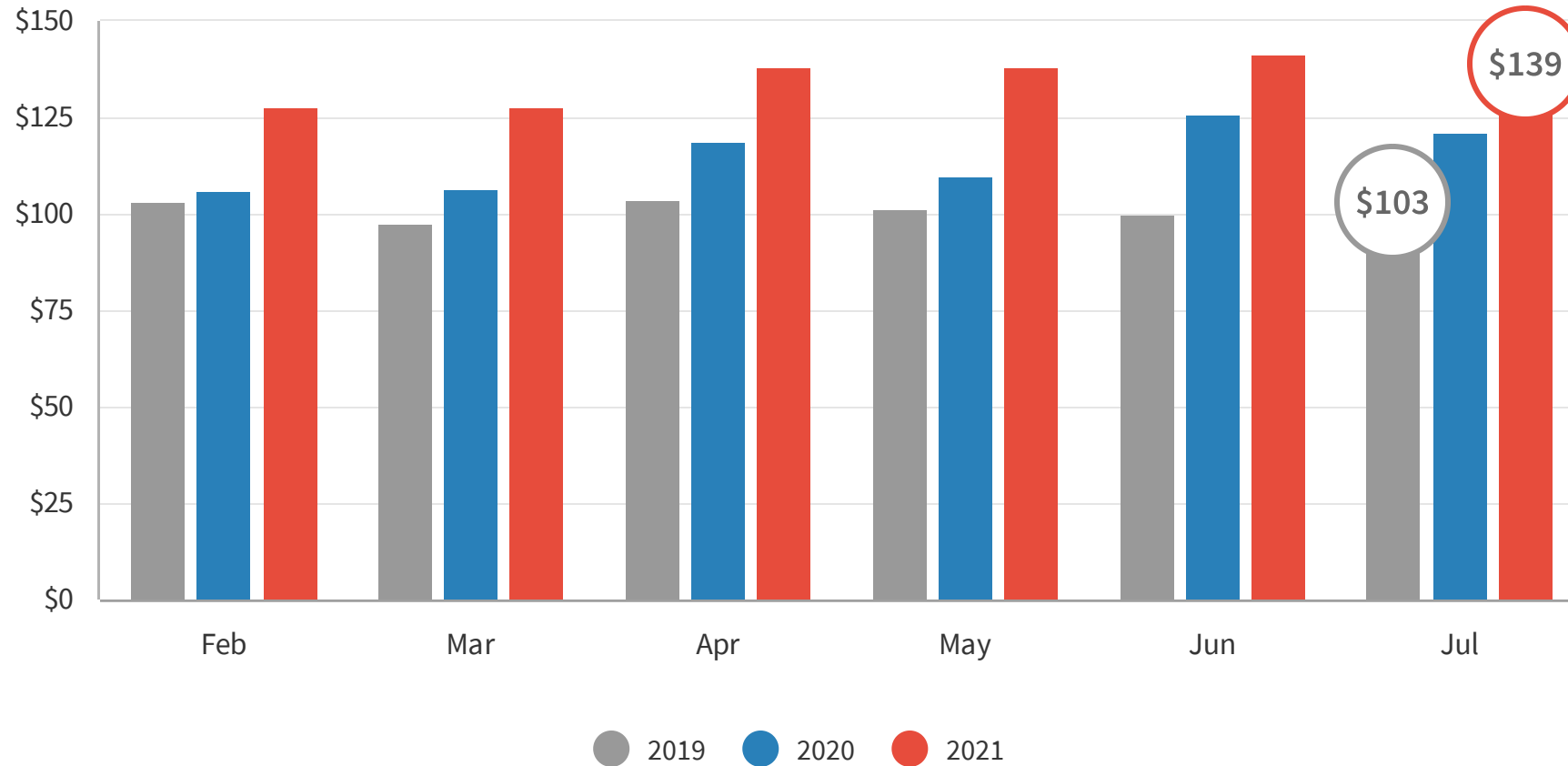


INSIGHT

Length of Stay in July 2021 was 4 days and has had an increase of 33% when compared to 2019. Average length of stay is in a great spot this year, seeing its highest numbers when compared to 2019 and 2020.

Average Daily Rate

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



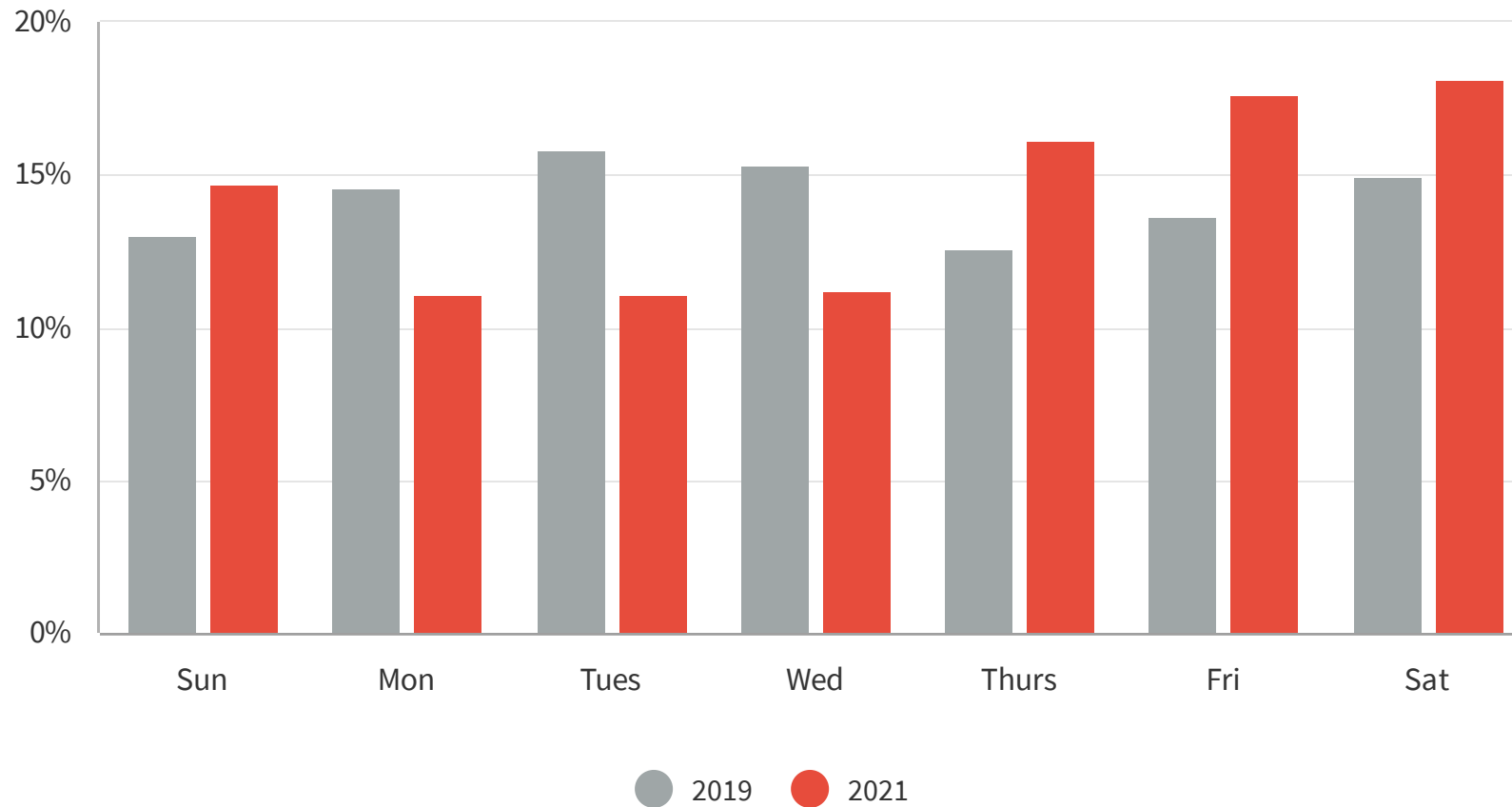
34%

INSIGHT

As a result of lock downs the ADR of both 2020 and 2021 has increased, as more people are looking to travel too regional areas. July 2021 has had an ADR of \$139 which is a 34% increase when compared to 2019. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

Day of the Week

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



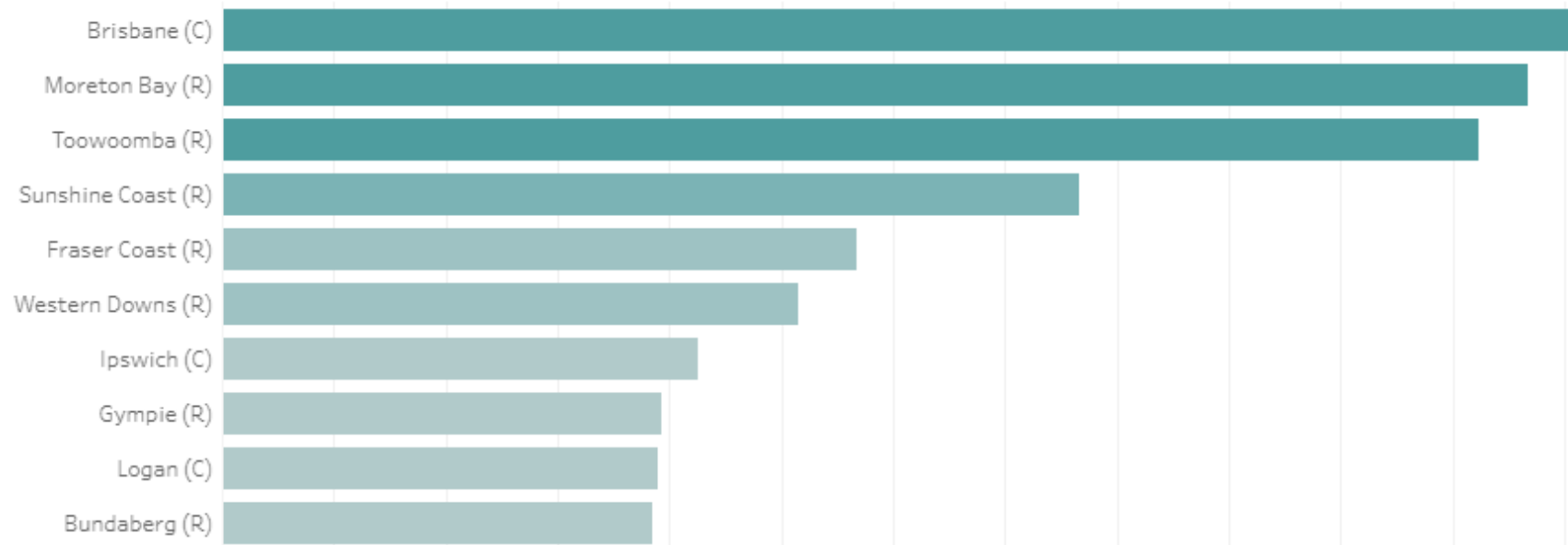
INSIGHT

The highest day of visitation in July 2021 was Saturday at 18.12%, similar levels were seen on both Friday and Thursday.

This is quite a contrast to 2019, which had Monday, Tuesday and Wednesday as its busiest days.

Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data. Focusing on the top 9 for the month.



July 2021

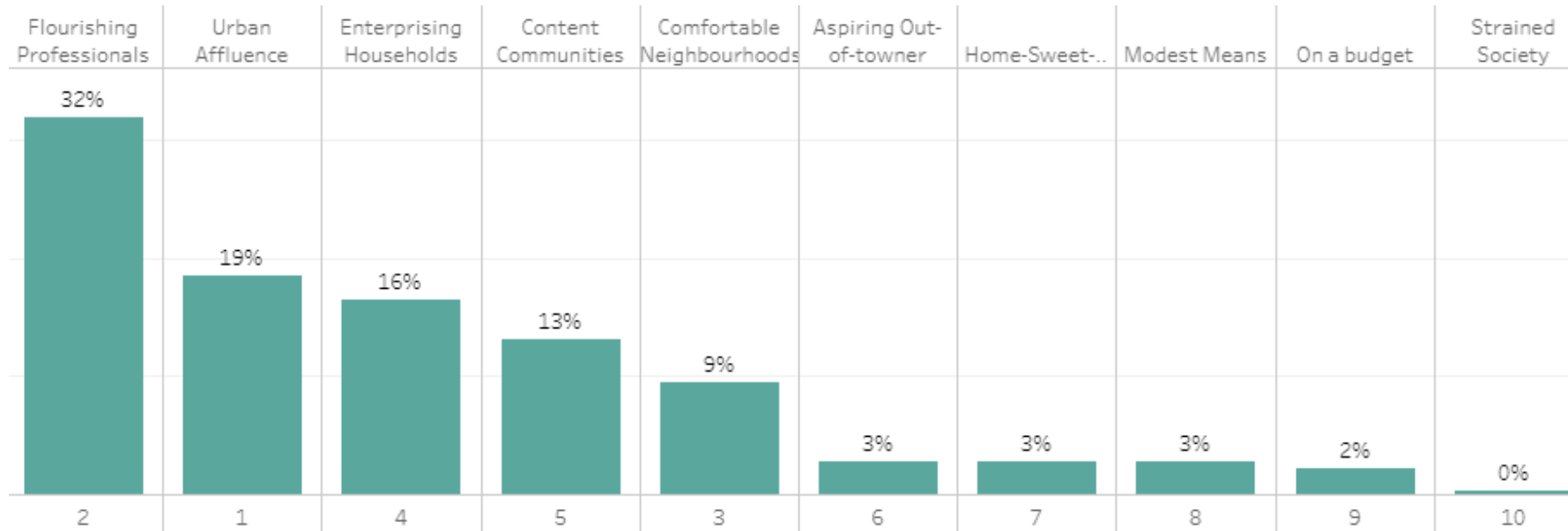


INSIGHT

The LGA's with the most amount of devices seen within the South Burnett region in July 2021 were Brisbane with 12.19% of the total devices seen, Moreton Bay with 11.76% and Toowoomba with 11.23%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - July 2021



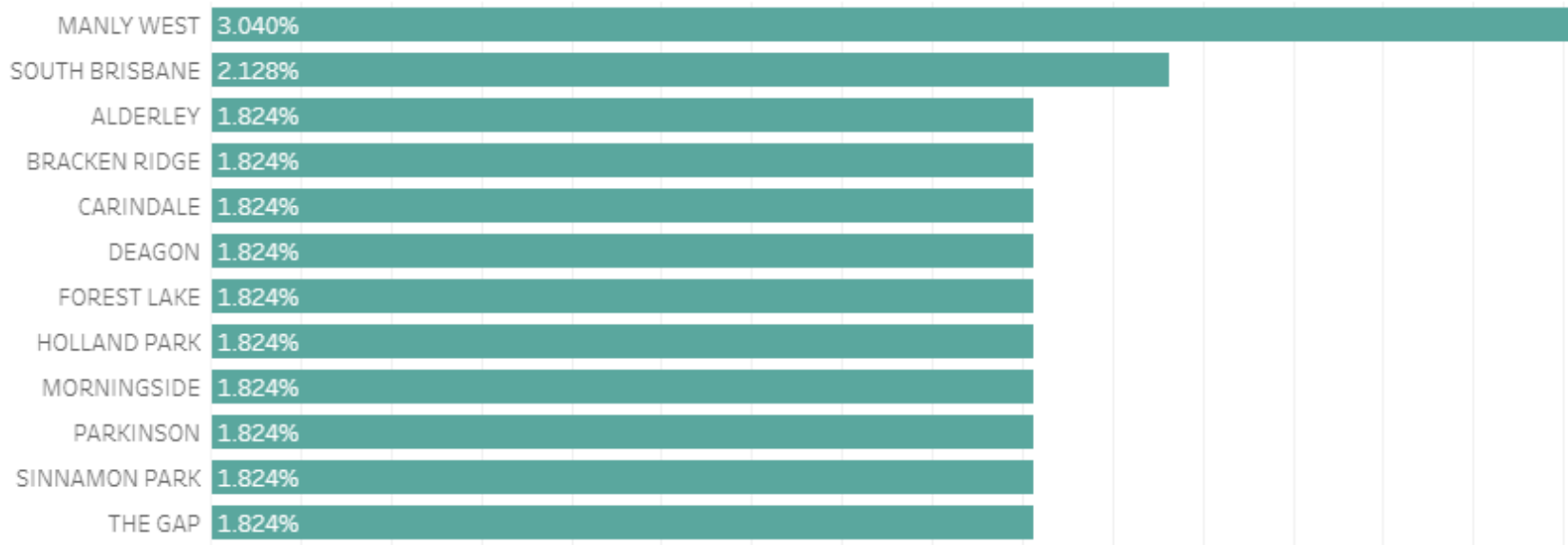
INSIGHT

The top visitors of South Burnett from Brisbane in the month of July were the second wealthiest segment, contributing to 51% of visitation.

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.



Visitor Segmentation from Brisbane - July 2021



INSIGHT

The suburb that visited the most in July was Manly West with 3.04%, then South Brisbane with 2.128%. The next top 10 visits had an even level of visitation.