

South Burnett Monthly Report

September 2021

Key Points from September 2021



South Burnett's occupancy level for September was 58%, which is a small increase of 1.7% since last month.



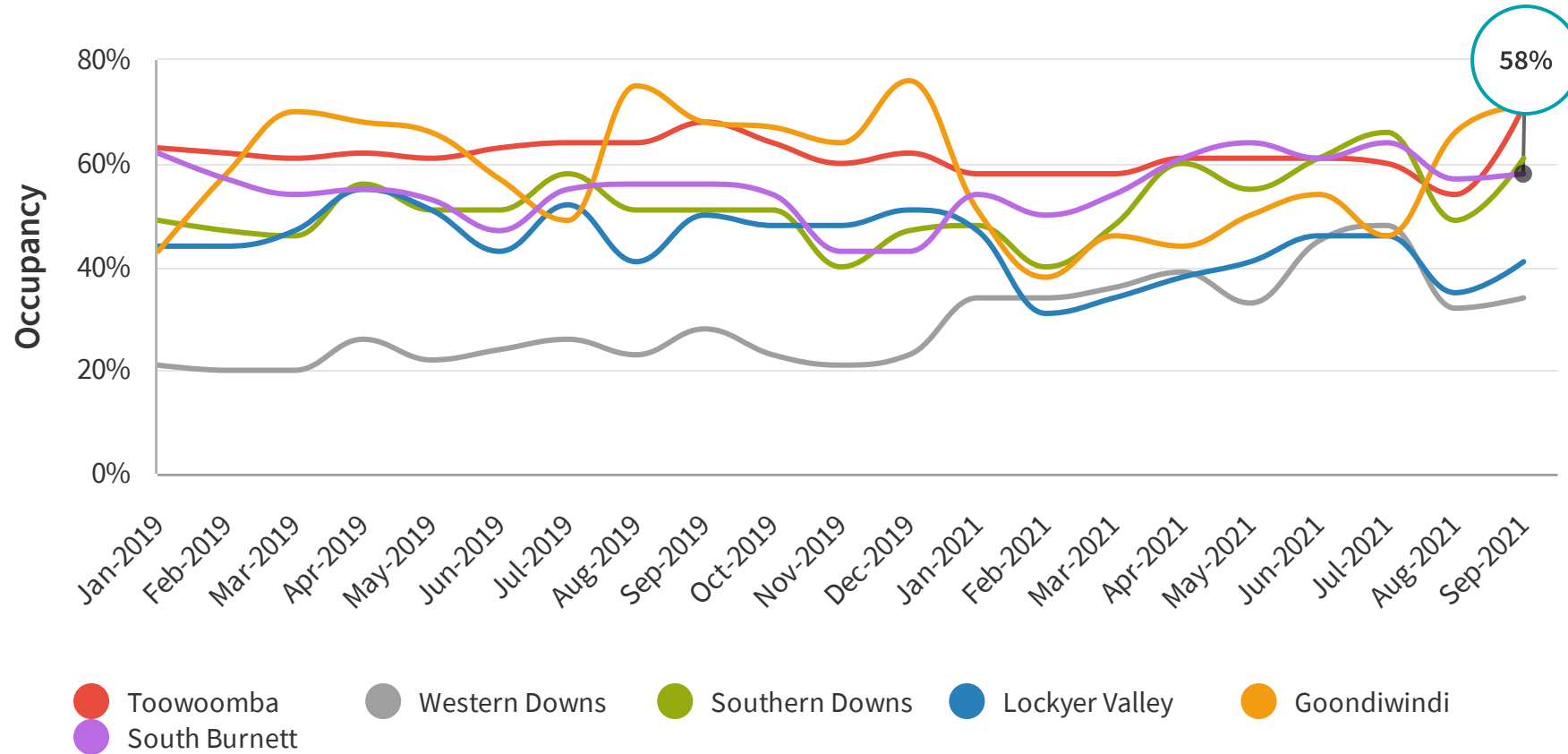
Length of Stay in September 2021 was 4 days and has had an increase of 33% when compared to 2019.



September 2021 has had an ADR of \$134 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.

Average Occupancy Rate

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

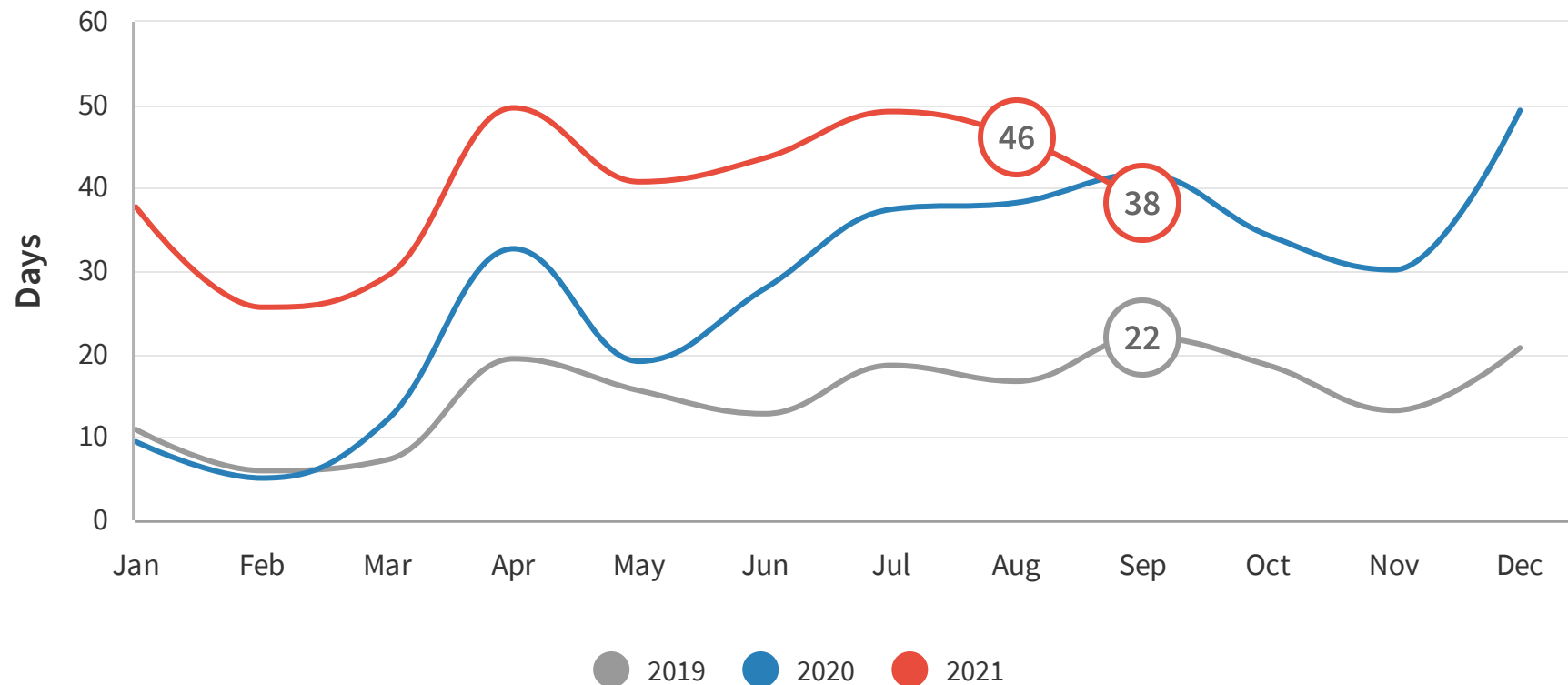


INSIGHT

South Burnett's occupancy level for September was 58%, which is a small increase of 1.7% since last 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.

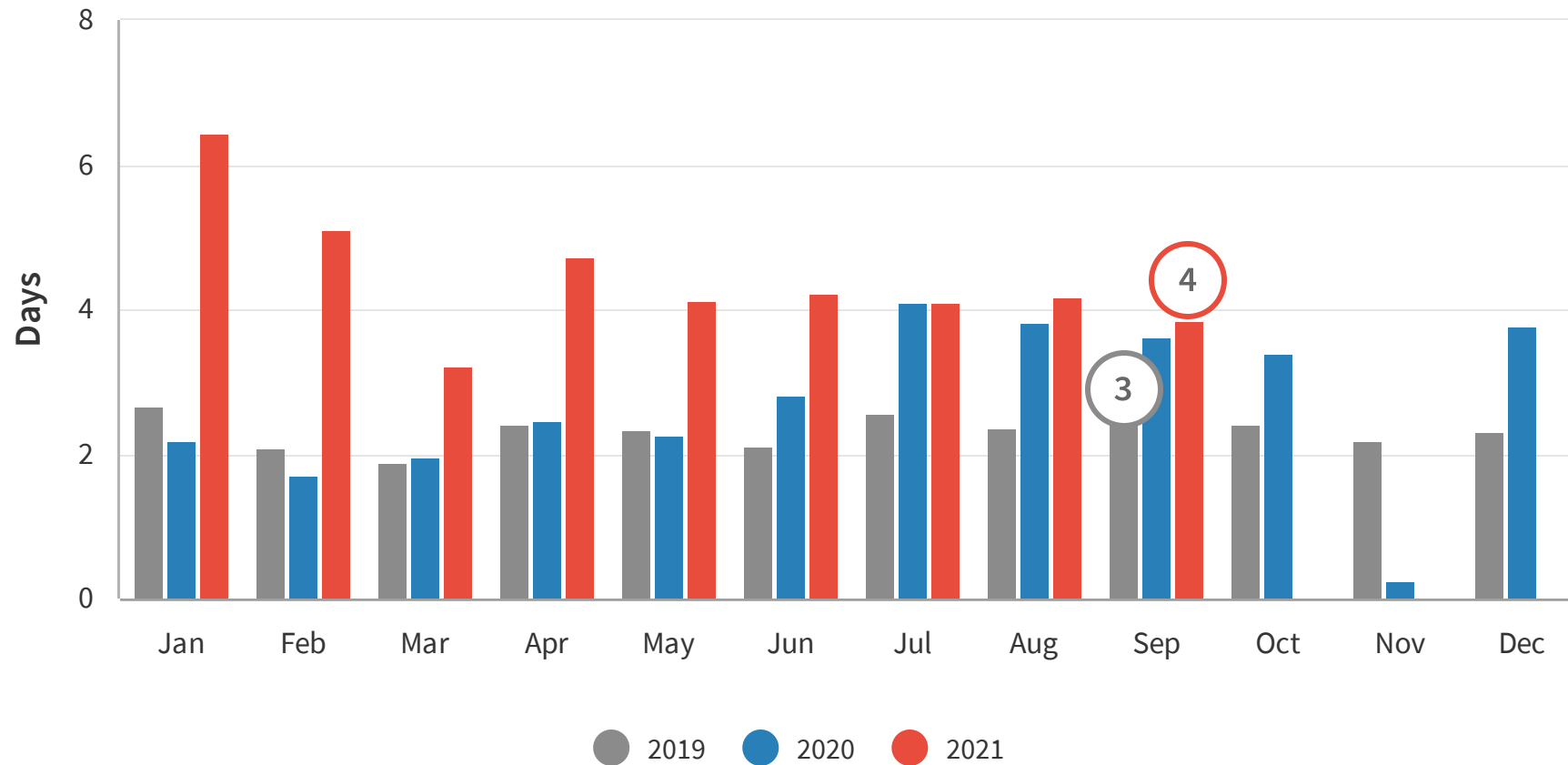


INSIGHT

The average Reservation Window has been looking very positive since the beginning of 2021 in comparison to previous years. This growth has continued into September with a reservation window of 38 days, which is an increase of 72% when comparing to 2019.

Length of Stay

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

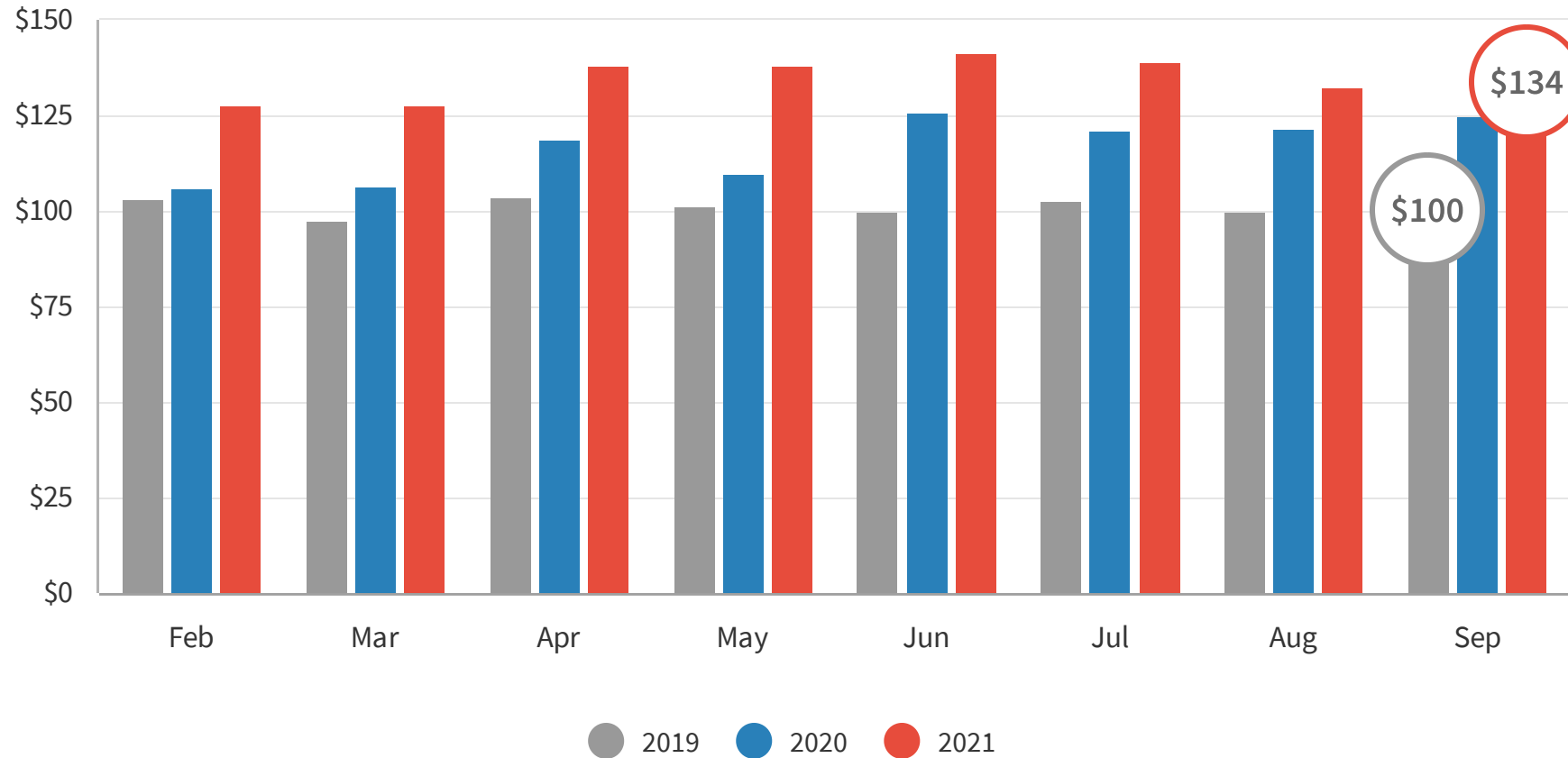


INSIGHT

Length of Stay in September 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.



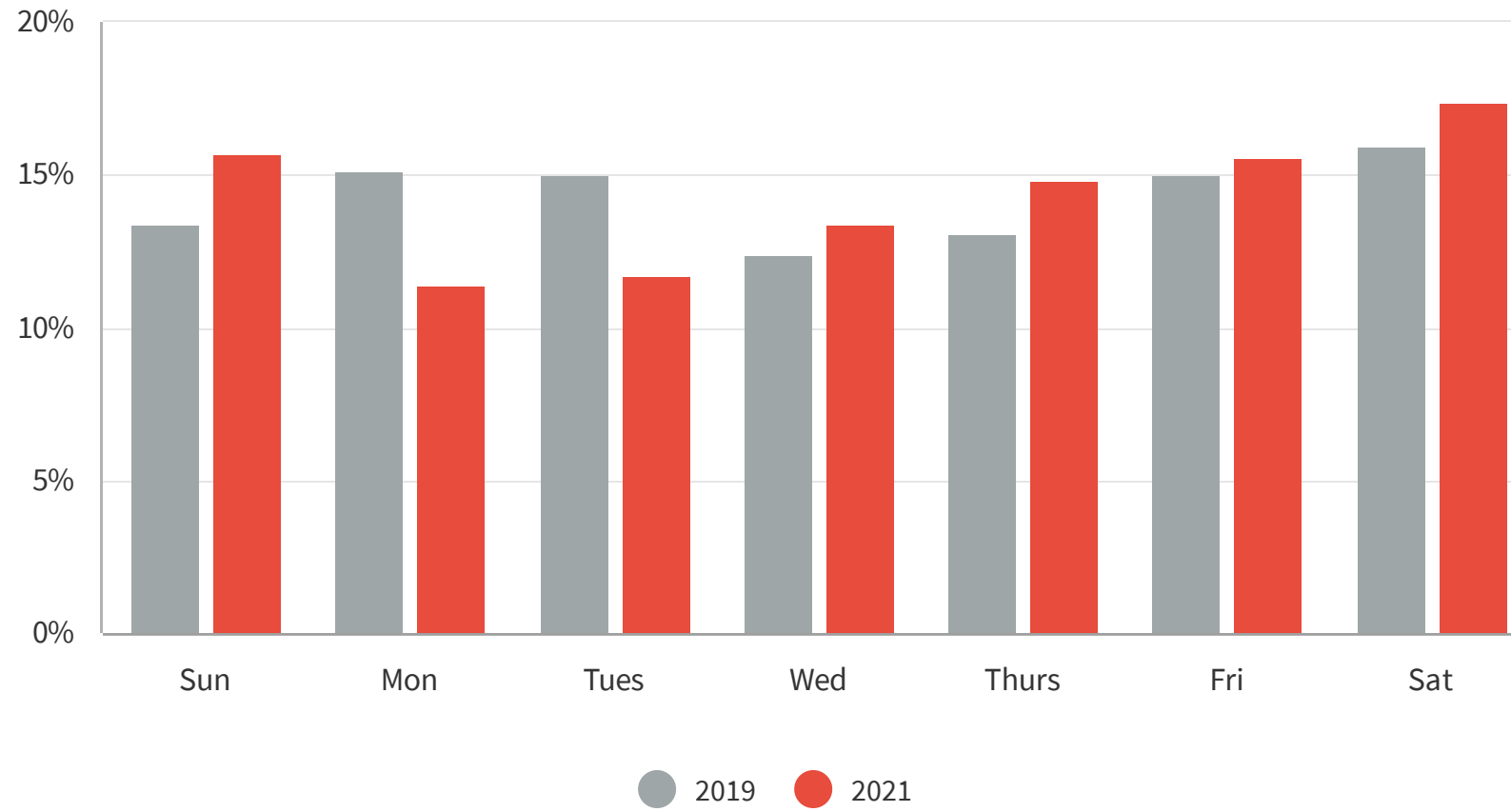
34%

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. September 2021 has had an ADR of \$134 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.

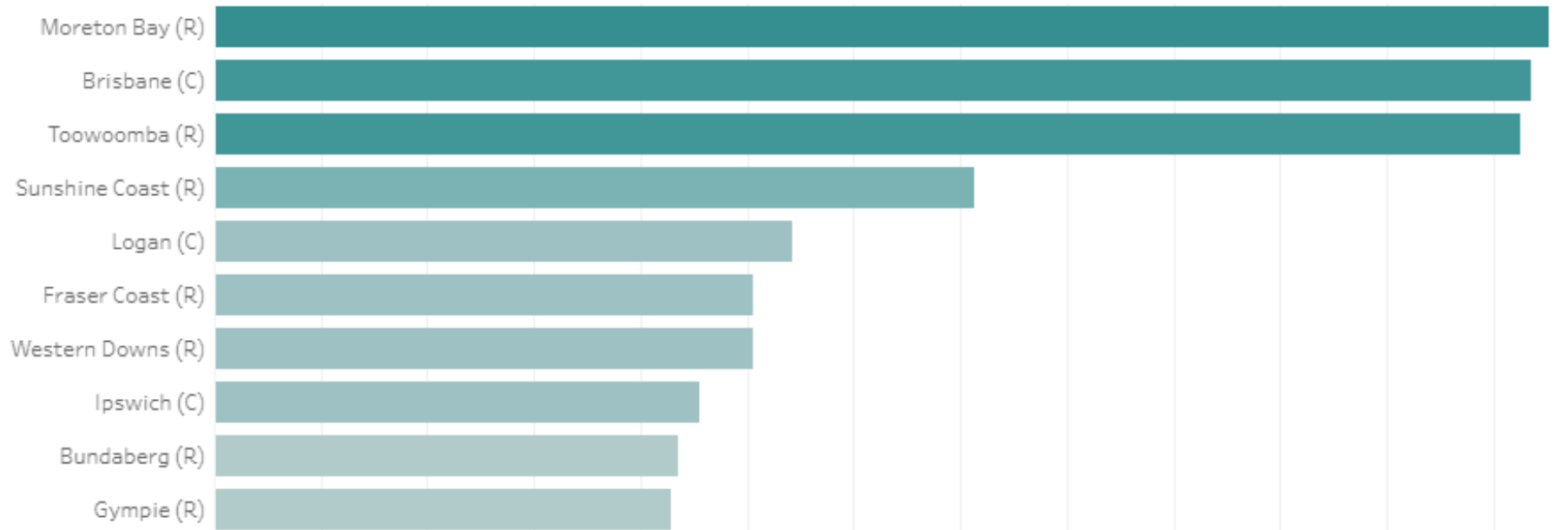


INSIGHT

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

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.

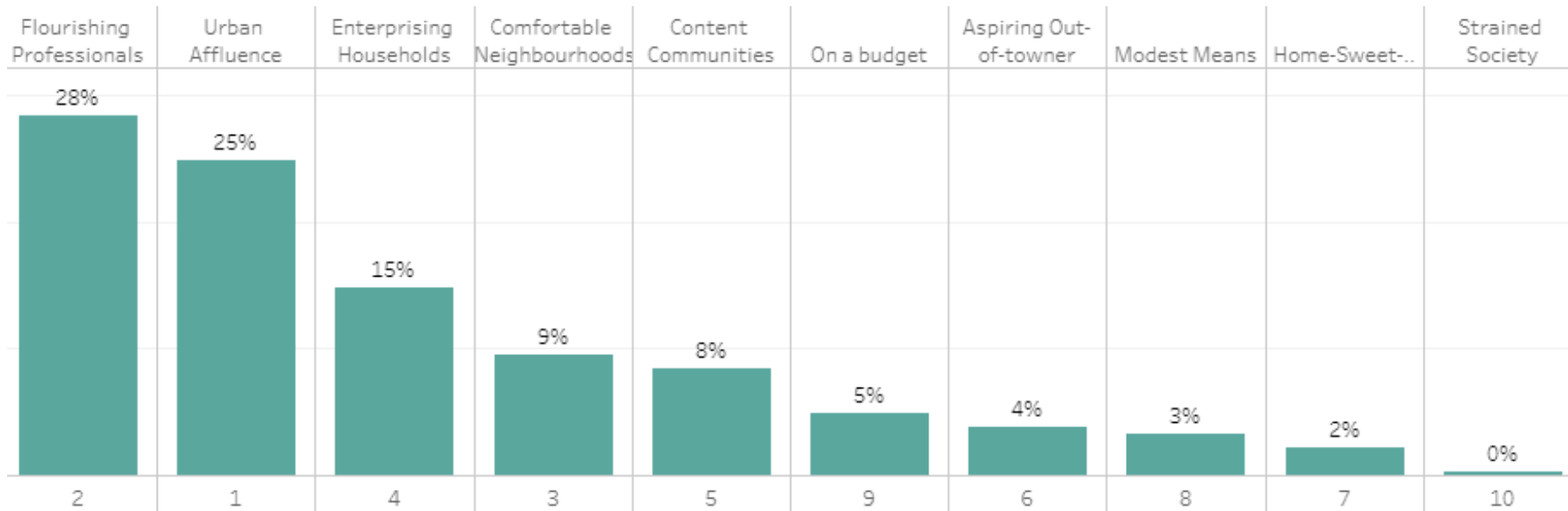


INSIGHT

The LGA's with the most amount of devices seen within the South Burnett region in September 2021 were Moreton Bay with 12.51% of the total devices seen, Brisbane with 12.35% and Toowoomba with 12.25%.

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 September 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.

