

# South Burnett Monthly Report

October 2021



# Key Points from October 2021



South Burnett's occupancy level for October was 60%, which was a small increase of 3.4% since last month.



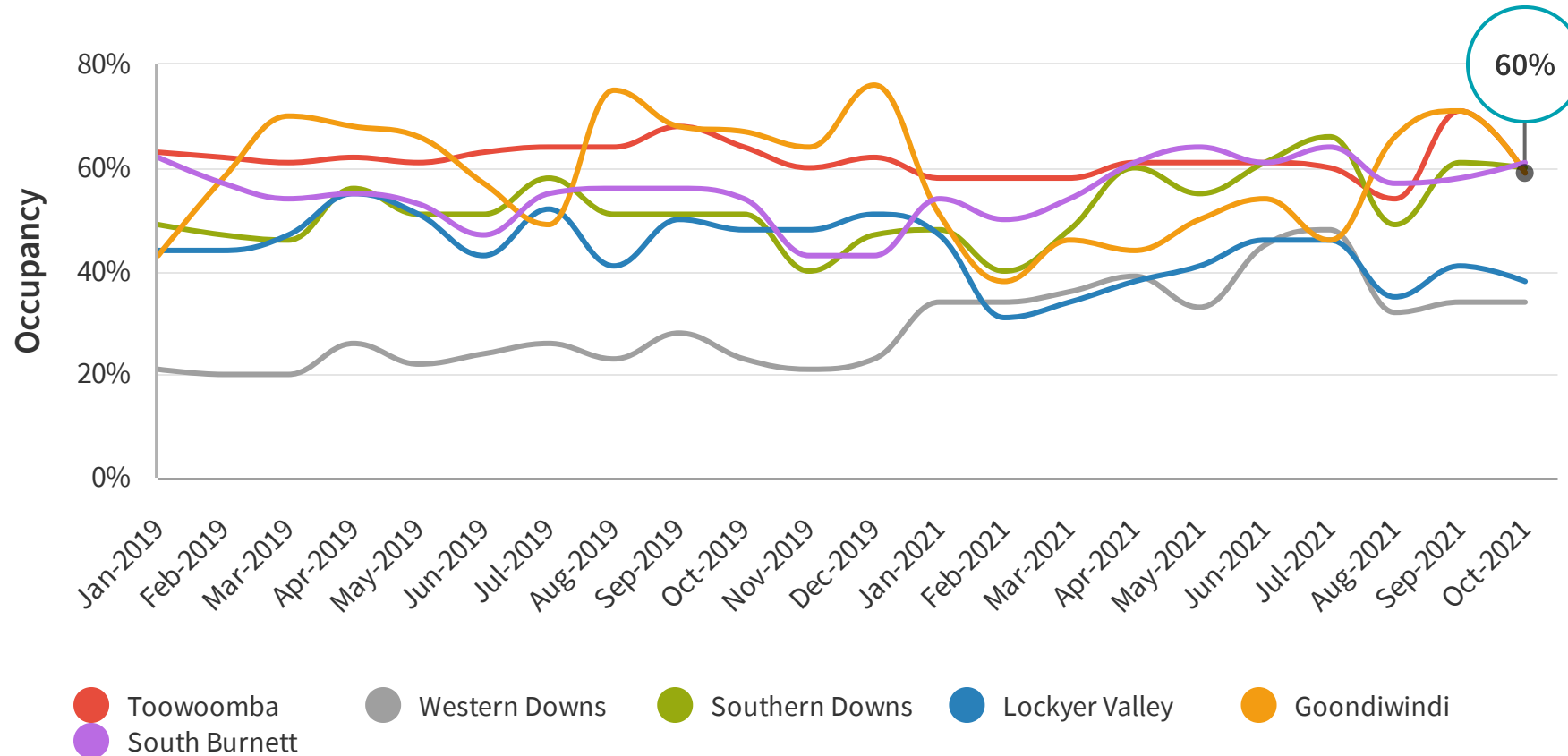
The average reservation window for October was 33 days, which has been slowly declining over the past 4 months.



October 2021 has had an ADR of \$133 which is a 40% increase when compared to 2019.

# Average Occupancy Rate

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



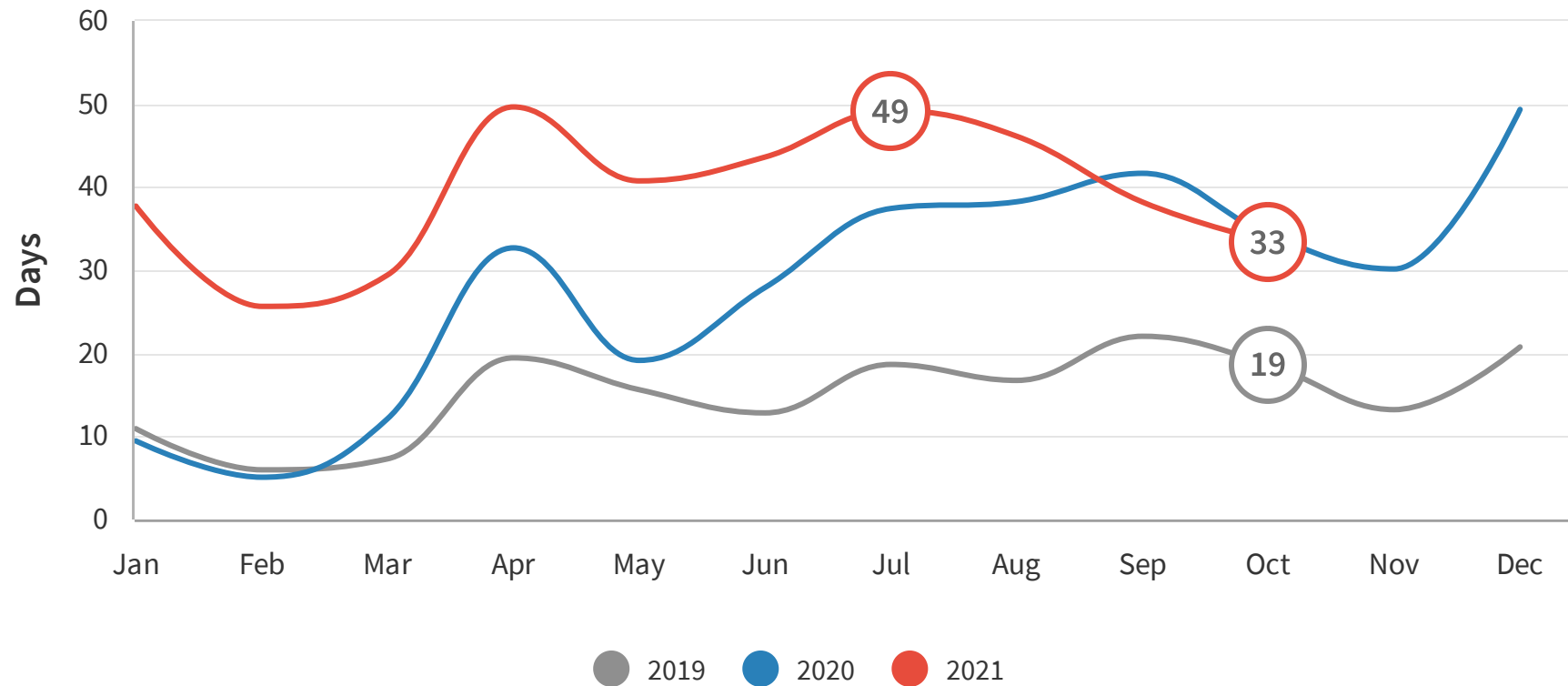
## INSIGHT

South Burnett's occupancy level for October was 60%, which was a small increase of 3.4% since last month. Toowoomba, Southern Downs, Goondiwindi and South Burnett all shared a similar level of occupancy this month and were the highest for the region.



# 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.

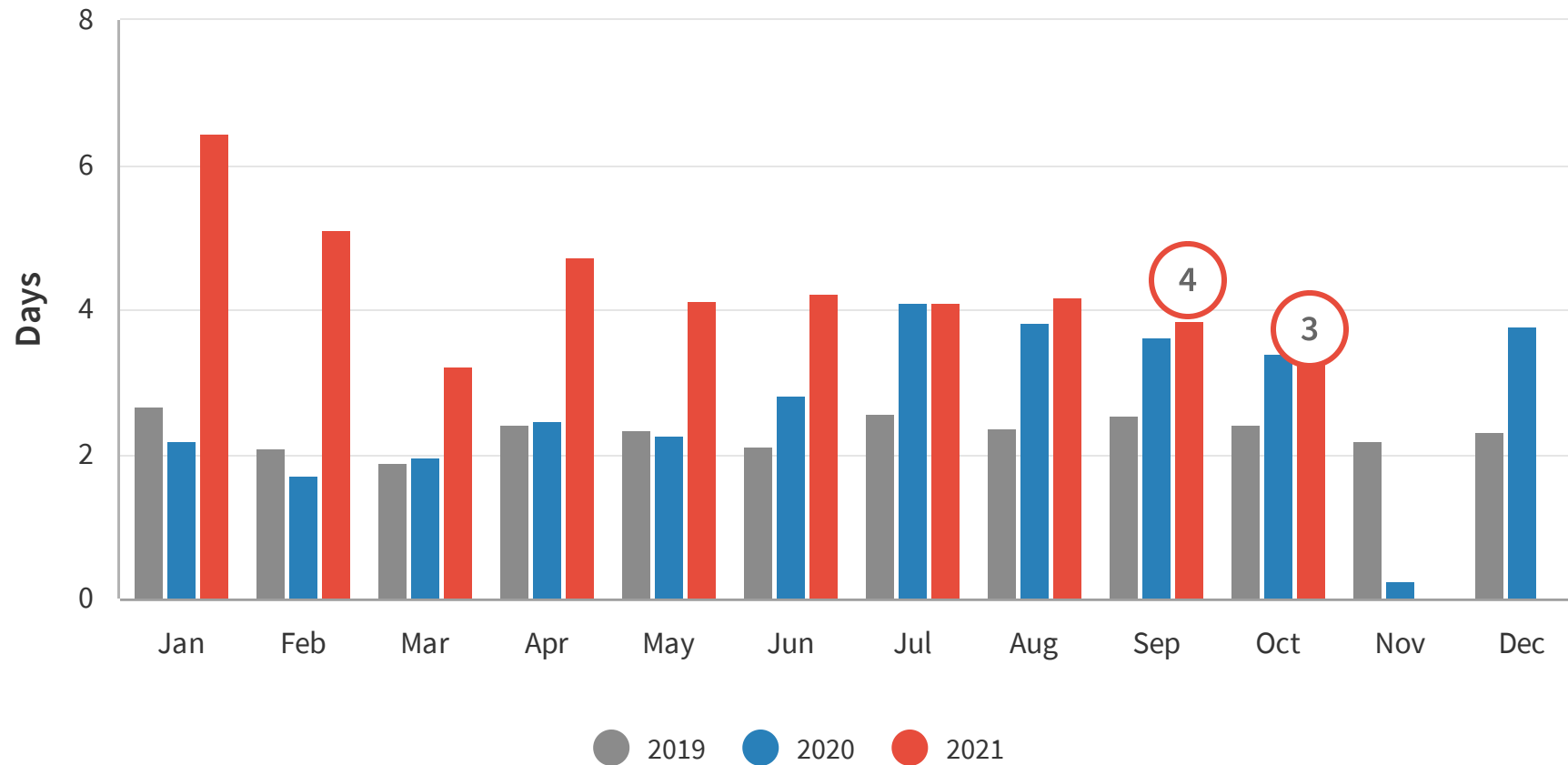


## INSIGHT

The average reservation window for October was 33 days, which has been slowly declining over the past 4 months. When compared 2019 which wasn't impacted by COVID, there is still a 73% increase in the reservation window.

# Length of Stay

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

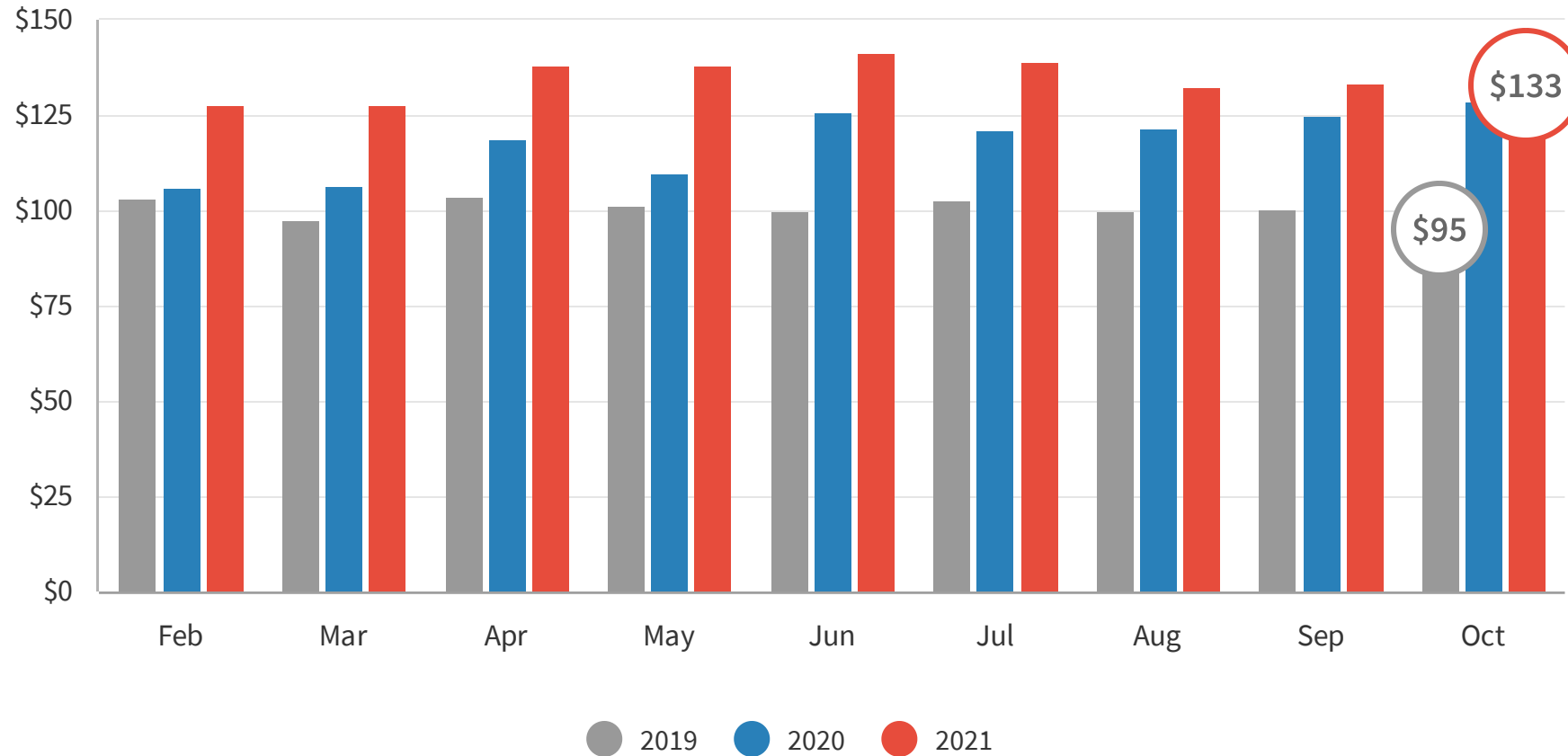


## INSIGHT

Length of Stay in October 2021 was 3 days and has had a decrease of 25% 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.



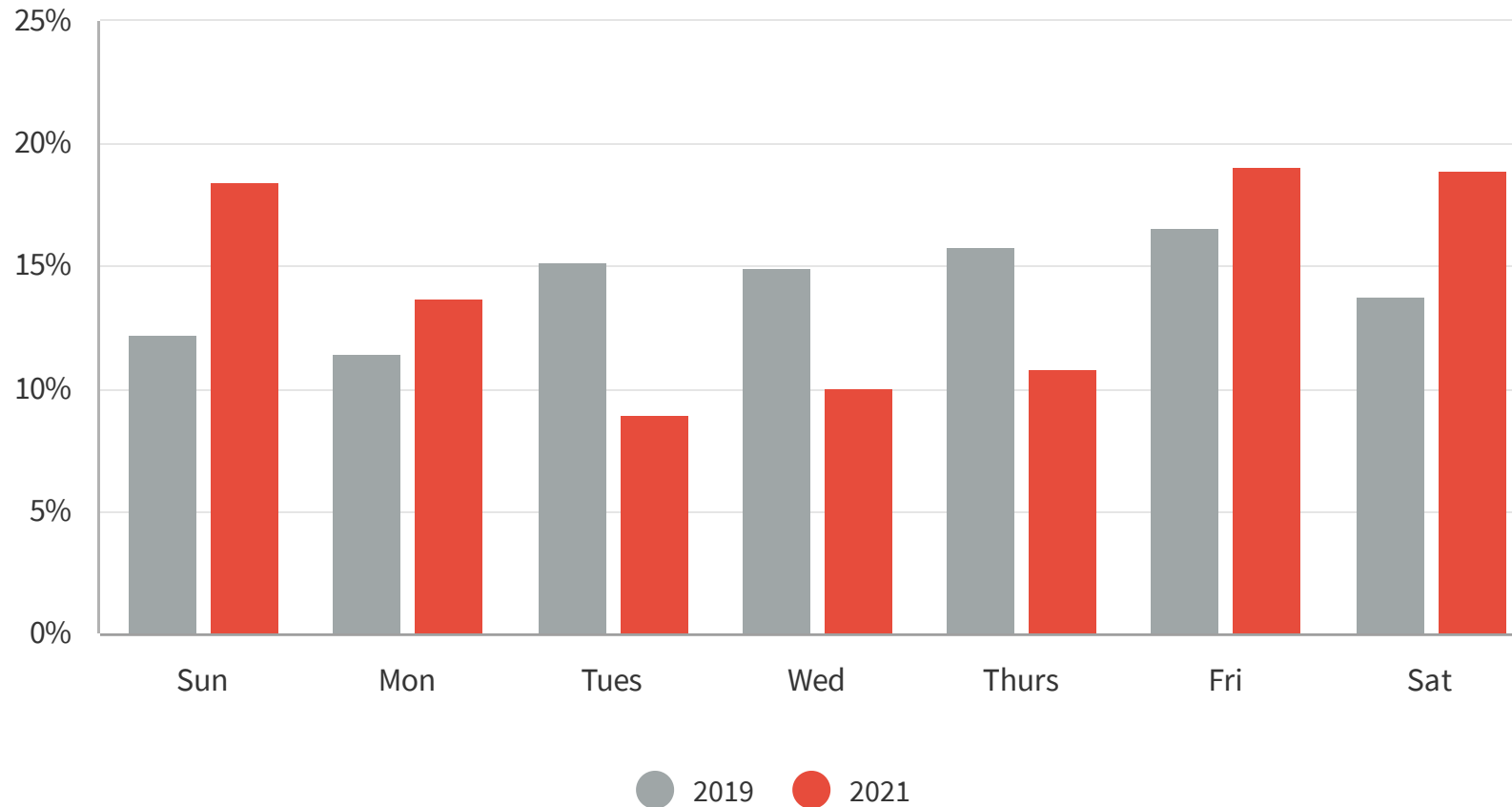
## 34%

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. October 2021 has had an ADR of \$133 which is a 40% 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.

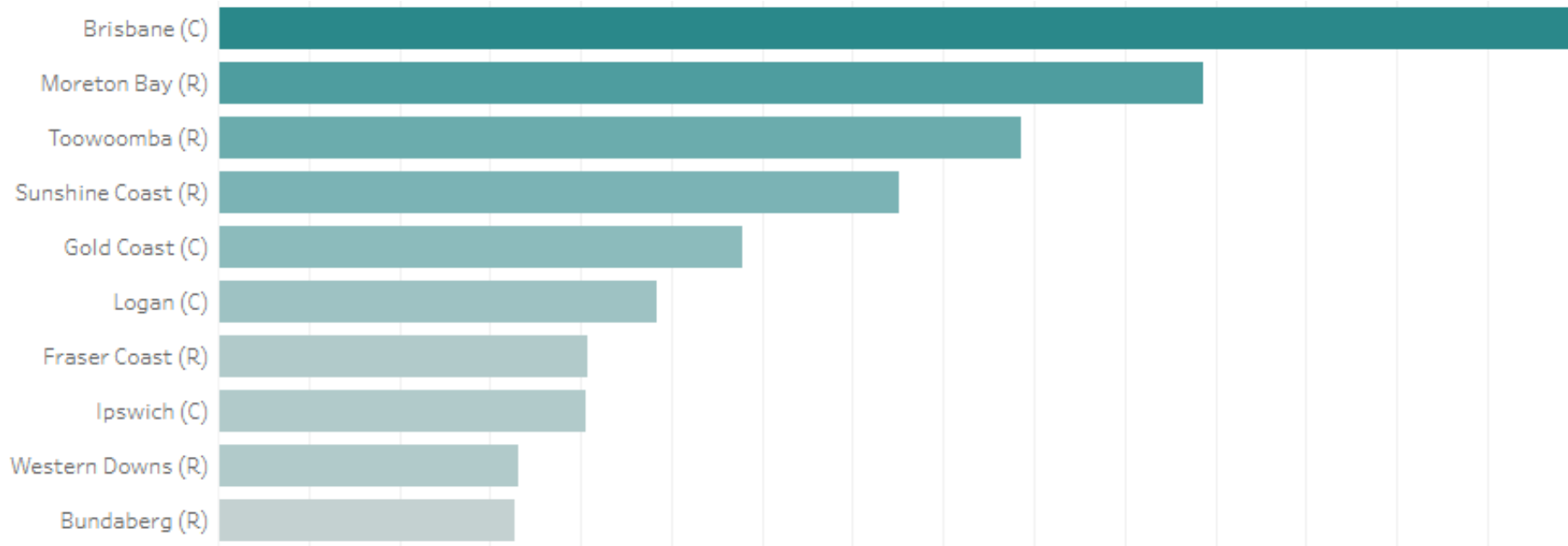


## INSIGHT

The highest day of visitation in October 2021 was Saturday at 17.4%. 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.



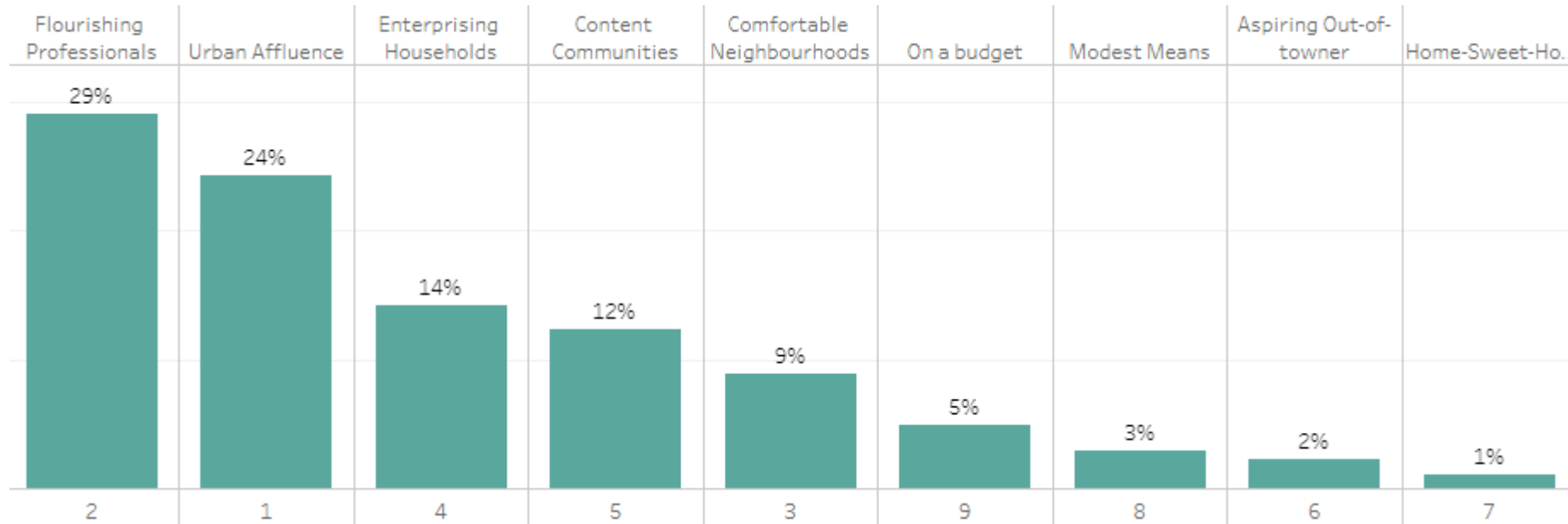
## INSIGHT

The LGA's with the most amount of devices seen within the South Burnett region in October 2021 were Toowoomba with 13.75% of the total devices seen, Brisbane with 12.66% and Moreton Bay with 12.19%.



# 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 October were the first and second wealthiest segment, contributing to 49% 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.

