

Southern Burnett Monthly Report

June 2021



Key Points from June 2021



South Burnett Occupancy level for June was 61%, and has had a 29% increase in comparison to June 2019.



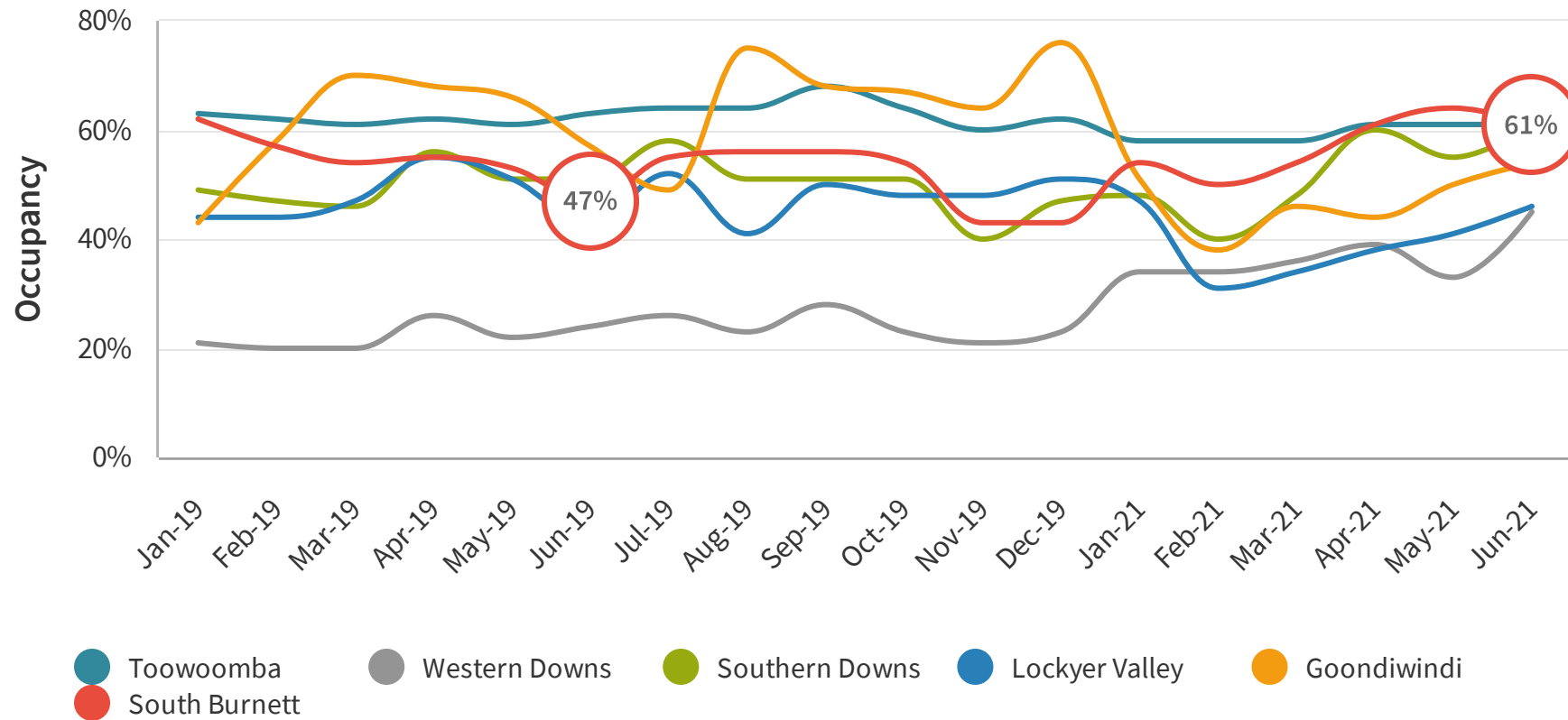
June with a reservation window of 44 days, which is an increase of 57% when compared to 2020.



The LGA's with the most amount of devices seen within the South Burnett region in June 2021 were Brisbane with 11.22% of the total devices seen, Moreton Bay with 8.78% and Toowoomba with 7.68%.

Average Occupancy Rate

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

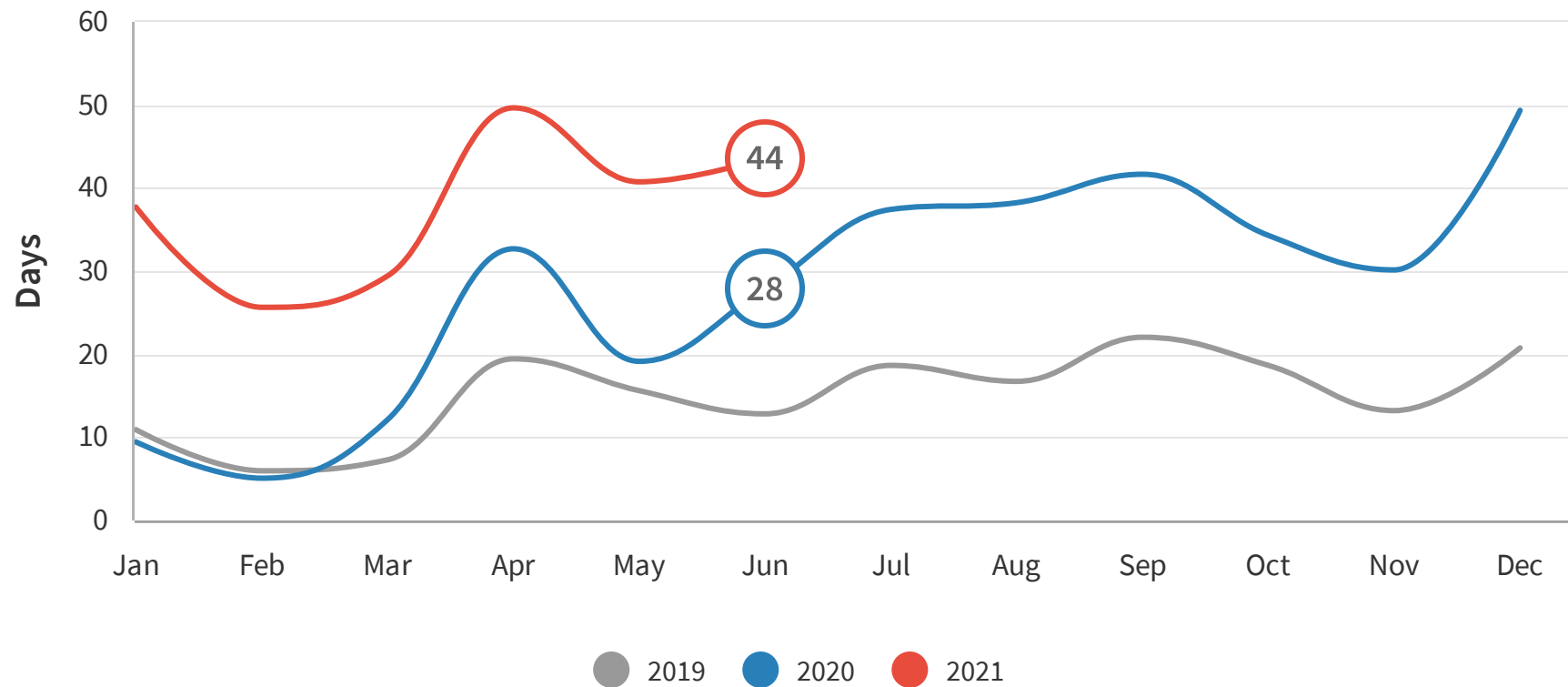


INSIGHT

South Burnett Occupancy level for June was 61%, and has had a 29% increase when compared to June 2019. South Burnett, Southern Downs and Toowoomba are currently leading the SQC LGAs in Occupancy levels at 61%.

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.

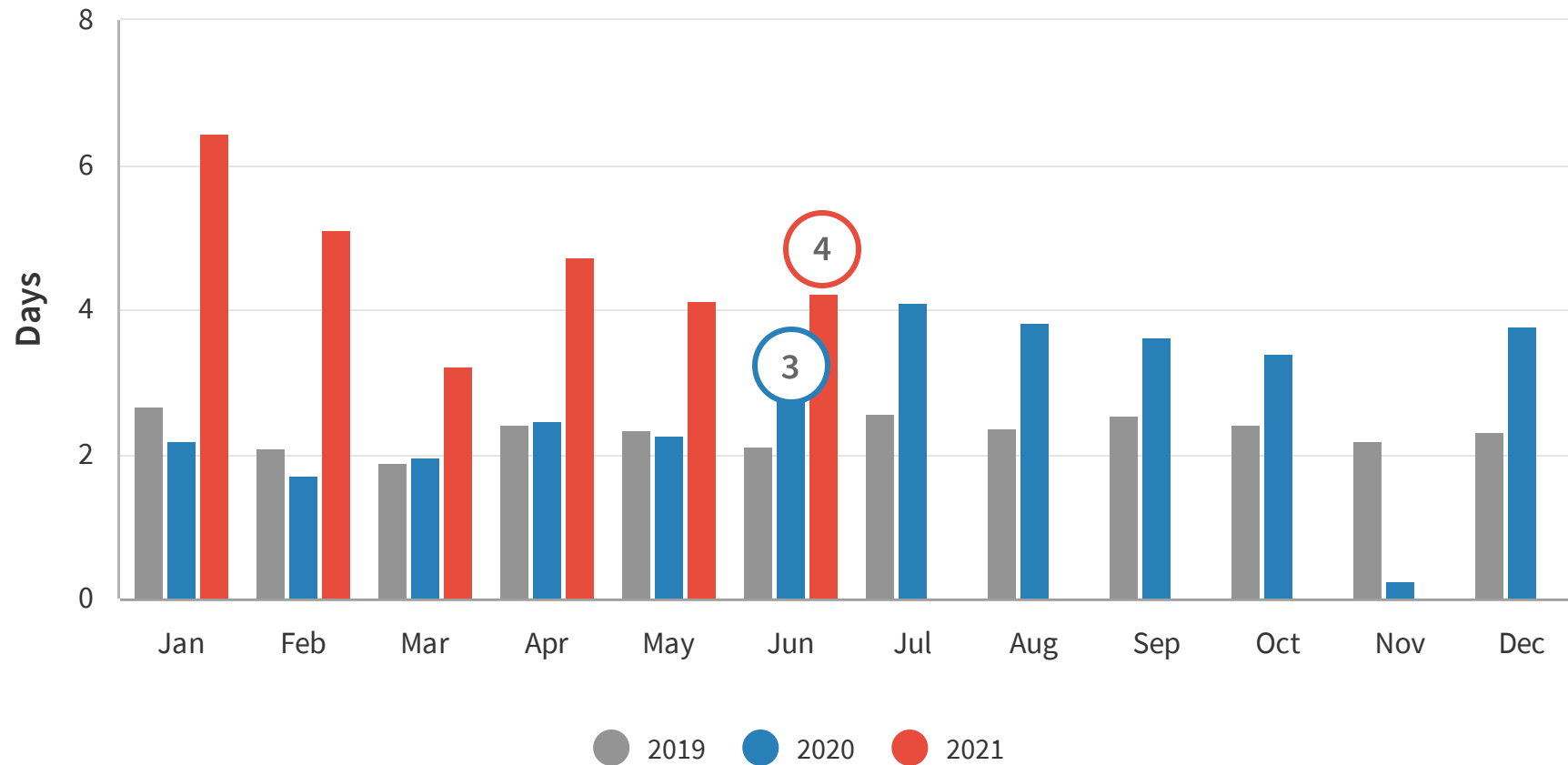


INSIGHT

The average Reservation Window has been looking very positive since the beginning of 2021. This growth has continued into June with a reservation window of 44 days, which is an increase of 57% when comparing to 2020.

Length of Stay

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

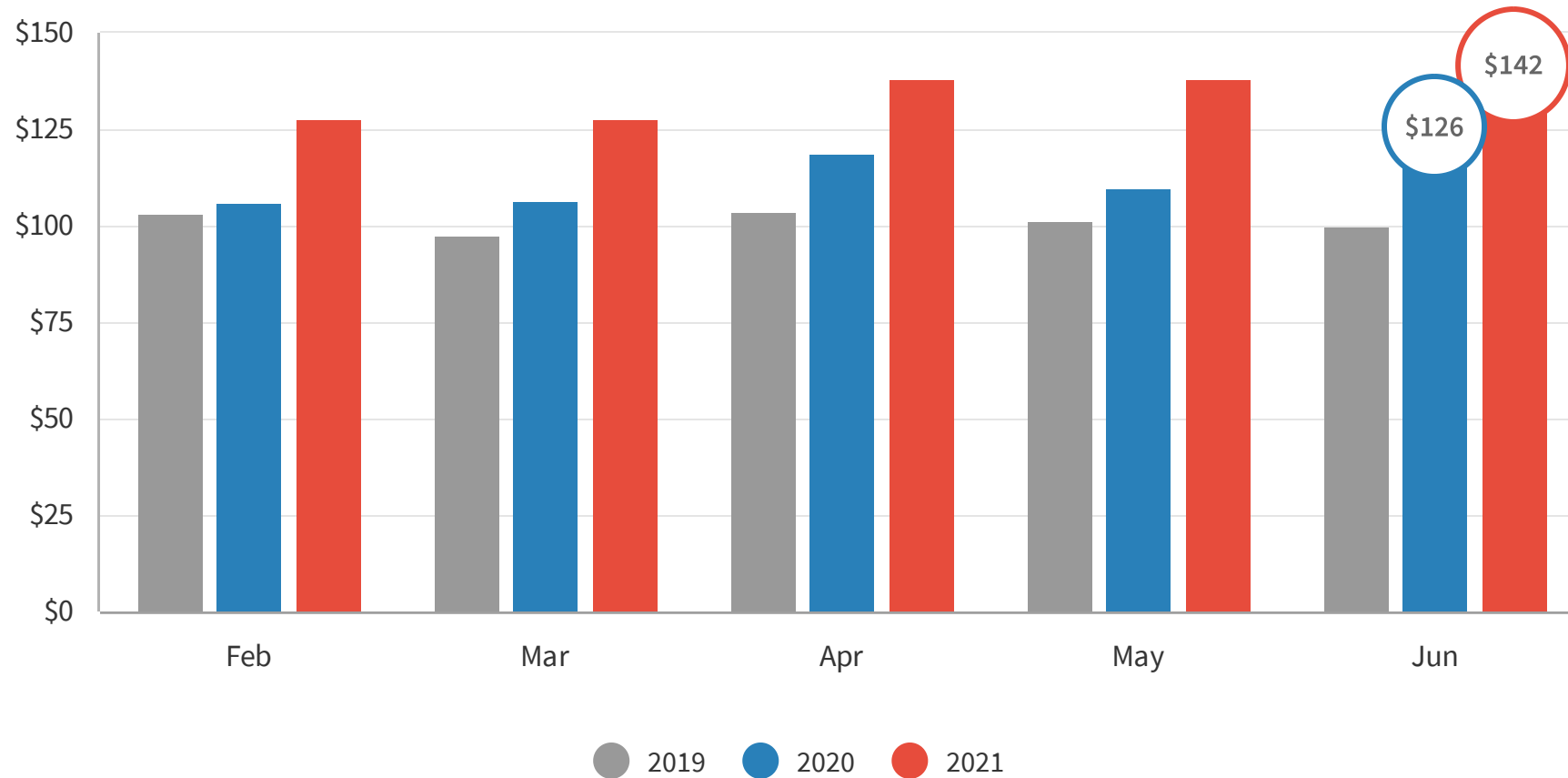


INSIGHT

Length of Stay in June 2021 was 4 days and has had an increase of 33% when compared to 2020. Average length of stay is in a great spot this year, seeing it's 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.



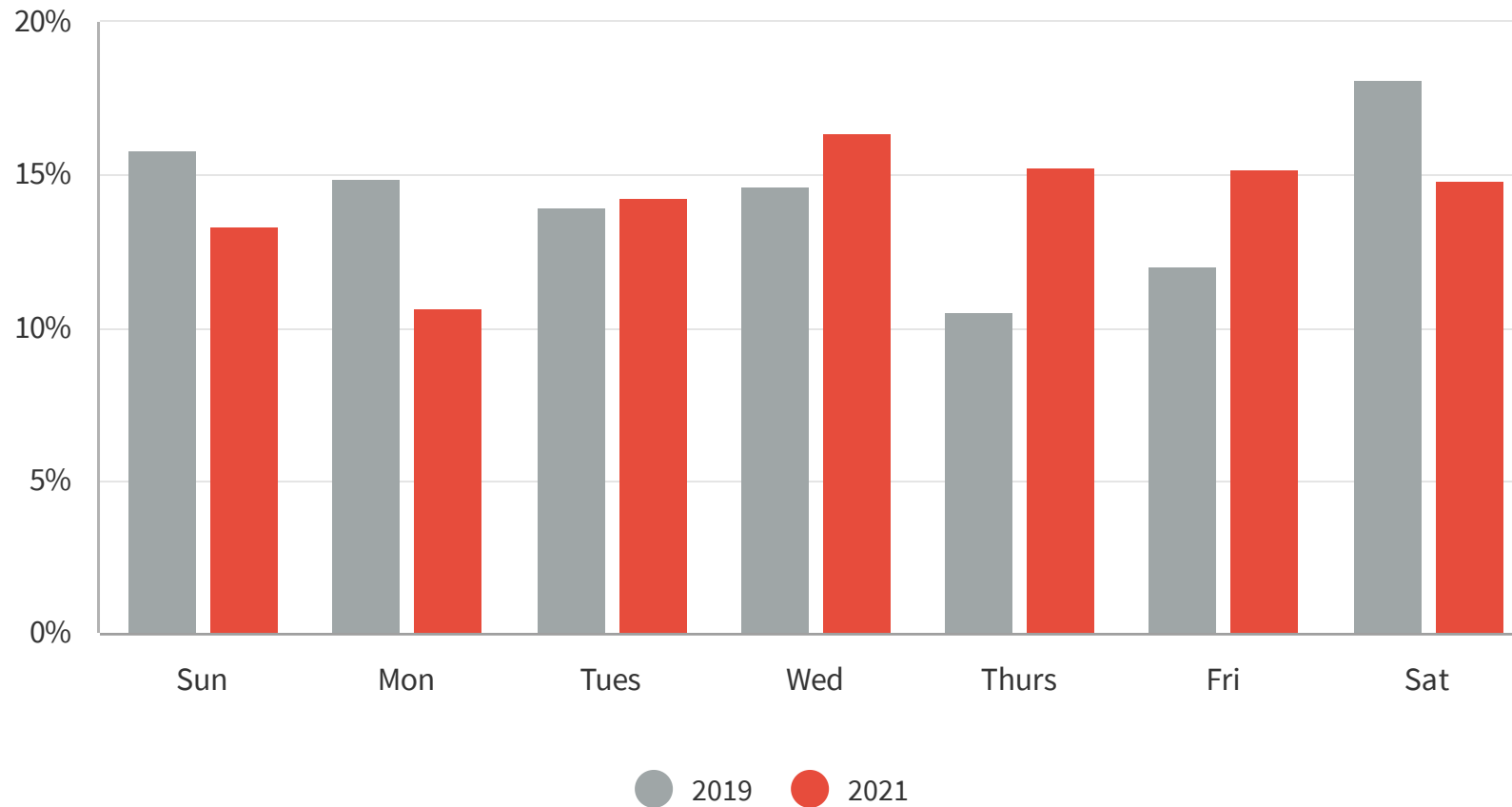
28%

INSIGHT

The ADR for South Burnett has remained quite level since the beginning of the year, which has been the trend for the past 2 years. June 2021 has had an ADR of \$142 which is a 12% increase when compared to 2020. 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.

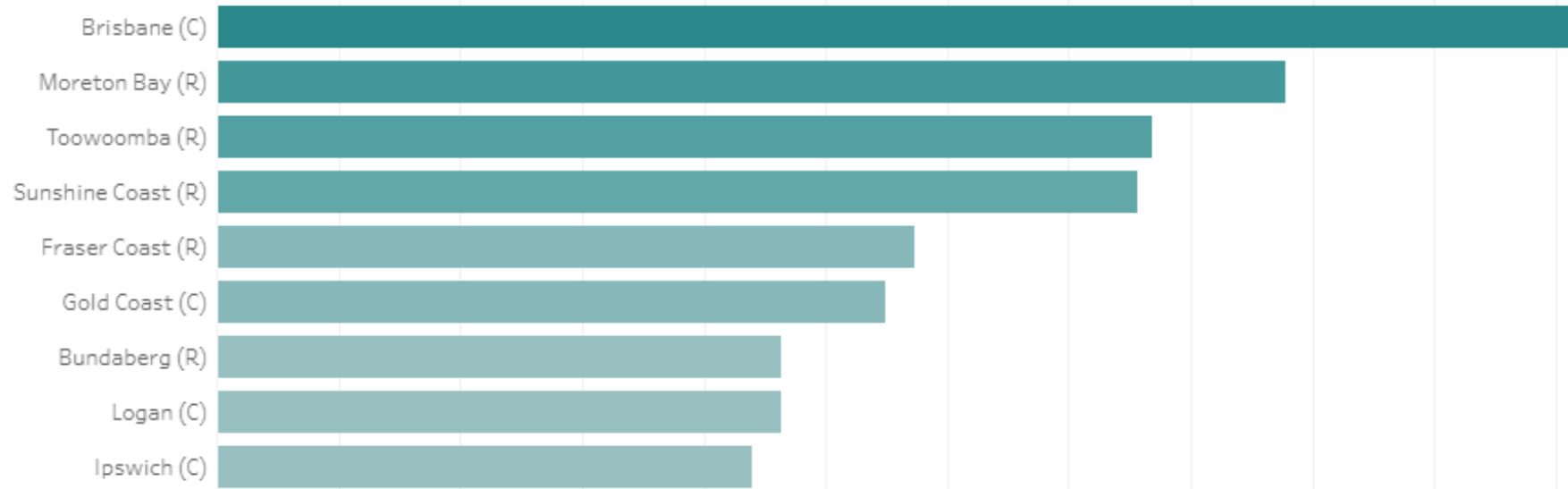


INSIGHT

There was no stand out day for people to visit South Burnett in June, the highest visitation level was Wednesday at 16.94% but similar levels were seen through out the week. The lowest day was Monday at 11% of visitation.

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.



June
2021



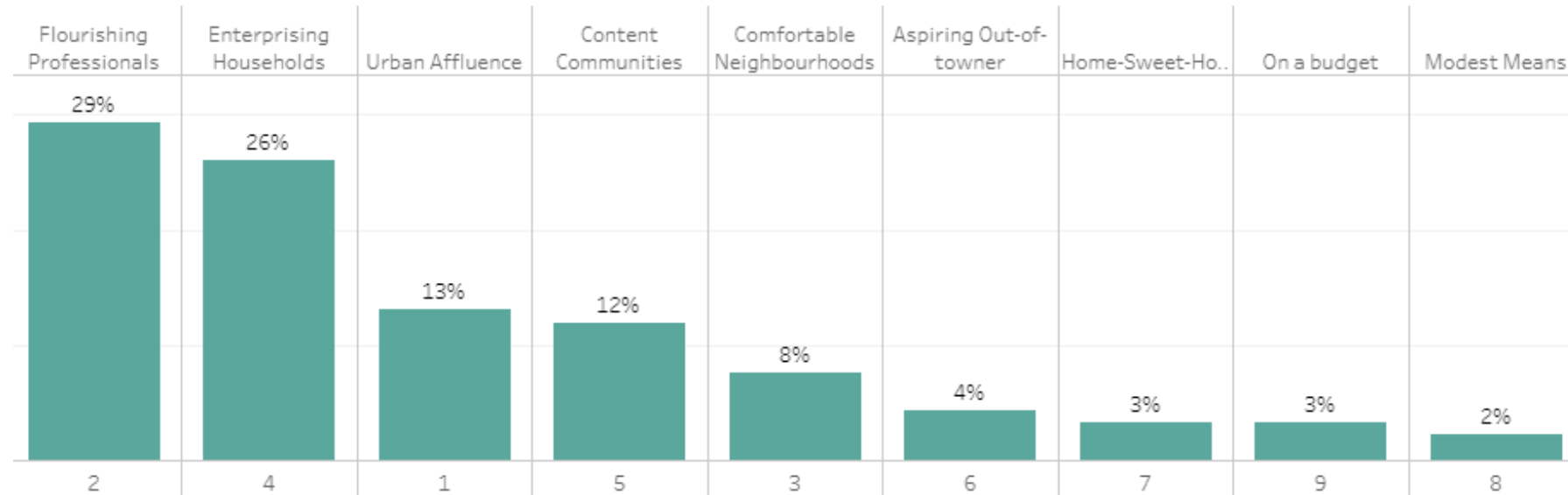
INSIGHT

The LGA's with the most amount of devices seen within the South Burnett region in June 2021 were Brisbane with 11.22% of the total devices seen, Moreton Bay with 8.78% and Toowoomba with 7.68%.

Top Visitor Segments - Brisbane

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

Visitors Segments



Visitor Segmentation from Brisbane - June 2021



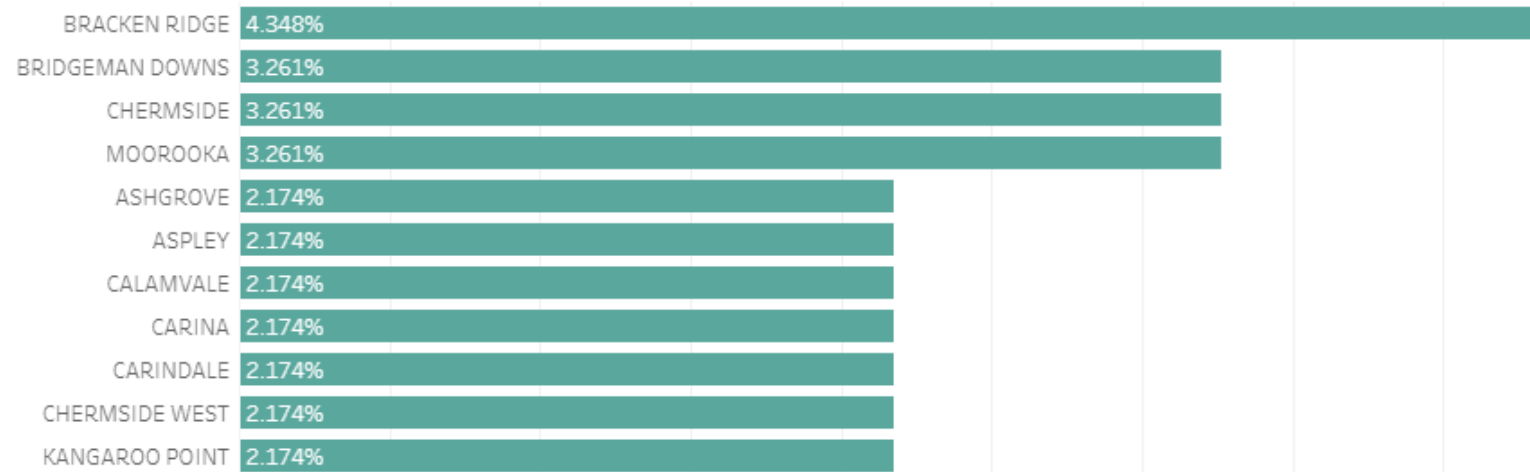
INSIGHT

The top visitors of South Burnett from Brisbane in the month of June were the second wealthiest segment, contributing to 29% 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 - June 2021



INSIGHT

The suburb that visited the most in June was Bracken Ridge with 4.34%. The next top visits were even across the suburbs of Bridgeman Downs, Chermside and Moorooka who contributed to 9.78% of visitation.