

South Burnett Monthly Report

November 2021

Key Points from November 2021



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



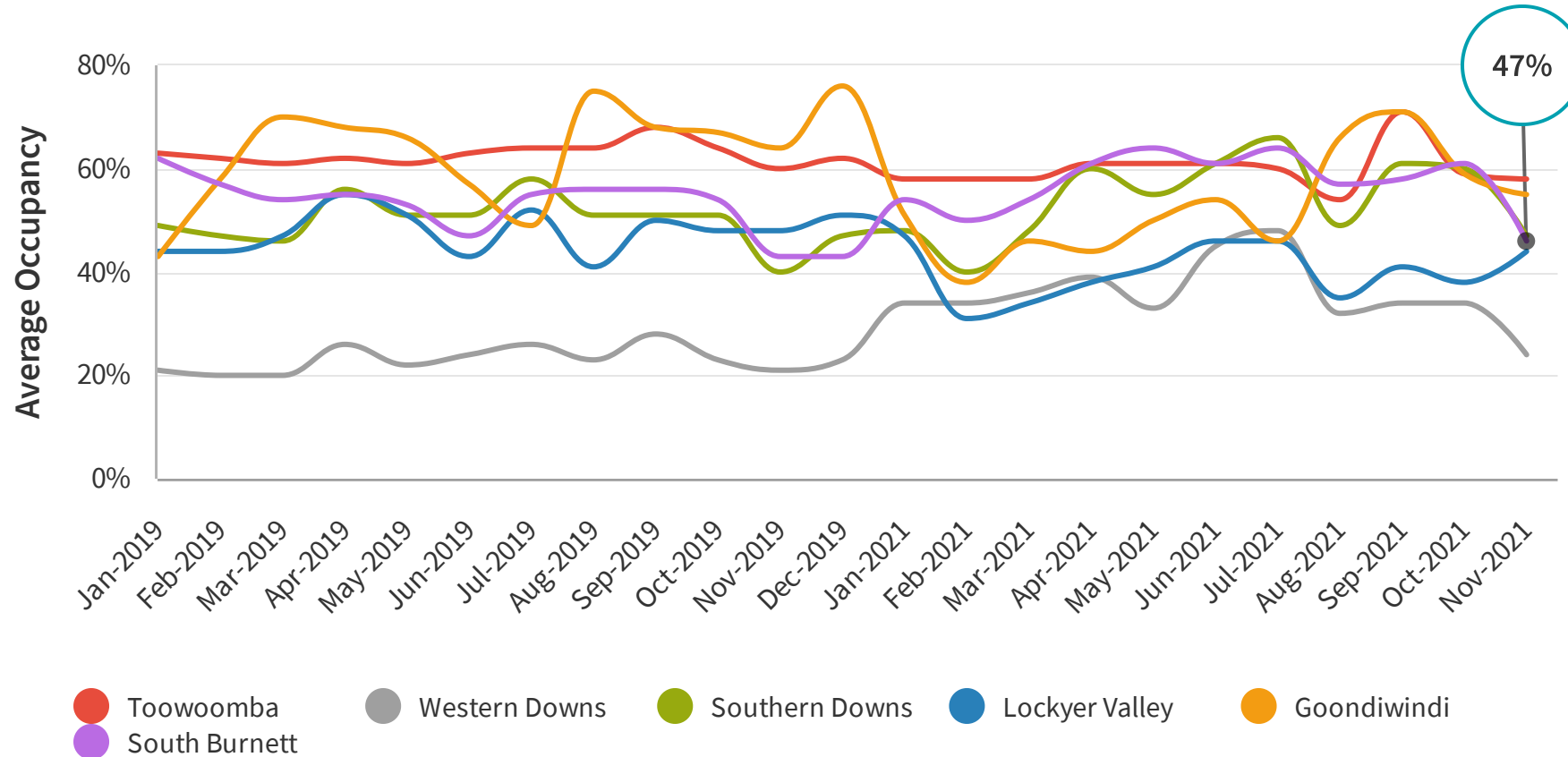
South Burnett's average occupancy level for November was 47%, which was a decrease of 21% since last month.



The highest day of visitation in November 2021 was Sunday at 20.19%. Interestingly 2019 had most of visitation throughout the weekdays, which has now changed with 2021 seeing most of it's visitation on the weekend.

Average Occupancy Rate

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

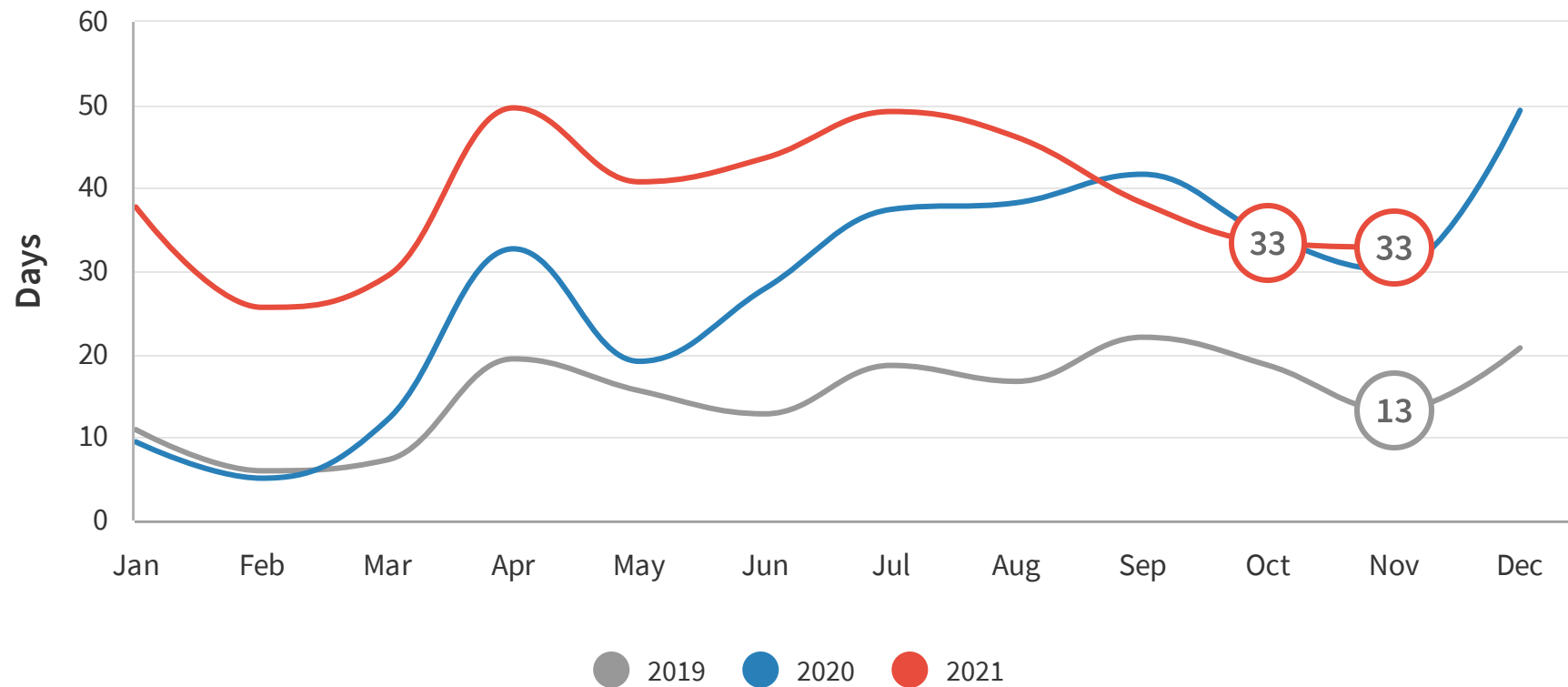


INSIGHT

South Burnett's average occupancy level for November was 47%, which was a decrease of 21% since last month. All SQC regions, excluding Lockyer Valley, had a decrease in occupancy this 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.

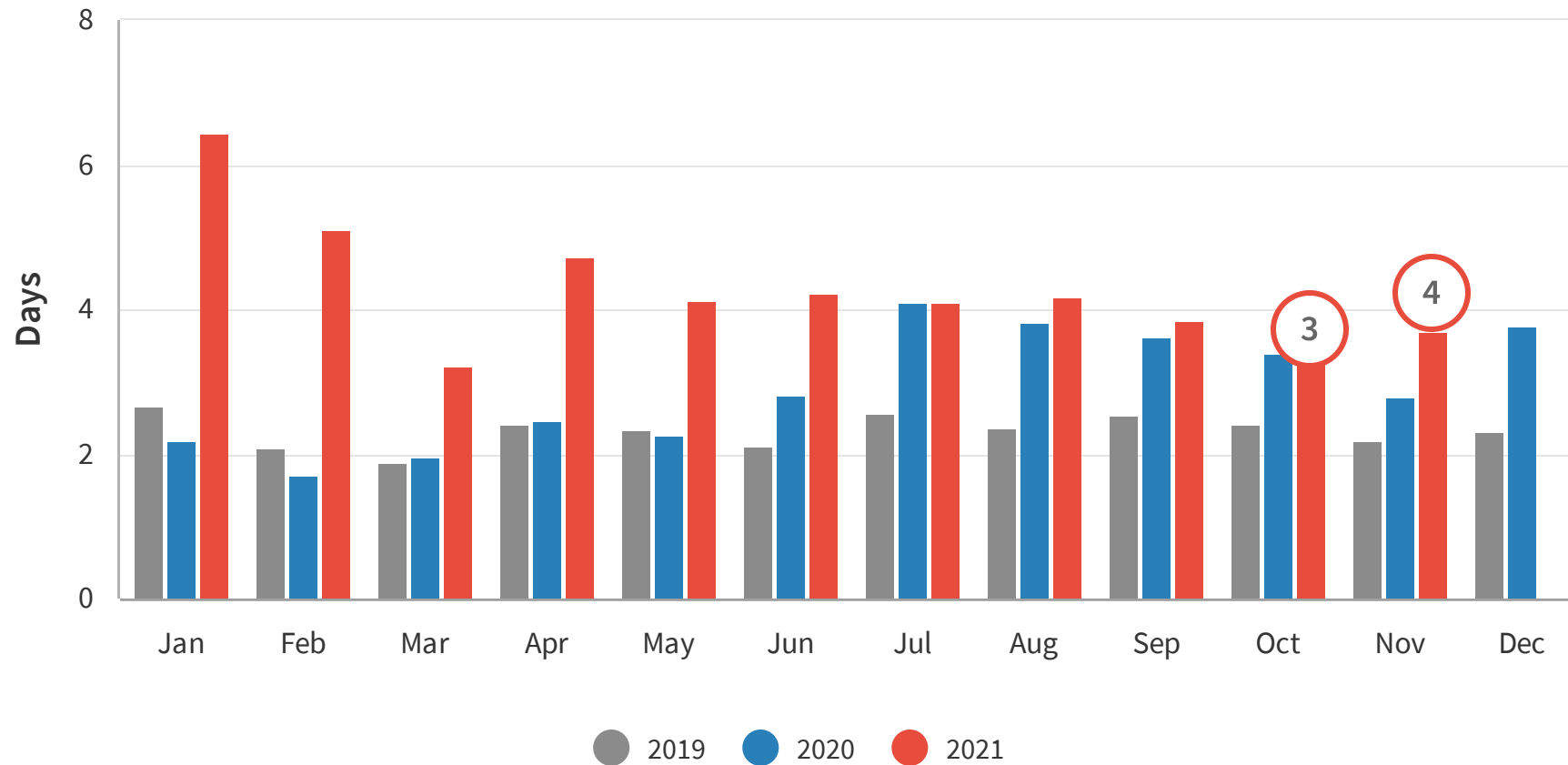


INSIGHT

The average reservation window for November was 33 days and saw no change since last month. When compared 2019, which wasn't impacted by COVID, there a 153% increase in the reservation window.

Length of Stay

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

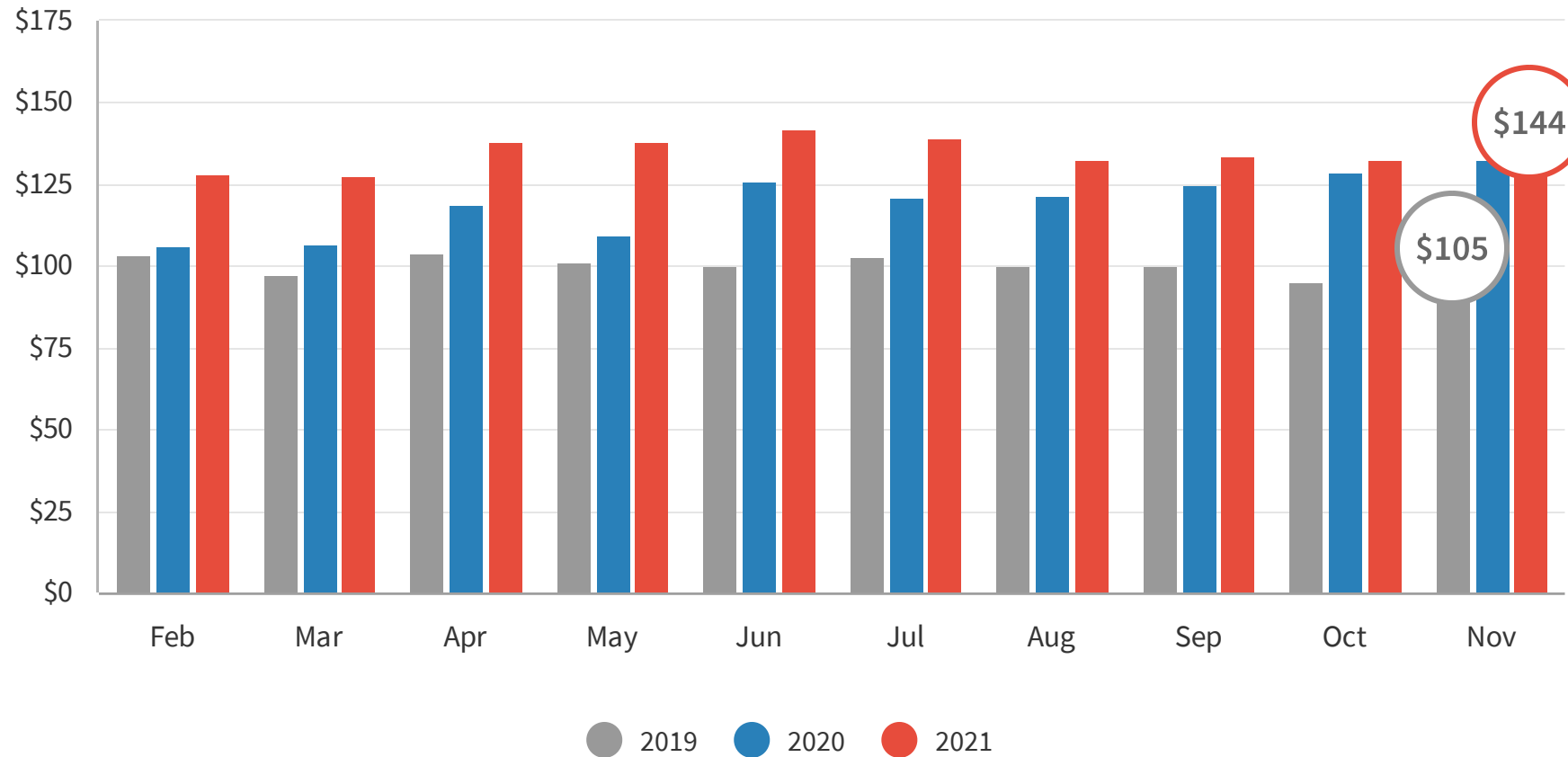


INSIGHT

Length of Stay in November 2021 was 4 days and has had an increase of 33% since last month. 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.



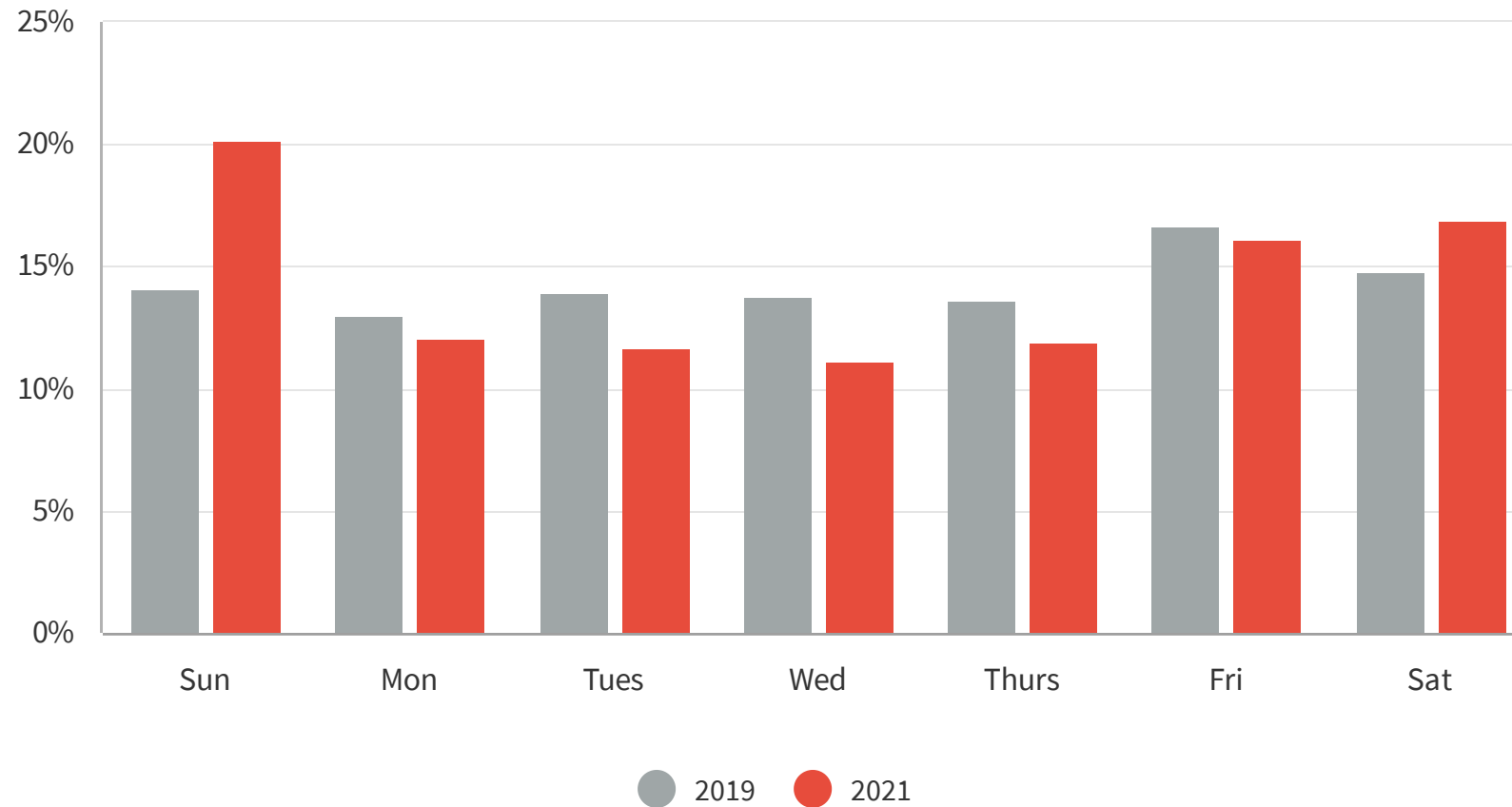
34%

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. November 2021 had an ADR of \$144 which is a 37% 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.

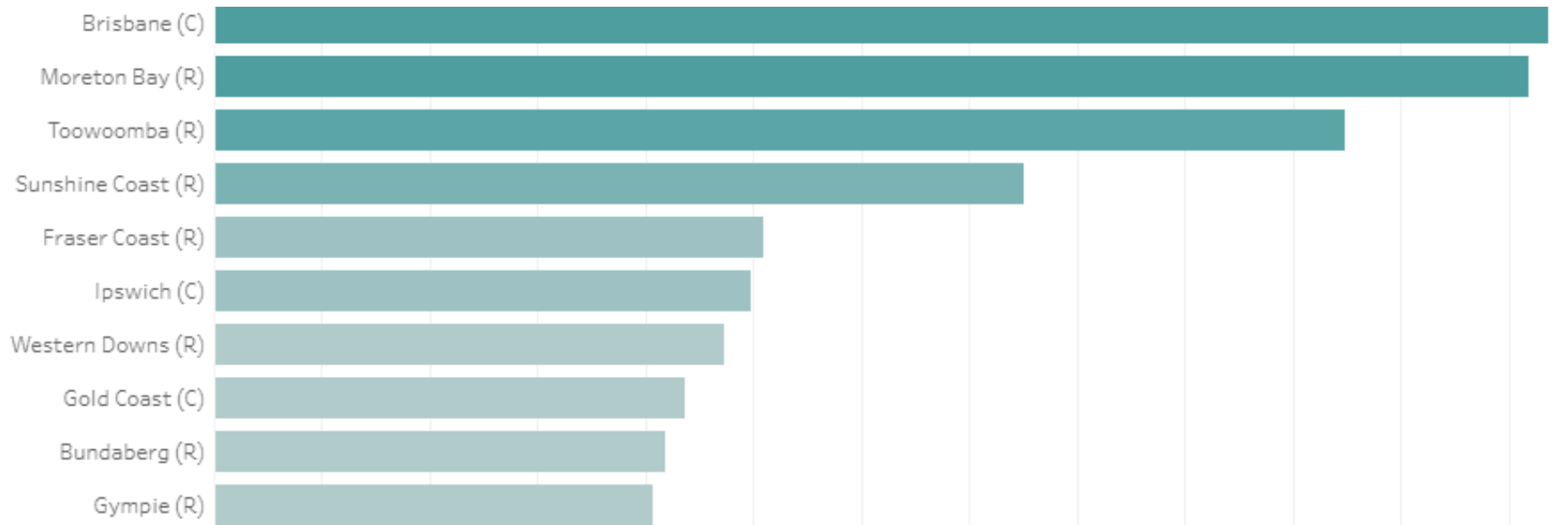


INSIGHT

The highest day of visitation in November 2021 was Sunday at 20.19%. Interestingly 2019 had most of visitation throughout the weekdays, which has now changed with 2021 seeing most of its visitation on the weekend.

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.

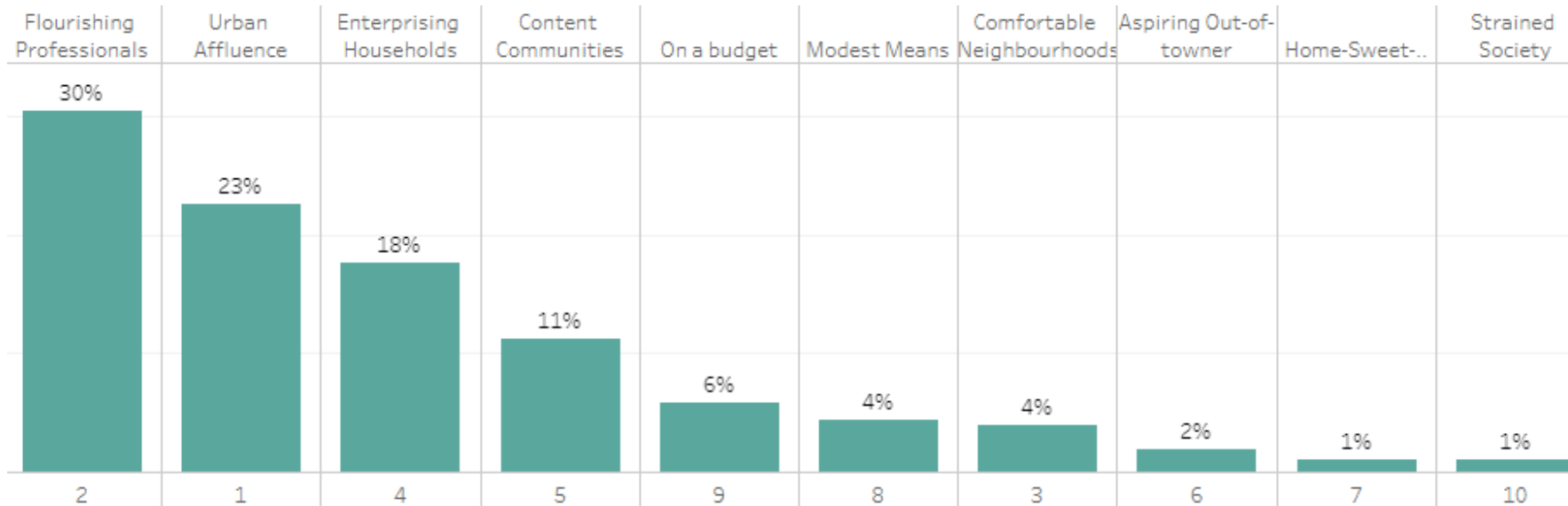


INSIGHT

The LGA's with the most amount of devices seen within the South Burnett region in November 2021 were Brisbane with 12.26% of the total devices seen, Moreton Bay with 12.18% and Toowoomba with 10.48%.

Top Visitor Segments - Brisbane

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



INSIGHT

The top visitors of South Burnett from Brisbane in the month of November were the first and second wealthiest segment, contributing to 53% 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.

