

South Burnett Monthly Report

August 2021

Key Points from August 2021



South Burnett's Occupancy level for August was 57%, and has had a 10% decrease when compared to July last month.



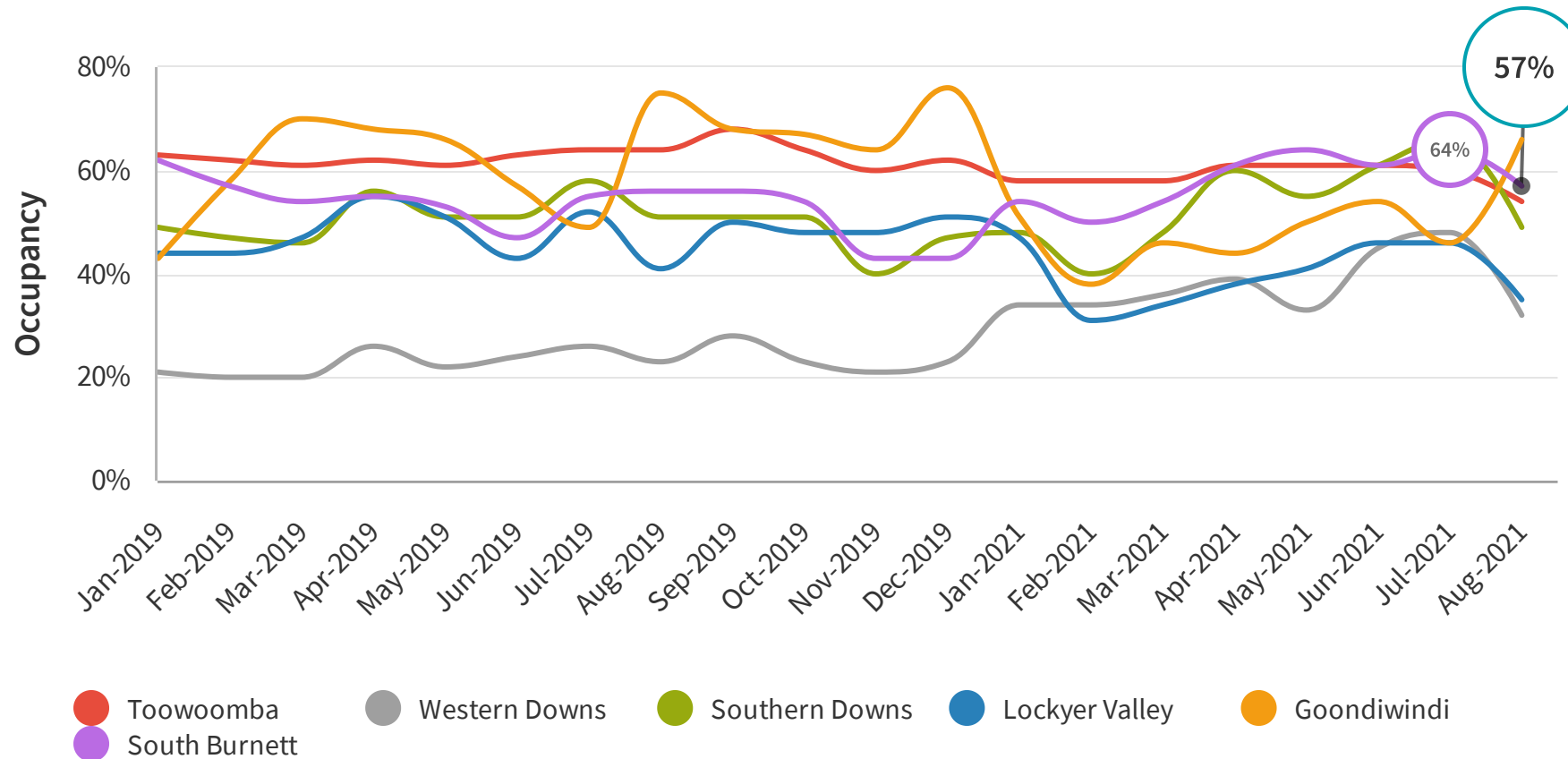
The average Reservation Window has been looking very positive since the beginning of 2021 in comparison to previous years.



Length of Stay in August 2021 was 4 days and has had an increase of 100% 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.

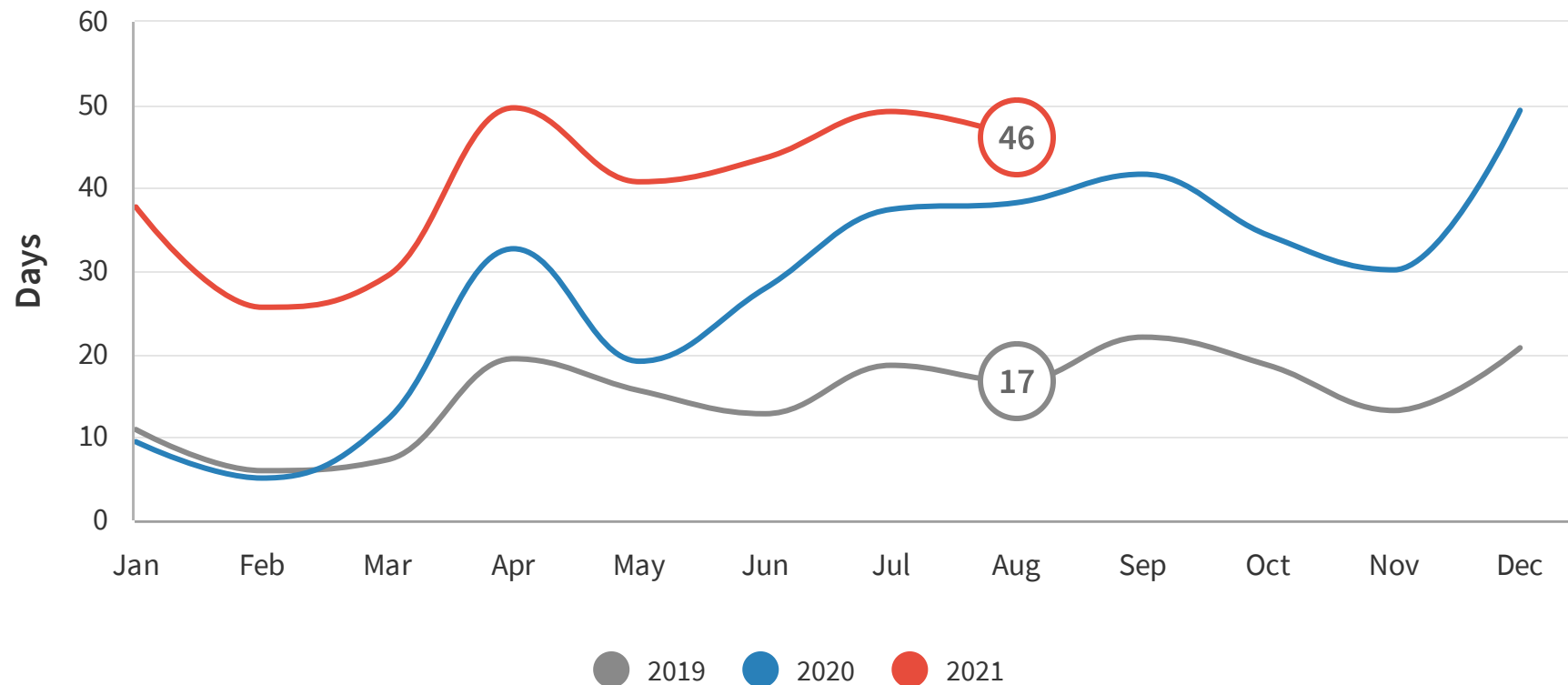


INSIGHT

South Burnett's Occupancy level for August was 57%, and has had a 10% decrease when compared to July last month. This decline can be attributed to the lockdown that QLD experienced in August.

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.

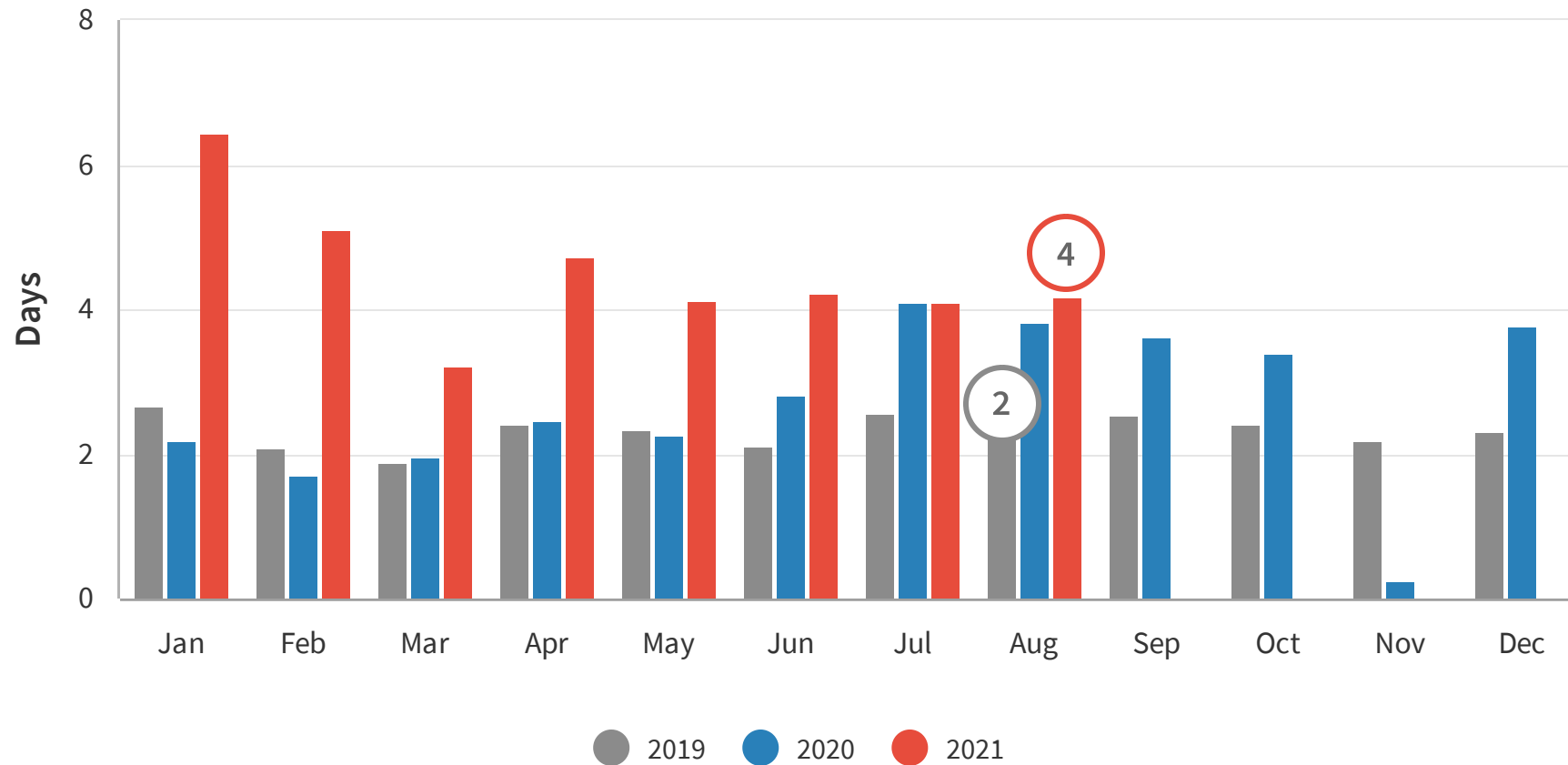


INSIGHT

The average Reservation Window has been looking very positive since the beginning of 2021 in comparison to previous years. This growth has continued into August with a reservation window of 46 days, which is an increase of 170% when comparing to 2019.

Length of Stay

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

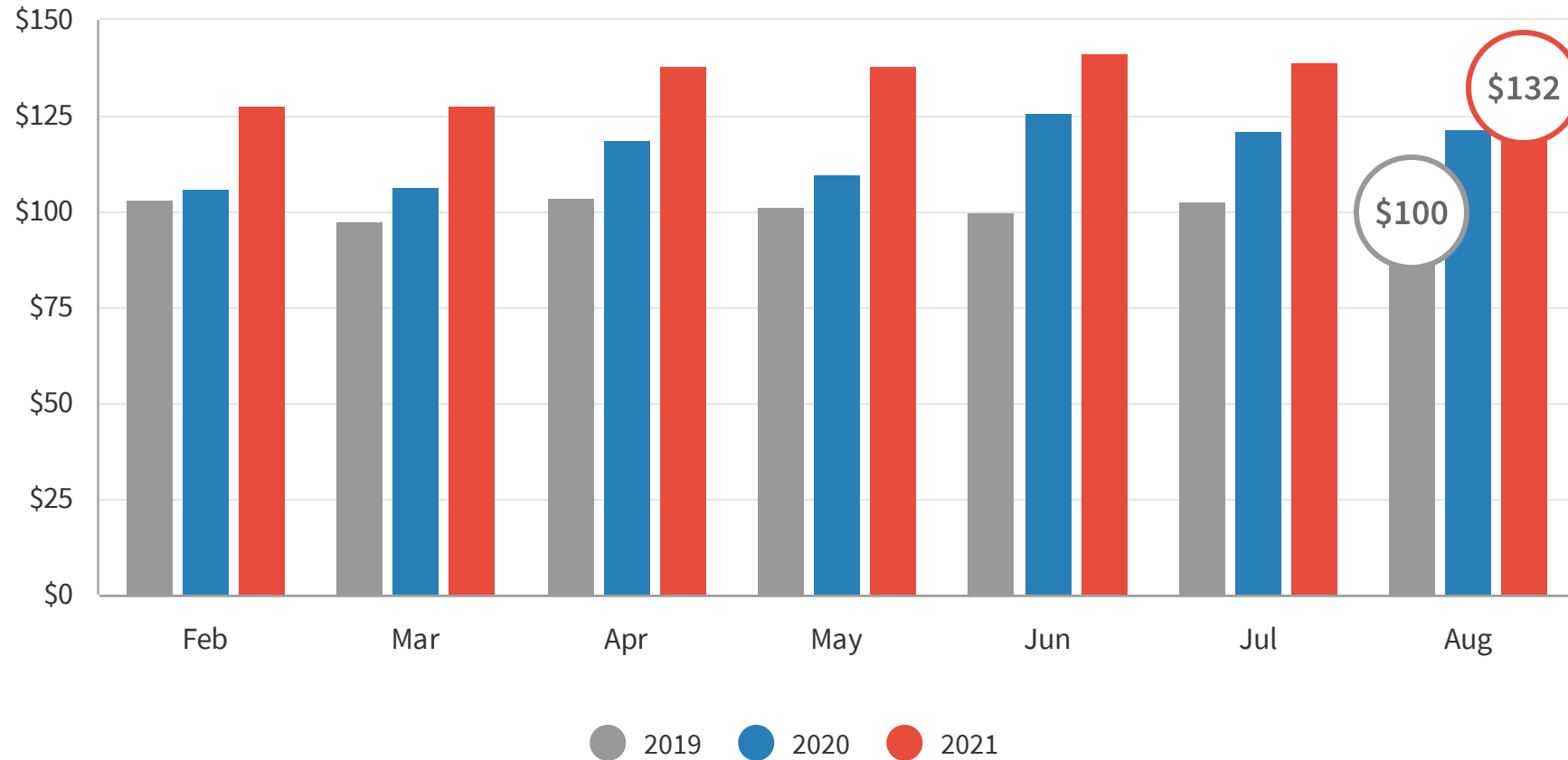


INSIGHT

Length of Stay in August 2021 was 4 days and has had an increase of 100% 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.



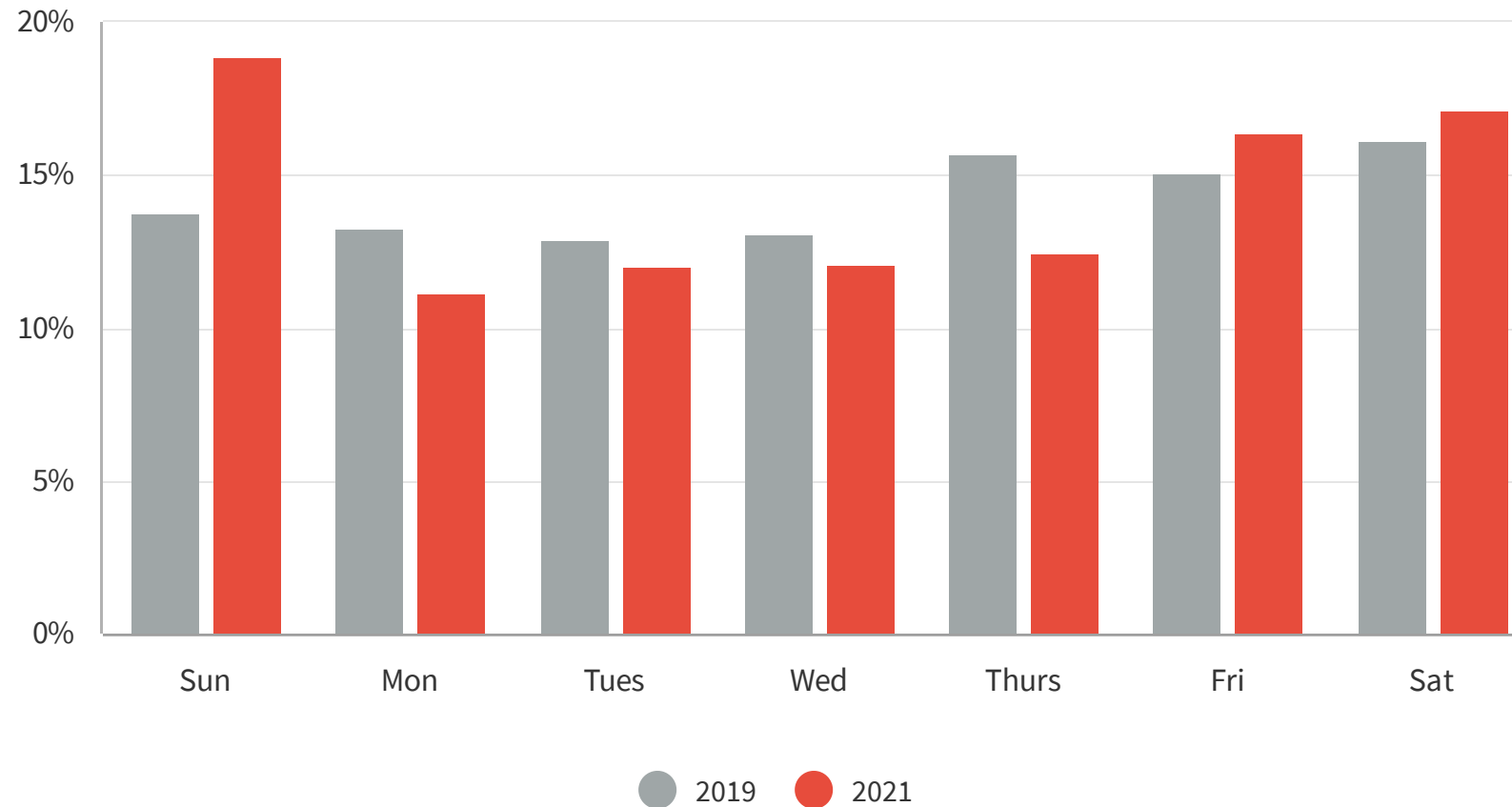
32%

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. August 2021 has had an ADR of \$132 which is a 32% 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.

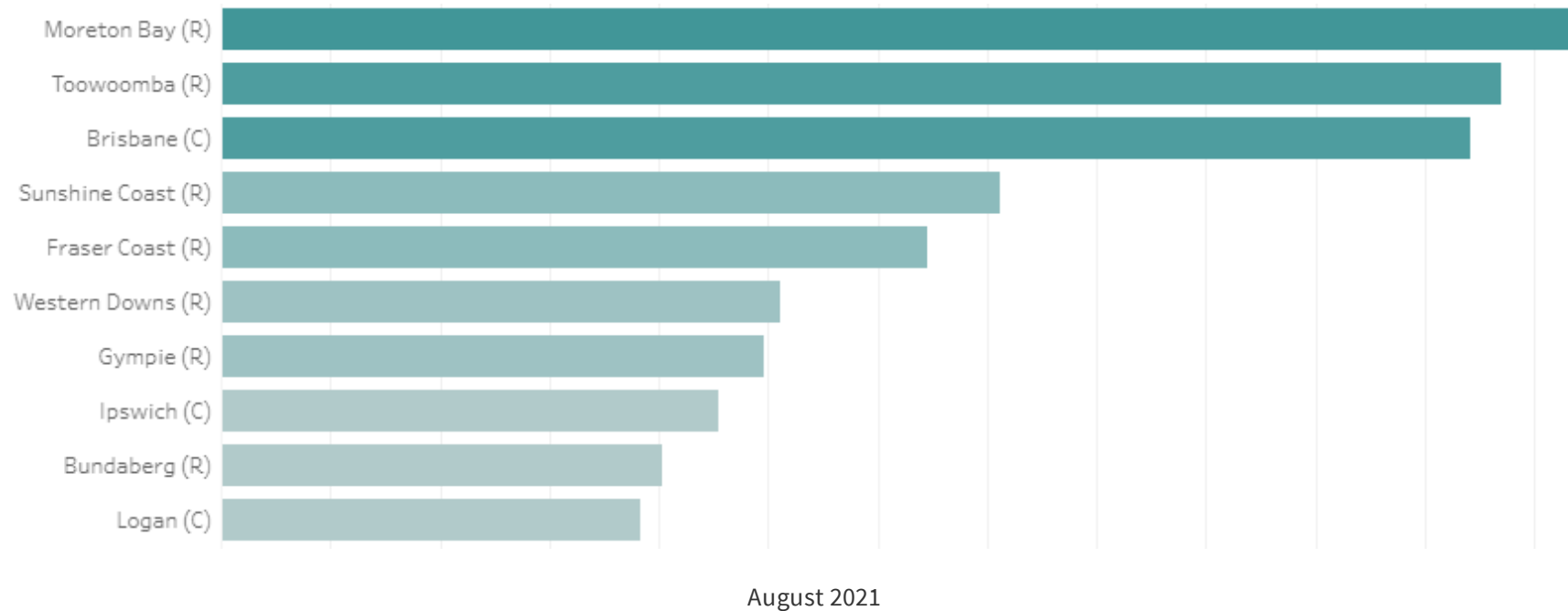


INSIGHT

The highest day of visitation in August 2021 was Sunday at 19.67%.

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.

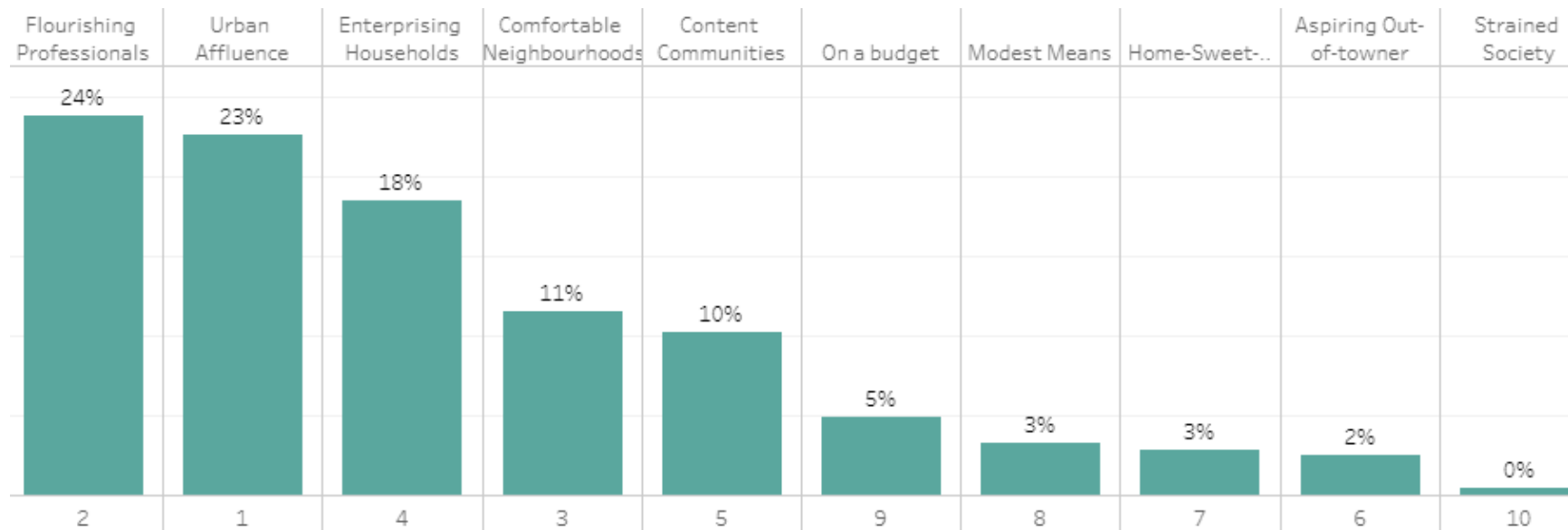


INSIGHT

The LGA's with the most amount of devices seen within the South Burnett region in July 2021 were Moreton bay with 12.41% of the total devices seen, Toowoomba with 11.70% and Brisbane with 11.42%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - August 2021



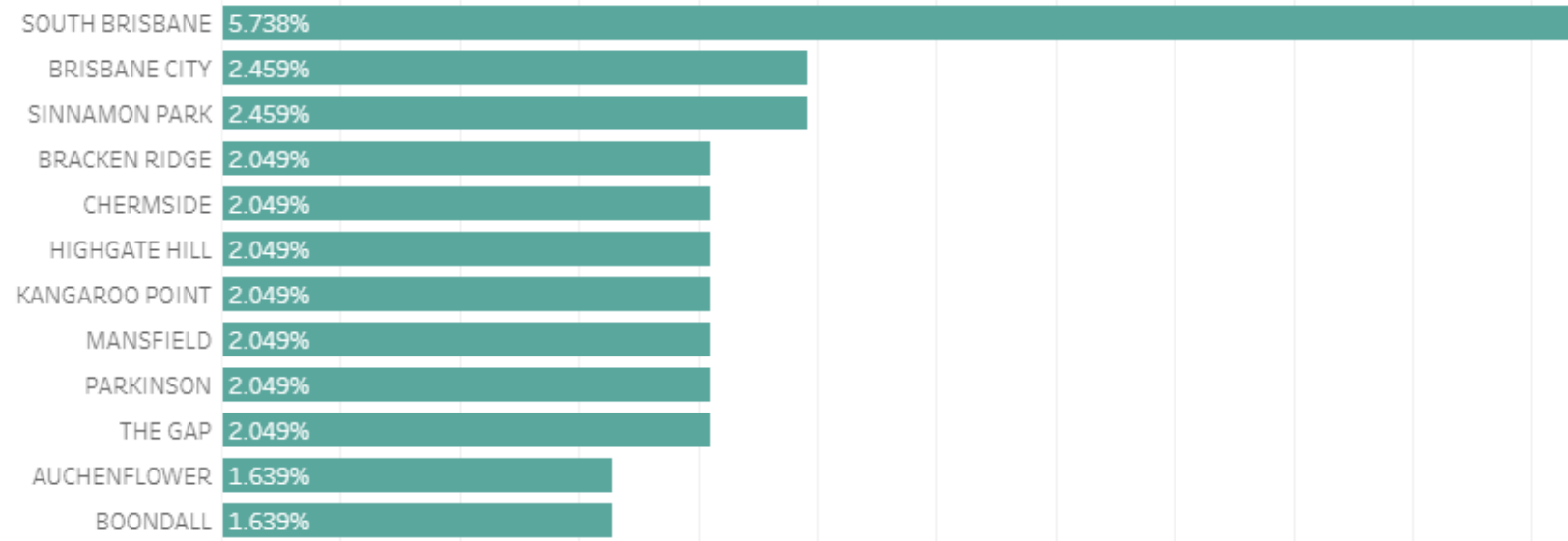
INSIGHT

The top visitors of South Burnett from Brisbane in the month of July were the second wealthiest segment, contributing to 47% 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 - August 2021



INSIGHT

The suburb that visited the most in August was South Brisbane with 5.7%, then Brisbane City and Sinnamonn park with 2.5%.